

研究報告

# 謠言、大眾傳媒和國家價值取向—— 一項對中國愛滋病敘事(2003-2009)的 話語分析

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## 摘要

本文用話語分析的方法，分析了2003至2009年大陸傳媒有關愛滋病的報導。首先綜述了1987年到2003年中國愛滋病敘事的歷史變化，其中，2000年以前，媒介敘事展示着愛滋病的國家話語泛政治化、道德化立場，把愛滋病構建為遙遠的他者疾病。2000年前後，媒介敘事站在國家發展的高度推動政府敘事轉變價值取向，到2003年獲得了成功。媒介敘事的價值發生轉向之際，出現了「愛滋針」謠言，並成為中國社會的一個現代謠言循環。本文得出結論認為：此後媒介敘事雖然在面貌上有大的變化，內在結構上卻延續了前期的道德化立場、我們/他們的立場，遙遠的他者變為內部的他者。這構成了媒介敘事中的愛滋病文化模式，不僅否定了它自身微弱的建構力度，而且與百姓敘事中的謠言不謀而合。總體來看，無助於降低社會中已存在的恐懼和歧視，反而可能有相反的效果。

關鍵詞：愛滋病的敘事、大眾媒介、道德化、他者、謠言

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## Research Report

**Rumors, Mass Media and National Values: An Analysis of the AIDS Discourses from 2003 to 2009 in Mainland China**

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**Abstract**

AIDS is a wide-ranging social problem that can also highlight other problems in society. This paper attempts to show how Chinese society defines the relationship between AIDS and the general public through representing the disease in mass media. News discourse is especially effective in this aspect. The discussion on AIDS in China can be generalized as having three levels of discourse: the government's view that sets the commonly held values; news discourse; and the public opinions. News discourse, as the main primary information source to ordinary people, can be influential to the government's policies on AIDS. This paper summarizes the process of news reporting shifting from keeping pace with the overall feeling of the nation to questioning it. Considering AIDS as something that affects national development, news discourse is supposed to have influenced the government policies on AIDS. While the media was successful in affecting the values of central government, rumors appeared in 1999, claiming that people with AIDS carried syringes with infected blood and injecting strangers at public places. Such rumors were then widespread in Chinese society.

Through discourse analysis, this paper analyzes the AIDS-related news in Mainland China from 2003 to 2009. It includes three analyses, focusing on (1) the surface features of news discourses, (2) word analysis, and (3) text analysis of the news when the rumor came into being. It is shown that when there was a substantial difference between news reporting and the central government opinion in the 1990s, such difference led to an increased fear of AIDS in

society, which in turn led to the spread of rumors. Before 2000, the narrations by the mass media politicized and moralized AIDS discourses while AIDS was described as a disease of the Other. Later, through discarding the earlier pan-politicized color the Chinese government, increasing the quantity of reports, adding issues, and improving news sources, such narrations became oriented to the development of the country while the moralization of the disease was maintained.

News reports about AIDS are contradictory in two ways. First, it appears that they accept the values expounded by the Chinese government. Second, about 80% of information broadcast is of low-proximity to audience, while the rest of high proximity still views AIDS as a dangerous and highly uncertain disease, and defines those AIDS-related groups as the dirty “others”. The way which AIDS-related groups are weaved into the news stories with morality warnings provides a classical example. The second feature lies more remarkably in reports about the true/false AIDS-affected hurting person. Those reports represent AIDS patients as a group of people with great intimidation to others, which strengthen rumors’ topic.

**Keywords:** discourses about AIDS, mass media, moralization, the Other, rumor

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