# 膚淺的縱深：「媒介時間」之社會影響

## 卞冬磊

### 南京師範大學新聞與傳播學院

**toto1982@126.com**

## 摘　要

本研究首先分析傳播學門與時間相關之四種學說：「媒介使用時間」、「Harold Innis『傳播的偏向』」、「廣電媒體對日常生活之建構」、「新聞報導與時間概念」，及其與「媒介時間」概念的內在脈絡。

稍後，本研究嘗試探索媒介時間之社會影響。透過分析電子媒介對政治、經濟、文化之呈現，本研究發現閱聽人所認知之社會實是一個由螢幕呈現、不斷流淌、形象變動的圖像流而組成。筆者進而分析大眾傳播媒介作為社會「遺忘之仲介」，不斷消滅人們的既有認知，使閱聽人對事物之瞭解僅投入轉瞬即逝之注意力。換言之，我們或因為大眾傳媒之報導擴張了地理的、橫向的、多樣的感知，卻也因此喪失了對事物歷史的、縱向的、專注的深度體驗。我們愈發追隨媒介時間之節奏，僅生活於時間之淺灘，停留於事物之表面，我們的「認知－行為」皆「恰似飛鴻踏雪泥」，呈現出「膚淺的縱深」：一種在縱向座標上無法對某事物進行深度認識和探索的感知。

**關鍵詞：媒介時間、螢幕社會、遺忘之仲介、時間淺灘、膚淺的縱深**

# The Depth of the Superficial:
# The Influences of Media Time

## Donglei Bian

## School of Journalism & Communication
## Nanjing Normal University

## Abstract

This research analyzed four doctrines about time in communication theories including "time of media use", "the bias of communication" "how the broadcast and television media construct everyday time", and "news report and time idea". These subjects are all relevant in media time theory.

Afterwards, this article focuses on the instantaneous media and puts the media time in postmodern environment. By analyzing the appearance of politics, economy and culture on electronic media, the research finds that the audiences' cognition is formed by the flow of changing images. Electronic media are clearing up the present memories and forcing the audiences only to pay a little attention on the things. Such media can be characterized as the facilitator of social forgetfulness. In other words, the mass communications have enlarged our horizon, diversified cognition, but we also lost the historical, vertical, and concentrated experiences. We are used to perusing the rhythm of media time, living in the shallow time and surface of society. Our cognition, experiences, and action all are like 'a flying goose touching the snow-covered land', showing a superficial depth. In the end, we find it difficult to be concentrated on something and exploring it deeply.

**Keywords: Media Time, Screen Society, Forgetting Intermediary, Shallows of Time, Superficial Depths**