

# 網路情色的符號地景

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## 摘要

本研究是第一篇採用「符號輻合理論 / 幻想主題分析」進行網路情色文本的實証研究。符號輻合理論奠基於語藝分析學門的傳統，能有效描繪語藝行為被創造、競爭、聚合的動態過程，利於研究者對團體文化進行觀察與詮釋。透過幻想主題與類型的建構，我們凝合出網路情色文本中的語藝視野：「安全自在的性愛，就是好性愛」。而後，我們亦探討這樣的語藝視野，如何呈現出該語藝社群的性意識、性主體、與性實踐。

網路社會的崛起對於許多傳統的理论造成衝撞，部份研究方法也受到重新檢驗。本文也探討了符號輻合理論在電腦中介場域的適用問題，經由初探性的努力，我們期盼能對網路社會的研究方法有所啟發。

**關鍵字：**網路情色 / 符號輻合理論 / 幻想主題分析 / 性意識

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<sup>1</sup> 本論文的前身「網路情色的圖譜：一個從語藝學出發的觀點」發表於清大「2001 網路與社會」研討會；會中承宋文里老師（清大社會所）悉心評論、葉蓉慧老師（世新口傳系）亦在會後給予方法上的建議。此外，本刊兩位匿名評論人也提出許多重要的審查意見，在此一併誌謝。

# **The Symbolic Landscape of Cyber Erotic: From A Rhetorical Perspective**

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## **Abstract**

This paper is the first empirical study which utilizes “Symbolic Convergence Theory / Fantasy Theme Analysis” to analyze cyber-erotic text. Grounded on rhetoric tradition, Symbolic Convergence Theory is powerful in presenting the dynamic process of how the rhetorical artifacts are created, competed and converged. By adopting the theory, researchers can observe the development of an organizational culture and further make a thick, precise interpretation of it. Several fantasy themes and types were found in this study. We also successfully draw the rhetorical vision from our analyzed materials: Safe and free sex is good sex. Under such a rhetorical vision, researchers present the sexuality, sex subjects and sexual practice among this rhetorical community.

The coming of cyber society impacts many traditional paradigms, theories, and research methods. The tentative effort in this paper is to discuss application problem of Symbolic Convergence Theory in computer-mediated communication context.

**Keywords : Cyber Erotic, Cyber Sex, Symbolic Convergence Theory, Fantasy Theme Analysis, Sexuality**