

The Roles and Social Responsibilities of Mass Media

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Background/Education

Jiuhu, Tongluo Township, Miaoli County

National Chengchi University

History major (Journalism minor)

Chinese Culture University

Graduate Institute of National

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台灣公共廣播電視集團
Taiwan Broadcasting System

Background/Current Employment

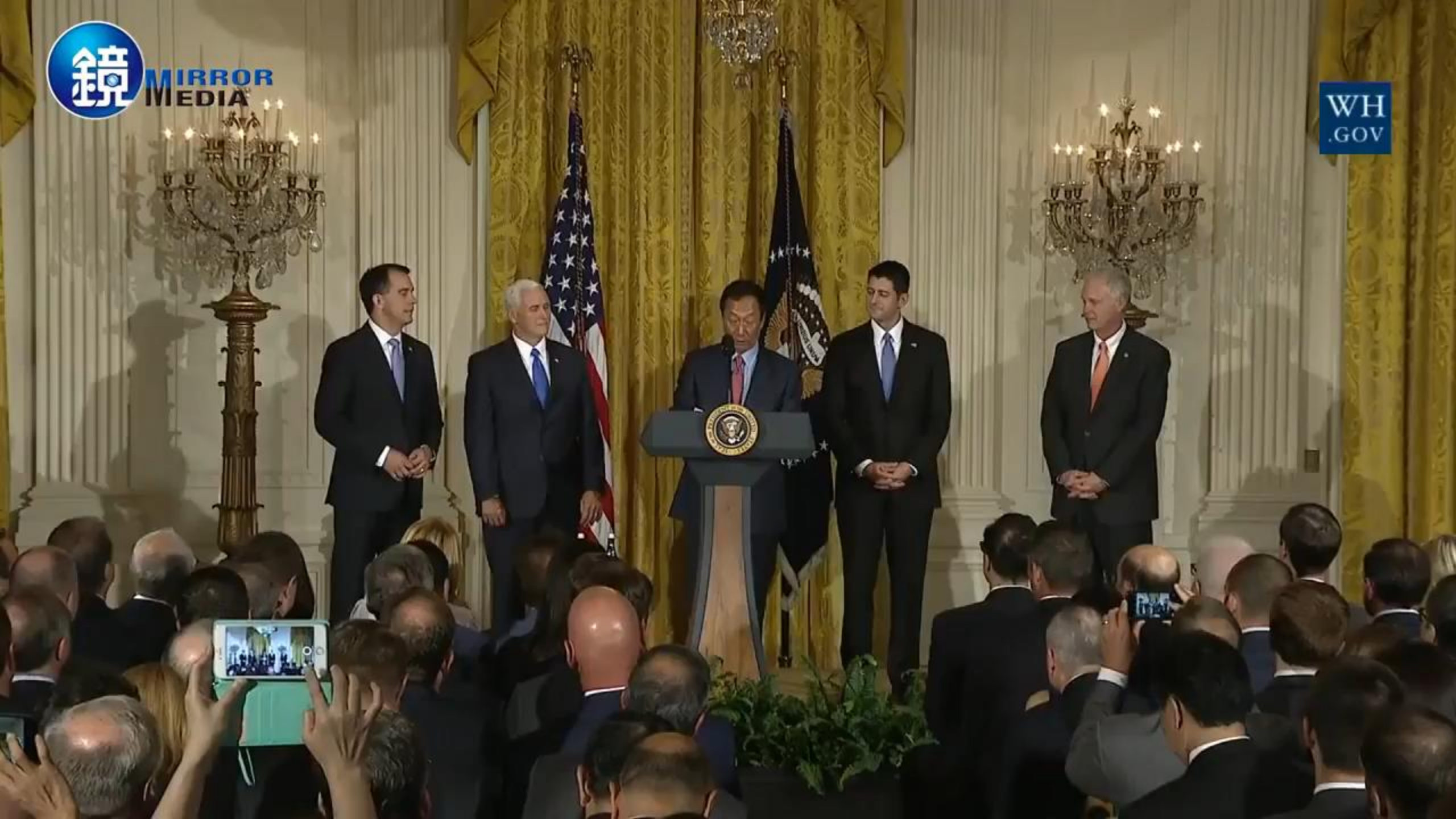
Taiwan Broadcasting System: Member of the Hakka Television Station Preparatory Office/News Dept. /Senior Journalist/Producer/Editorial Director/Program Producer of “Hakka On Site” (2006-present)

