

中文摘要

本研究選擇2009年11月1日至2010年10月31日《中國時報》、《自由時報》、《聯合報》與《蘋果日報》四家報紙的同伴動物新聞，透過內容分析法，從各類目之月份分佈、四家報紙之類目分析結果比較、「報導層面」及「動物態度」兩類目與其他類目之交叉分析，檢視四報對同伴動物議題的報導表現。共計取得2331則新聞樣本。

經各類目的月份分佈分析後，發現多有接近的分佈趨勢，這應與當時發生的新聞事件有關。而進一步比較四家報紙分別在各類目的分析結果，發現不同報紙對同伴動物新聞的處理，確實有不同的取向偏好。

整體來說，四家報紙基本上對同伴動物新聞主要以人情味新聞之方式報導，少見以硬性新聞之方式處理或刊登於全國重大版面，其中更是少見評論動物保護現況的社論與短評；在動物態度的表達上，則大多是以促進動物福利的立場為主。另外，有關動物利用或動物歧視之新聞雖比例較少，並且也未必是報社立場刻意為之，但由於媒體的影響力無遠弗屆，故對促進動物保護來說仍需注意。

關鍵詞：同伴動物、寵物、新聞、內容分析、環境教育

II 同伴動物新聞內容之分析----以中國時報、自由時報、聯合報、蘋果日報為例



Abstract

This study analyzes the four news media in Taiwan are "China Times", "Liberty Times", "United Daily News" and "Apple Daily" reports for companion animals. We obtained 2331 reports from November 1, 2009 to October 31, 2010. The researcher used content analysis from four points to complete this thesis. The four points are A: news trend, B: comparison of the four media reports, C: reports for companion animals and D: attitudes towards animals.

The results showed that we found that the four news media reports of companion animals have a different opinion. The four news media seldom have editorial and commentary for the status of animal protection. Their reports of companion animal most are human interest story or soft news. Even occurred several big events of companion animals in past, the four news media have also rare reports in hard news.

In general, the four news media reports for attitudes toward animals to most promote animal welfare and animal rights. I think few reports about animal discrimination that news media necessarily deliberate behavior, but "ignorance". The media has spread rapidly and strong impact for public on the mature of the social environment of education. So the news media attitudes towards animals should not be underestimated in animal protection movement.

Keywords: companion animals, pets, news, content analysis, environmental education

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