

研究論文

2014年台灣太陽花學運中的官方論述策略

倪炎元

摘要

本研究嘗試檢視2014年3月台灣所爆發的太陽花學運期間，代表官方的總統與經濟部，是循著何種論述策略來回應學運團體的訴求與批判。本研究所選擇的範例，一個是馬英九總統針對學運團體抗爭所發佈的正式記者會發言內容，並以稍後學運團體所發佈的回應稿相對應做比較；另一個則是經濟部為反駁反服貿倡議者的論述，所製作的文宣稿以及記者會發言內容。透過簡單的用字頻次分析與Ruth Wodak所提示的批判論述分析途徑，分別檢視相關文本中的自我的指涉、認同的召喚、他者的建構、理念的操作、框架的設定等操作，本研究發現馬總統與學運團體的論述策略之間呈現鮮明的對比，兩篇聲明都無意與彼此進行對話，也都選擇向一般公眾進行召喚。但在論證策略上，馬總統將重點放在「台灣不能自外世界」的全球化論述上，而學運團體則將論證策略焦點集中在「決策過程是黑箱」的民主程序論述上。至於經濟部的論述策略，則是集中反駁反服貿倡議者的論述，嘗試證明其主張為謊言，儘管經濟部企圖以事實舉證的方式，論證反服

倪炎元，銘傳大學新媒體暨傳播管理系教授。研究興趣：媒體再現研究、論述研究、政治公關。電郵：yyni@mail.mcu.edu.tw

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質倡議者的主張是誤謬的，然而在框架策略上，卻因為複製了反服質倡議者的框架，沖淡了其所要預期達到的說服效果。

關鍵詞：太陽花學運、論述策略、批判論述分析

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Research Article

The Official Discursive Strategies toward Taiwan Sunflower Student Movement in 2014

Yen-Yuan NI

Abstract

This study attempts to investigate the official discursive strategies of the President and the Ministry of Economic Affairs (MOEA) respond to the student movement group's criticism during the Taiwan Sunflower Student Movement in March 2014. One sample selected in this study is the official press conference script released by President Ma Ying-jeou, which is compared with the response letter the student movement group later released; the other is the propaganda and press conference script released by the MOEA, which is intended to refute the discourse made by the opponents against the Cross-Strait Agreement on Trade in Services (CSATS). Through the approaches of simple word frequency analysis and the critical discourse analysis suggested by Ruth Wodak, this research examine the self-reference, calls for identity, the construction of the other, the ideologies manipulation, frame setting and other operations from relevant texts. The findings show a sharp contrast between President Ma Ying-jeou and the student movement group's discursive strategies, both statements having no intention to engage in dialogue but choosing to reach out to the general public. However, as far as their discursive strategies are concerned, President Ma Ying-jeou stressed the "Taiwan must not be marginalized" discourse from the perspective of globalization, while the student movement

Yen-Yuan NI (Professor). Department of New Media and Communications Management, Ming Chuan University. Research interests: representations in media studies, discourse studies, political public relations.

group emphasized the discursive strategy of “decision-making is inside the black box” from the perspective of democratic procedure; as for the MOEA’s discursive strategy, the focus lied in refuting the discourse of the opponents against CSATS, attempting to prove their claims being mere lies. Despite the MOEA’s attempt to cite factual proof to argue the claims of the opponents against CSATS being absurd mistakes, within the framing strategy, the replication of the framework of the opponents against CSATS diluted the potency of the persuasion the MOEA had originally anticipated.

Keywords: Sunflower Student Movement, discursive strategy, critical discourse analysis

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