National United University: Adjunct Asst. Prof. at the Dept. of Taiwan Language and Communication/Dept. of Culture Creativity & Digital Marketing (2004-present)



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- I** What is media literacy?
- II** Understanding media and its functions
- III** The social responsibilities of the media
- IV** The impact of new communication technology on mass media
- V** Gender equality



Display Resolutions	Width × Height	Also Known As	Device(s)
8K	7680×4320	N/A	Concept TV
Cinema 4K	4096×[Unspecified]	4K	Projectors
Ultra High Definition (UHD)	3840×2160	4K, Ultra HD, Ultra High Definition	Television
2K	2048×[Unspecified]	N/A	Projectors
Widescreen Ultra Extended Graphics Array (WUXGA)	1920×1200	Widescreen Ultra Extended Graphics Array	Monitors, projectors
1080p	1920×1080	Full HD, FHD, HD, High Definition, 2K	Television, monitors
720p	1280×720	HD, High Definition	Television

What is 8K ?



- Being “media proficient” is being able to access, understand, and create media content.
- Being “media literate” is the ability to recognize and interpret media, with the goal of cultivating and active audience with critical thinking skills
- Media includes all text and images in print as well as in commercials, television, movies, websites, video games, etc.
- Media literacy involves understanding: television behavior management, television characteristics, how authentic programs seem, television production skills, and critical viewing skills, etc.



What is Media Literacy?

	Media Literacy	Media Proficiency
Main Idea	Recognition abilities	Recognition, attitude, perception, action
Goal	Prevention	Preparation
Subject	Media consumers	Citizens
Context	Choice of consumption	Public domain
Main Activities	Textual analysis	Access and production of media
Vision	Healthy personal relationship with the media	Healthy role of the media in the wider community

Theoretical Bases for Different Perspectives

1. Media content is constructed.

2. Media content has its own language and construction system.

3. People of different ethnicities and cultures have different interpretations of the same media content.

4. Most media content contain aspects related to business and profit.

5. Media content must contain its own values and perspectives.



The Audience's Basic Perceptions of Media

讓你快速了解媒體素養的重要





FAKE NEWS

Fausse Nouvelles

Pekeng
Balita

Falsche
Zeitung

假新聞

חדשות מזויפות

Falska

거짓뉴스

Falsas

أخبار كاذبة

Nyheter

Falszywe
Wiadomości

Falsas

खुफिया खबर

Фальшивые
новости

Falešné

Falsa
Novaço

Falešné

Notizie
False

Nepniewus

Falešné

اخبار دروغ

Ψευδών
Ειδήσεων

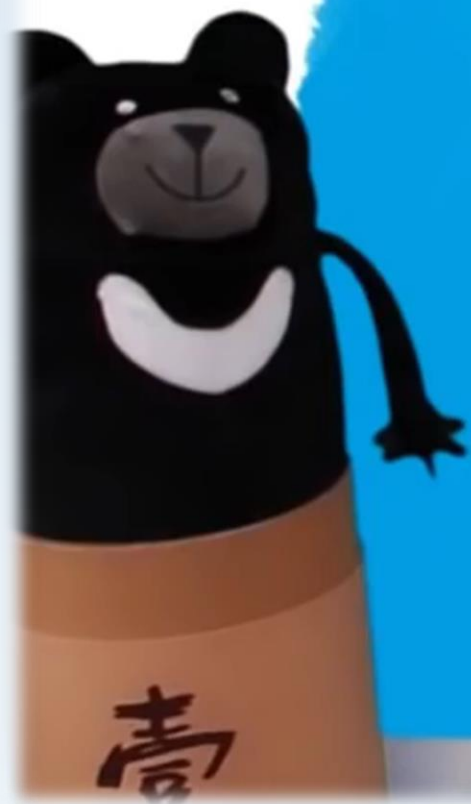
Falešné

Falschmeldungen

不是你 不是你

嘉義市
17-26

最新
BREAKING NEWS





- **I (True/Real News)**
- **Truthful, real news**
- **II (False/Real News)**
- **Not supported by facts and evidence**
- **III (True/Fake News)**
- **Exaggerated, twisted, taken out of context**
- **IV (False/Fake News)**
- **Falsified fake news**

