

寫在卷首

多維的學術圖景

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本期《傳播與社會學刊》主要涉及四個主題：健康、心理、話語、權力。

傳媒內容與媒體使用如何影響人的健康？此經典命題在後疫情時代更加凸顯。健康對每一個體之重要性不需贅述。但要達致健康、保持健康，不僅是個人問題，更涉及家庭、社區、全社會甚至全球生態體系。其中關鍵之一乃是社區，包括實體空間的鄰里社區，也包括基於網路的線上社區。新舊形態社群與健康之關係，乃傳播與社會研究必須重視的議題。

心理健康是健康的重要一環。社會心理學也是傳播研究的基本學理脈絡之一。在當今智能手機與網路媒體的環境中，人們如何滿足內心的歸屬需求？如何進行自我表露？錯失恐懼 (fear of missing out, FoMO) 在此過程中起何作用？其結果怎樣影響個體的自卑感、沉悶感、幸福感？這些心理機制在新科技與社會變遷過程中引發新現象、新問題，也為傳播與媒體研究提出新挑戰、提供新資源。

話語是人類表達自我的方式，也是人類感知世界的框架。話語實踐，特別是關於社會事件的集體話語，因此尤為重要。它一方面折射

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出不同人群的共同身分與群體歸屬，另一方面也被用來壓制小眾，創造虛假的社會共識。在眾聲喧嘩的網路媒體時代，少數族裔、被邊緣化的人群，是否真有更多機會被看到、被聆聽、被包容、被尊重？這也是學刊讀者在進行話語分析時應思量的問題。

權力影響話語實踐。但沒有話語架構，權力也無處棲身。這體現在針對社群媒體或新聞平台的政策論述中。而「平台」一詞亦是科技企業逃避規管的話術。前些年的全球趨勢是，管控媒體的公權力日益被科技巨頭的私權力所取代。但疫情以降，過去兩三年來，各國包括各華人社會，都出現權力鐘擺向相反方向移動的跡象。同時，學術理論的生產亦為涉及學科建設權的話語實踐。本期刊登的論文也在此更根本的理念層面上創新立論，如提出「媒介學範式」，以拓展同仁之視野，激發傳播研究之想像。

健康、心理、話語、權力——四條紅線相互交織，將一幅多維且豐富的學術圖景呈現給學刊讀者們。

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Editor's Notes

A Multidimensional Intellectual Landscape

Jack Linchuan QIU

Abstract

This issue comprises four themes: health, psychological processes, discourse, and power. How do media content and media use influence human health? This classic question has become even more pronounced in the post-COVID era. The research focus should not just be on individual health. Researchers must pay more attention to communal health, including online, taking mental health also into account as a component of overall health. Social psychology is also a major tradition in communication studies. In today's media environment, how do people fulfil their needs for belonging and self-disclosure? How do such factors impact individuals' feelings of inferiority, dullness, and happiness? These psychological mechanisms trigger new problems while creating new academic opportunities. Discourse is a way for humans to express themselves and serves as a framework for perceiving the world. In the cacophony of digital media, we must consider: do marginalized groups really have more opportunities to be seen, heard, and respected? We must consider issues of power as reflected through platform governance issues and the fundamental question of building media studies through a more inclusive paradigm. Health, psychology, discourse,

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and power—these four elements are interwoven to present an intellectual landscape that is multidimensional and robust.

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