

研究論文

# 環境報導中都市精英媒體的議程擴散效應 ——對霧霾治理政策報導過程的分析

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## 摘要

近些年來，中國的霧霾問題引起了廣泛的社會關注，也促使中國政府施行了一系列和治理霧霾有關的政策，「煤改清潔能源」政策是其中重要的一項，並且涉及了眾多的社會主體。在這一政策的執行過程中伴隨著多方社會主體的參與和多種意見的表達，並在2017年12月引起了重要的政策調整。文章選取《人民日報》、澎湃新聞、《中國環境報》和新浪微博四家媒體，並將澎湃新聞作為都市精英媒體的典型代表，分析它們在2015-2017三年間對這一政策的報導議程，運用了時滯交叉相關分析法 (lag-cross correlation analysis) 檢驗它們在2017年年底政策調整階段的議程互動情況。結果發現，各個媒介之間對這一議題的報導存在顯著的相關性，並且在政策的不同階段表現出不同的媒體間議程設置作用。在環境政策引發的社會問題被建構成為新聞事件的過程中，都市精英媒體能夠整合議程並推動其擴散，在政策網路中勾連起公眾話語和官方媒介議程，通過影響國家級黨媒的媒介議程進而對政策議程產生影響。

**關鍵詞：**「煤改清潔能源」政策、環境治理、政策網路、媒體間議程設置、時滯交叉相關分析

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論文投稿日期：2018年10月25日。論文接受日期：2019年4月23日。

Research Article

## The Agenda Diffusion Effects of Urban Elite Media in Environmental Coverage: The Case Study of China's Smog Governance Policy

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### Abstract

The smog problem in China has caused widespread concerns in recent years and has also promoted a series of policies that have been set up by the government. A swift transition from coal to clean energy policy is important to govern the smog problem. In the process of this policy implementation, multiple social groups participated in the discussion and multi-perspective opinions were expressed, finally resulting in important policy adjustment. This study selected four media outlets: *People's Daily*, *The Paper*, *China Environment News*, and Sina Microblog, in order to analyze the media agenda from 2015 to 2017. Lag-cross correlation analysis was used to test the media agenda interaction during the period of policy adjustment at the end of 2017. The findings indicate that a significant interaction could be observed in these four media outlets, and that in the different stages of the policy process, different inter-media agenda effects could be measured. When environmental policies raise social problems and then become framed as news events, in the process, urban elite media can integrate their agendas and promote their diffusion to bridge public discourse and the official media agenda. Thereby, they may significantly influence the national official media agenda, which would then influence the policy agenda.

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**Keywords:** swift coal to clean energy policy, environmental governance, policy network, inter-media agenda setting, lag-cross correlation analysis

**Citation of this article:** Zhu, Y. (2020). The agenda diffusion effects of urban elite media in environmental coverage: The case study of China's smog governance policy. *Communication & Society*, 52, 143–178.

## 致謝

作者感謝兩位匿名評審對本文提出的寶貴意見和建議。感謝《傳播與社會學刊》編委會對本文提出的細緻的、充滿建設性的修改意見。感謝國家社科基金一般項目「環境傳播的公共修辭與符號化治理策略研究」(17BXW008)的資助。

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