	True	False
Real News	I	II
Fake News	III	IV

News: What is “Real” is “False”, and what is “Fake” is “True”

假新聞太多

總統護航新藥公司 生產愛滋病用藥

轉傳買贗的資料令人震驚，難怪總統及執政黨一直運用國家公器，操縱媒體，為同運護航，原來隱藏了非常惡毒的陰謀。
生產愛滋病用藥的中裕新藥創辦人之一就是當今總統蔡英文，如果讓台灣像南非開放同性戀，性解放後造成有那麼多人患愛滋病，最大得利者會是誰呢？
中裕新藥股份有限公司
TaiMed biologic
成立 2007年
創辦人 陳良博、楊育民、蔡英文、何大一
董事長 陳志全
負責人 董事長：陳志全

完備

點出3錯誤處

附資料來源

此為對生技公司之抹黑

1. 愛滋病毒不會分性向，它只看細胞表面的接受器 (receptor)
2. 要使用台灣健保的最佳方法不會是併結婚，而是來台工作。
3. 愛滋藥物被國際大藥廠壟斷，所以臺灣生技公司才要去研發，使國內感染愛滋藥物使用效果好且價格便宜的藥物，然後我們國內的生技藥物可以進軍國外市場

資料來源：<http://garminnotes.blogspot.tw/2016/12/hiv.html>

<http://www.setn.com/News.aspx?NewsID=206246>

<https://buzzorange.com/2016/12/09/aid-let-healthcare-beer-run-in-quebec/>

馬戲團賣票拖戲

假新聞太多?"零時政府"創系統辨真假

快來 三立新聞粉絲團 按個讚！

- **“Everything faded into mist. The past was erased, the erasure was forgotten, the lie became truth.” — George Orwell, *1984***



1. Journalists enjoy seeking out new things
2. Journalists like exclusive stories
3. Journalists like to inquire, explore, and uncover the undiscovered
4. Journalists enjoy uncovering problems and finding issues
5. Journalists despise red tape
6. Journalists often have an active sense of justice
7. Journalists have tight deadlines

Journalism

The journalistic vocation is one of volatility, somewhat dangerous and uneasy, often restless in the search for news, and has a tendency to drift between news stations.

Churnalism

What do Journalists do?



**Helping all citizens
develop their critical
thinking, ability to
produce information,
and be able to critically
analyze media content**

Active misrepresentation is a form of fraud more severe than the failure to disclose. Unlike disclosure, which can be enforced, an edited document may never be recalled, especially online, where there are no hardcopies. If institutions, or the government, are empowered to require the media to alter reports to 'correct' lies, then legitimate journalism, and truth, is at risk of disappearing. Without the right tools we will be drowned in falsehoods, unable to fight back or even resist. How unaware and ignorant are we of political changes to political oversight and blatant wrongdoing?

