

研究論文

衝突性媒介事件與非日常時刻的數字民族主義——以「佩洛西竄訪台灣」為例

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摘要

近年來，媒介事件越來越表現為衝突形式，數字時代的媒介事件動員了平台、新聞機構、用戶等多元行動者的參與。本文以「佩洛西竄訪台灣」為個案，將新浪微博的話題標籤為經驗材料，考察多元行動者如何開展數字民族主義的話語實踐。研究發現，多元行動者通過了「家庭隱喻」、「衝突性民族主義話語」和「多元共在」等三種話語展開動員，標籤行動主義在把關、行為邏輯、話語模式等層面被數字平台所形塑，依賴於數字技術所形成的行動網絡重塑了想像的共同體之形式。民族共同體在話語、位置和圖像等三方面相互連結，人們不僅在閱讀地圖中想像共同體，也在參與中重述共同體。他們的話語行動建構了逆全球化背景下的民族國家，而所在的位置被數字檔案所記錄。

關鍵詞：數字民族主義、媒介事件、數字行動主義、地圖、數字新聞

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Research Article

Conflicting Media Events and Digital Nationalism in Non-Everyday Moments: A Case Study of U.S. House Speaker Pelosi's Visit to Taiwan

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Abstract

Media events are increasingly taking the form of conflicts, and in the digital age, media events rely on the participation of diverse actors. This article uses the case of U.S. House Speaker's Pelosi's visit to Taiwan and the hashtags on Sina Weibo as empirical materials. It examines how diverse actors engage in the discourse practice of digital nationalism. The study finds that diverse actors mobilize through three types of discourse: family metaphor, conflict-based nationalist discourse, and plural co-presence. Tag activism is shaped by digital platforms in terms of gatekeeping, behavioral logic, and discourse patterns. The action network formed by digital technology reshapes the form of our imagined community. National communities are interconnected in three aspects: discourse, location, and imagery. People not only imagine the community in reading maps but also retell the community through their participation. Their discursive actions construct a national state against the backdrop of deglobalization, and their locations are recorded by digital archives.

Keywords: Digital nationalism, media events, digital news, maps, digital activism

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