研究論文

網絡哀悼的賦權效應：社交媒體哀悼空間的話語實踐與權力博弈

邵鵬、王晟、應恩挺

摘要

　　基於逝者社交媒體的網絡哀悼模式有何基本特徵？其動力機制是甚麼？又具有何種賦權效應或潛力？研究選擇「玫瑰少年」高彥的抖音評論為個案，綜合運用計算機輔助內容分析法和批評性話語分析法，對35萬多條評論文本進行了量化與質化分析。研究發現，在文本內容向度，網絡哀悼可被視作「情緒宣洩式獨白」和「持續聯結式對話」兩種模式的交集，並且持續聯結延伸了情感獨白的核心訴求。在話語實踐向度，持續聯結的話語生成機制在於集體記憶的激活、共同身分的吸引。在社會實踐向度，支持者群體運用「互文性」手段塑造受害者形象，進而逆轉文化和政治上的弱勢。研究進而提出了「網絡哀悼共同體」的概

邵鵬，浙江工業大學人文學院副院長、教授、博士生導師。研究興趣：全球傳播、媒介記憶、媒體融合。電郵：ericshaw@zjut.edu.cn

王晟，華中科技大學新聞與信息傳播學院博士候選人。研究興趣：媒介記憶、媒體融合。電郵：17816110381@163.com

應恩挺，廈門大學信息學院碩士研究生。研究興趣：人機交互。電郵：30920211154173@stu.xmu.edu.cn

念，而網絡哀悼的賦權效應體現在「記憶賦權」和「符號賦權」的雙重維度，促進個體與集體記憶的呼應、交匯，推動情感引力的擴散與凝聚，實現「個體 → 群體 → 大眾」層層遞進的廣泛「聯結性」形態，形塑出極具悲情色彩的象徵符號，以此達成一種「社會關係的不朽」。

關鍵詞：網絡哀悼、持續聯結、互聯網賦權、社交媒體、性少數研究

Online Mourning as Empowerment: The Case of "Rose Boy" on Social Media

Peng SHAO, Sheng WANG, Enting YING

Abstract

What are the basic characteristics of online mourning based on the social media of the deceased? What is the driving mechanism behind it? What empowerment effect does it have? This study selected the TikTok comments of Gao Yan, who is labeled "Rose Boy," analyzing more than 350,000 comments using the computer-aided content analysis method and critical discourse analysis method. It is found that in terms of text content, online mourning can be divided into two modes, including "emotional and cathartic monologue" and "continuing bonds dialogue." In addition, "continuing bonds dialogue" extends the core appeal of "emotional and cathartic monologue." In terms of discourse practice, the mechanism of discourse generation for continuing bonds lies in the activation of collective memory and the attraction of common identity. In terms of social practice, the supporters of sexual minorities use "intertextuality" to shape the victim image and then reverse the cultural and political weakness. The

Peng SHAO (Professor). School of Humanities, Zhejiang University of Technology. Research interests: global communication, media memory, media convergence.

Sheng WANG (Ph.D. Candidate). School of Journalism and Information Communication, Huazhong University of Science and Technology. Research interests: media memory, media convergence.

Enting YING (Postgraduate). School of Informatics, Xiamen University. Research interest: human-computer interaction.

research further puts forward "the community of online mourning," which reveals that the empowerment effect of online mourning is reflected in the dual dimensions of "memory empowerment" and "symbol empowerment." Specifically, it promotes the convergence of individual memory and collective memory and strengthens the diffusion and cohesion of emotional gravity to realize the extensive "connectedness" form of "individual → group → public." For affirmative action for sexual minorities in China, online mourning helps the deceased "Rose Boy" achieve a kind of "immortality of social relations," ceaselessly constructing tragical symbols.

致謝