Education Goals of Media Literacy/Proficiency

Product Placement and Social Responsibility



晚報10大

- 台幣升貶 一元震盪
- 惡擋車 台大博士生
- 門號綁約 簽名遭偽
- 員警猝死 疑似過勞
- 畸胎不查 控醫疏失

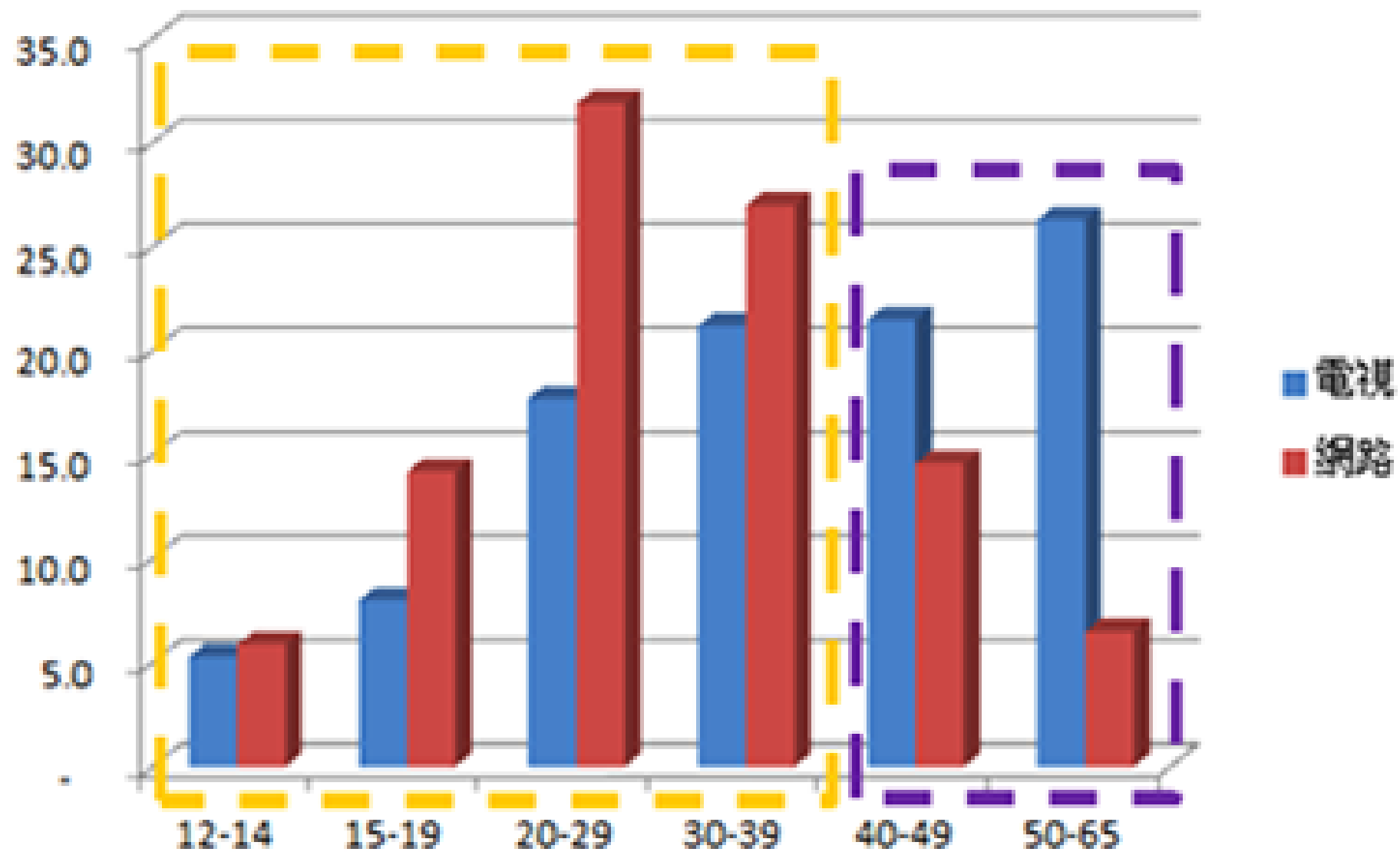


主 播 盧秀芳



New Communication Technologies





資料年度 2016

What opportunities
and crises do we
face with the rise of
new media?

The world is changing rapidly,
commonly accepted practices and
knowledge cannot continue to be
'reinvented' as new

Be Visionary

Lead, don't follow



First
quarter of
2017

Netflix
reached 50
million
subscribers,
surpassing
the number
of cable TV
subscribers
in the US

