

學術對談

作為批判研究的媒介政治經濟學

對談人：珍妮特·瓦斯科、徐亞萍

翻譯、編校：徐亞萍



珍妮特·瓦斯科教授
(Prof. Janet Wasko)

「我認為，一旦提及政治經濟學，電影的、媒介的、傳播的政治經濟學，一般指的是某種批判的視角。它吸收了馬克思、法蘭克福學派等批判理論。它至今有了很大發展，很多人都在使用這一路徑。所以談及媒介政治經濟學研究的時候，我覺得基本上都是某種批判研究。雖然媒介經濟學，不同版本的產業研究也在發展，但它們並不一定是批判的。事實上，要是你對媒介持批判態度，你可能會說自己所持的是政治經濟學的研究視角。針對產業也有其他類型的研究，它們大多吸收了新自由主義經濟學者的路徑，多半和現狀和諧共存，所以它們展示的是不同的視角。對於政治經濟學而言，我們研究甚麼呢？我們研究媒介產業、企業、商品的生產等等。所以我們通常會聚焦於主流、核心、掌控者。我們關注這些是因為我們想知道如何理解權力，這是一個非常重要的概念。因為我們想探索為甚麼媒介鮮有多樣性，比如電影。我們也試圖質疑為甚麼所有產品都面向商業目的去定位。我們還有志於推動某些另類模式、獨立模式的發展。」

徐亞萍，中國政法大學光明新聞與傳播學院講師。研究興趣：影像傳播的美學、歷史與政治。電郵：applexu57@gmail.com

Dialogue

The Political Economy of Media as a Critical Approach

Discussants: Janet WASKO, Yaping XU

Translator, Editor: Yaping XU

Abstract

Professor Janet Wasko is the Knight Chair in Communication Research at the School of Journalism and Communication in the University of Oregon. She is also the president of the International Association for Media and Communication Research (IAMCR). Prof. Wasko has been greatly involved in forming the tradition and the scholarly community of the political economy of communication, particularly working in the realms of the American film industry and Disney corporation studies.

Prof. Wasko worked with Thomas Guback—one of the pioneers of doing political economy studies on the film—at the University of Illinois and received her doctoral degree after submitting the dissertation *Relationships Between the American Motion Picture Industry and Banking Institutions*, which was published as the monograph *Movies and Money: Financing the American Film Industry* (1982) later. After that, Prof. Wasko continued researching the film industry and published a number of influential books, including *How Hollywood Works* (2003), *Understanding Disney: The Manufacture of Fantasy* (2001), *Hollywood in the Information Age: Beyond the Silver Screen* (1994), etc.

Yaping XU (Lecturer). Guangming School of Journalism and Communication, China University of Political Science and Law. Research interests: aesthetic, historical, and political issues of visual communications.

With several distinguished political economists of communication research, she also coauthored, edited and co-edited many collections, for example, *The Handbook of Political Economy of Communications* (2011), *Media in the Age of Marketization* (2007), *Consuming Audiences? Production and Reception in Media Research* (2000), *The Political Economy of Information* (1988), and so on.

Citation of this article: Xu, Y. (2016). The political economy of media as a critical approach. *Communication & Society*, 35, 1–25.

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