

研究論文

媒介他者的正名政治： 身心障礙與同志族群比較研究

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摘要

少數與弱勢族群欲藉由「正名」來顛覆名稱背後之族群分類架構與權力關係，以新的、甚至自我命名之稱謂來重構主體性、認同，並建立文化論述主權。然而，作為社會重要之真實反映者與真實建構者之主流新聞媒體，正名是否能達到少數族群所期望的改變媒體再現之結果，進而影響大眾社會認知與社會意識型態，以達正名之效？本研究以經歷兩種不同正名型態之身心障礙族群與同志族群為例，採用內容分析法探究兩族群的媒體正名結果，研究發現兩族群正名的媒體效應並不相同，顯示正名及語言翻轉本身仍不足以重構媒體與社會真實，正名要發揮實質作用仍須仰賴社會與文化的實質政治實踐。

關鍵詞：正名、身心障礙者、同志、再現的建構途徑、社會文化建構取向

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Research Article

Name Rectification Politics of “the Others” for the Media: A Comparative Study on Homosexuals and People with Disabilities

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Abstract

Minority and disadvantaged groups have attempted to use “name rectification” to subvert the ethnic classification framework and power relations and use new or even self-created titles to reconstruct subjectivity and identity as well as establish the sovereignty of cultural discourse. Mainstream news media are influential reality reflectors and constructors of society. However, it remains to be seen whether name rectification can achieve the objectives of minority groups to change the media’s reproduction effects and thereby influence the public’s social cognition and social consciousness patterns. In this study, we use a sample of people with disabilities and homosexuals, which have undergone two kinds of name rectification processes to results of this study showed that the media representation of these two groups were different, which indicates that name rectification does not reconstruct media and social

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reality. In order to have a substantive influence, the name rectification movement might still need to rely on political and social measures.

Keywords: name rectification, homosexual, physically and mentally disabled citizens, the constructional approach of representation, the approach of social and cultural construction

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