Transition of business models from advertising-based to subscription-based

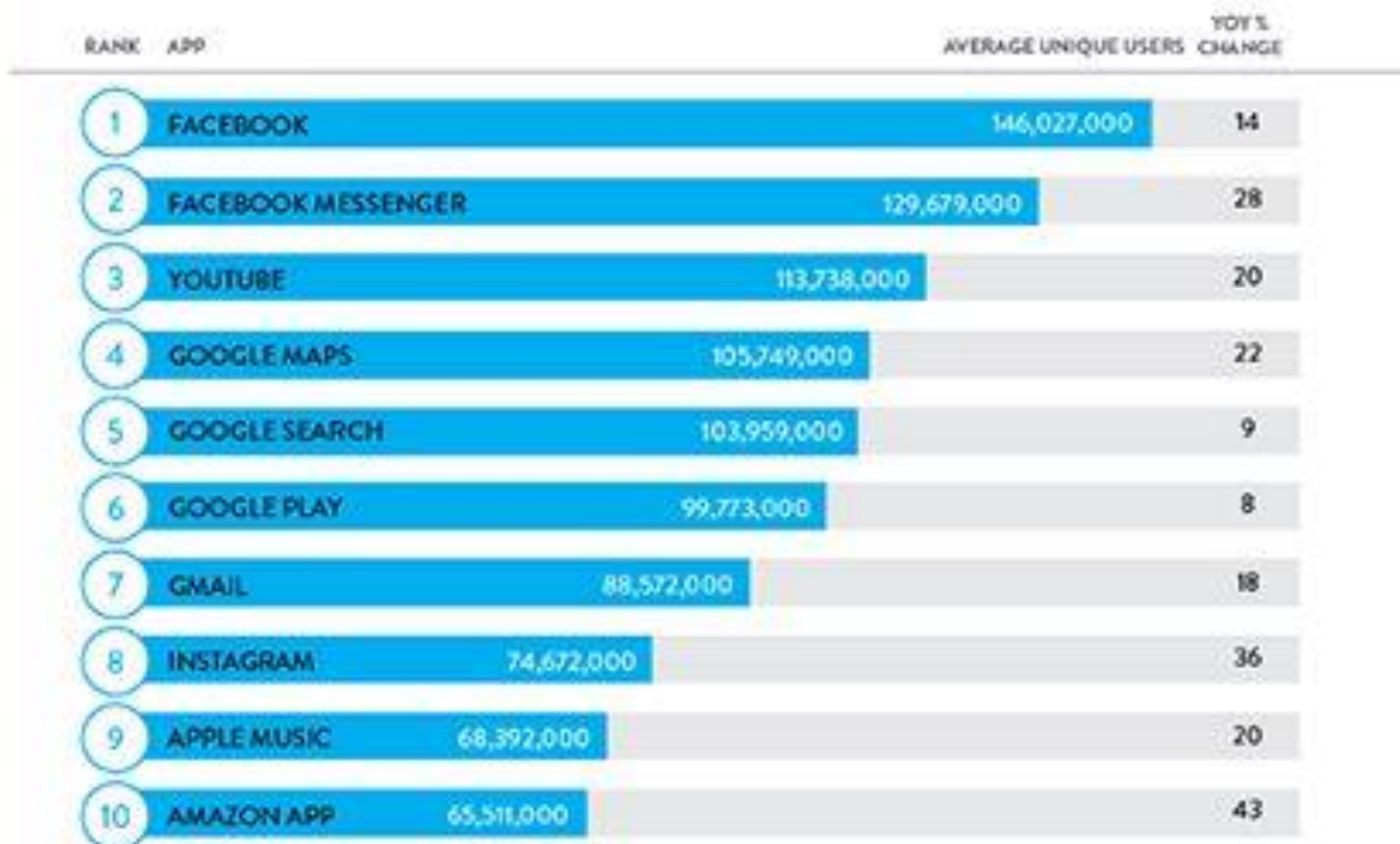
Major video platforms such as iQIYI, Tencent Video, Sohu, Youku, and Tudou have all surpassed 10 million paid VIP members. This indicates that the paid online streaming economy has matured.



Hao Brother Erlong Lake: Jianghu Academy

Topped the online box office after its exclusive release on iQIYI in April of 2017, in just 23 days this film earned over 10 million RMB (around NT\$50 million). For the production company to make this kind of revenue in a theatrical release in Taiwan, it would have to generate NT\$150 million in ticket sales.

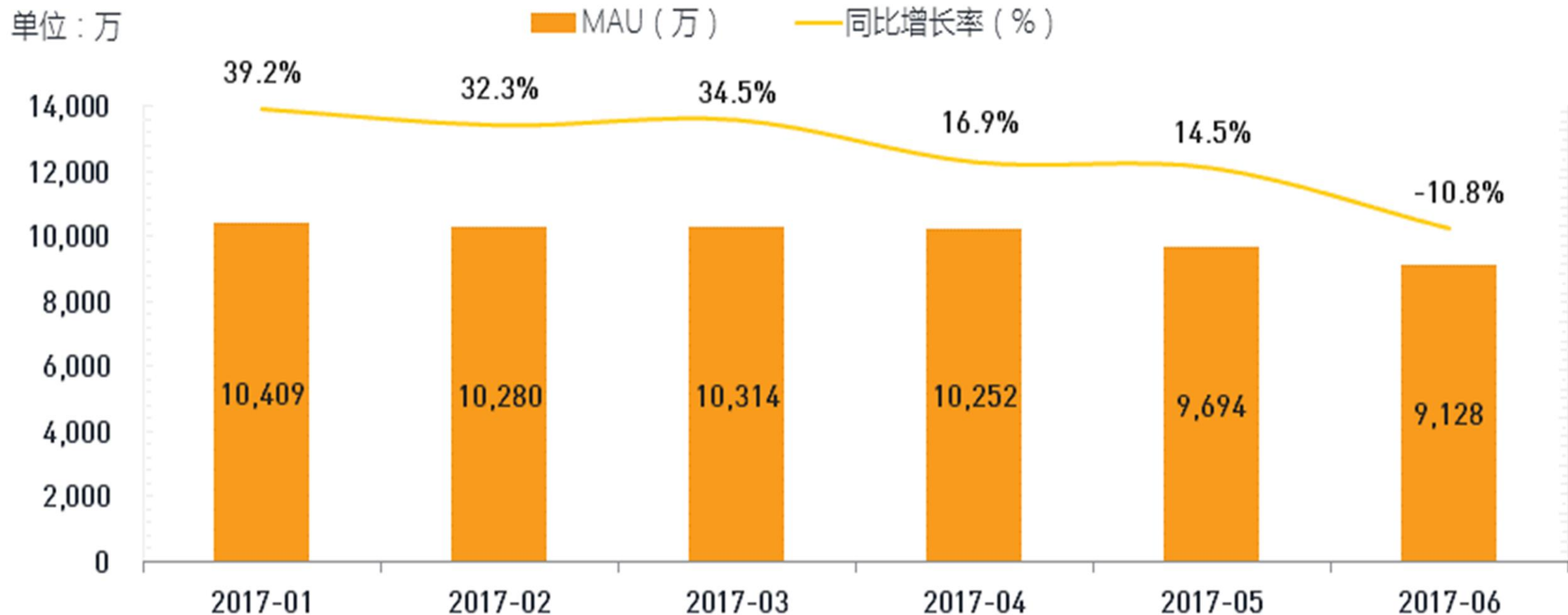
TOP SMARTPHONE APPS OF 2016

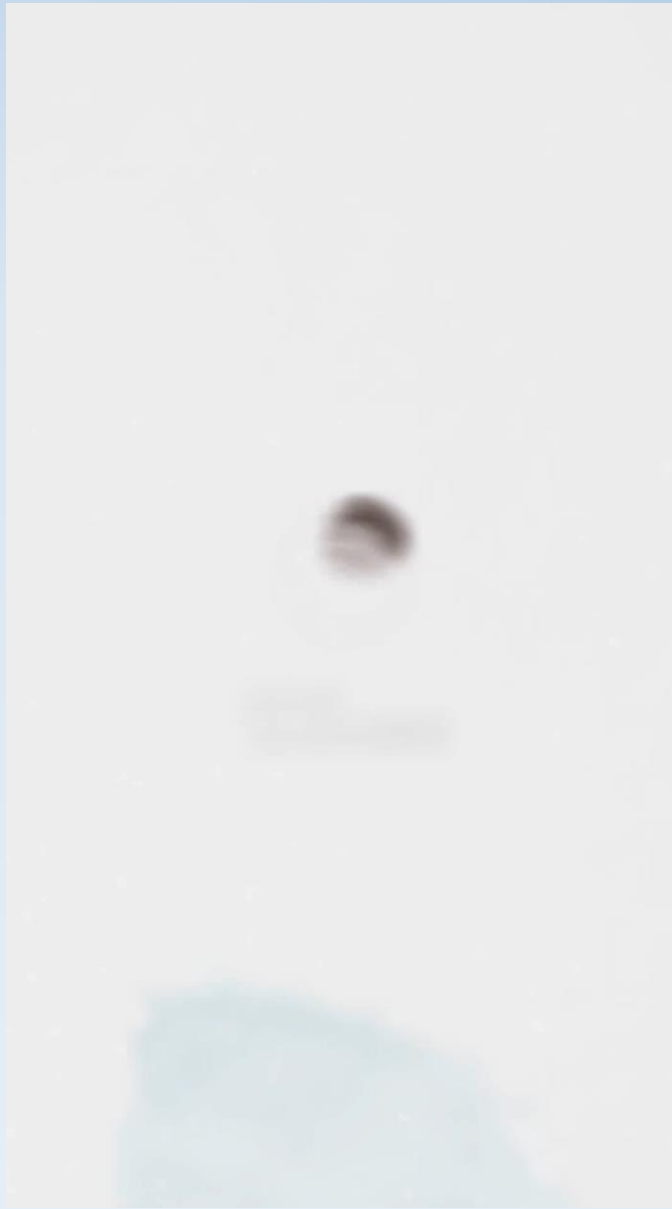
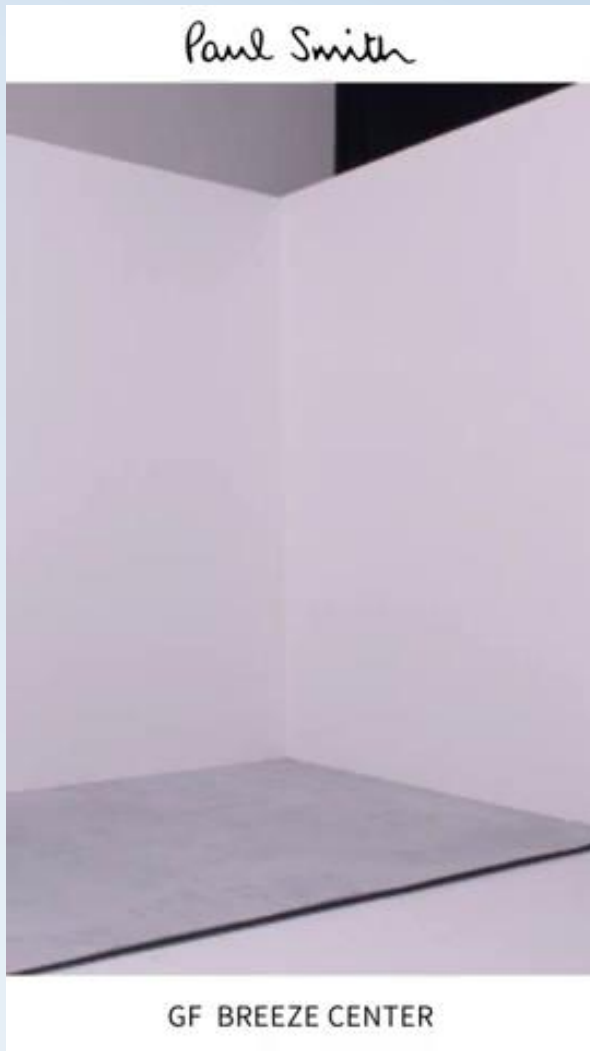


Note: The list is ranked on average unique audiences, which is the average of January 2016 - October 2016. The year-over-year percent change represents the unique audience of October 2016 compared to the unique audience of October 2015.

Source: Nielsen.

直播行业用户规模及同比增长率





Vertical Videos

When knowledge goes online: the smartest in the room is not the teacher nor the combined intellect of the students, but the place which holds all of humanity's wisdom



THANK YOU

