



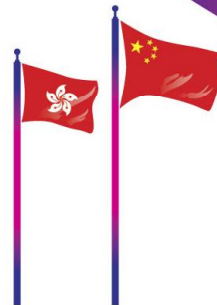
香港教育大學

The Education University
of Hong Kong

28.6-29.6.2017

「香港主權移交 20 年 Hong Kong 20 Years after the Handover」

研討會 Conference



地點 · Venue

香港教育大學大埔校園胡郭秀萍演講廳 (D1-LP-04)

Lady Ivy Wu Lecture Theatre (D1-LP-04), EdUHK



大中華研究中心
Centre for Greater China Studies



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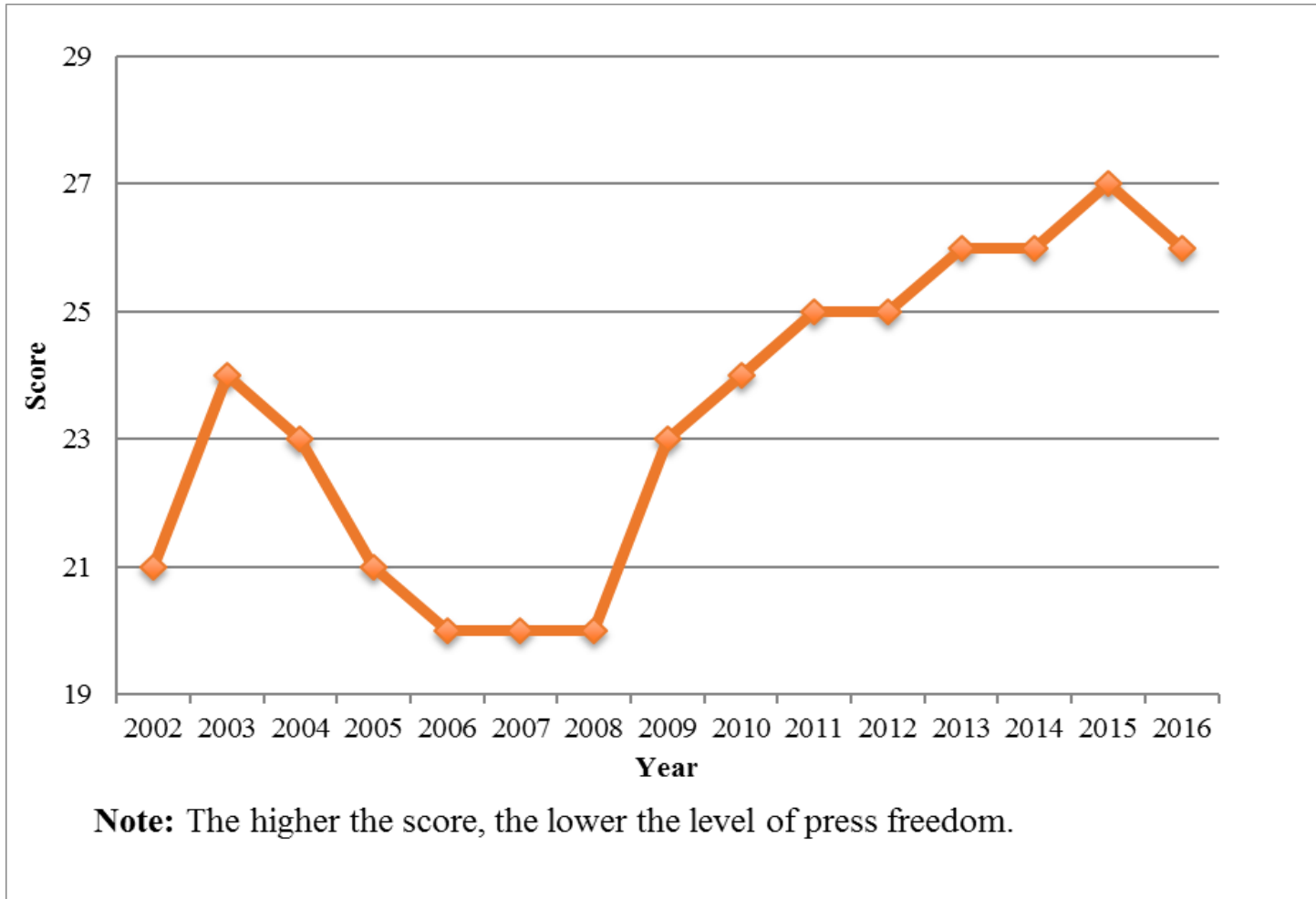


The China Factor in Taiwan's Media

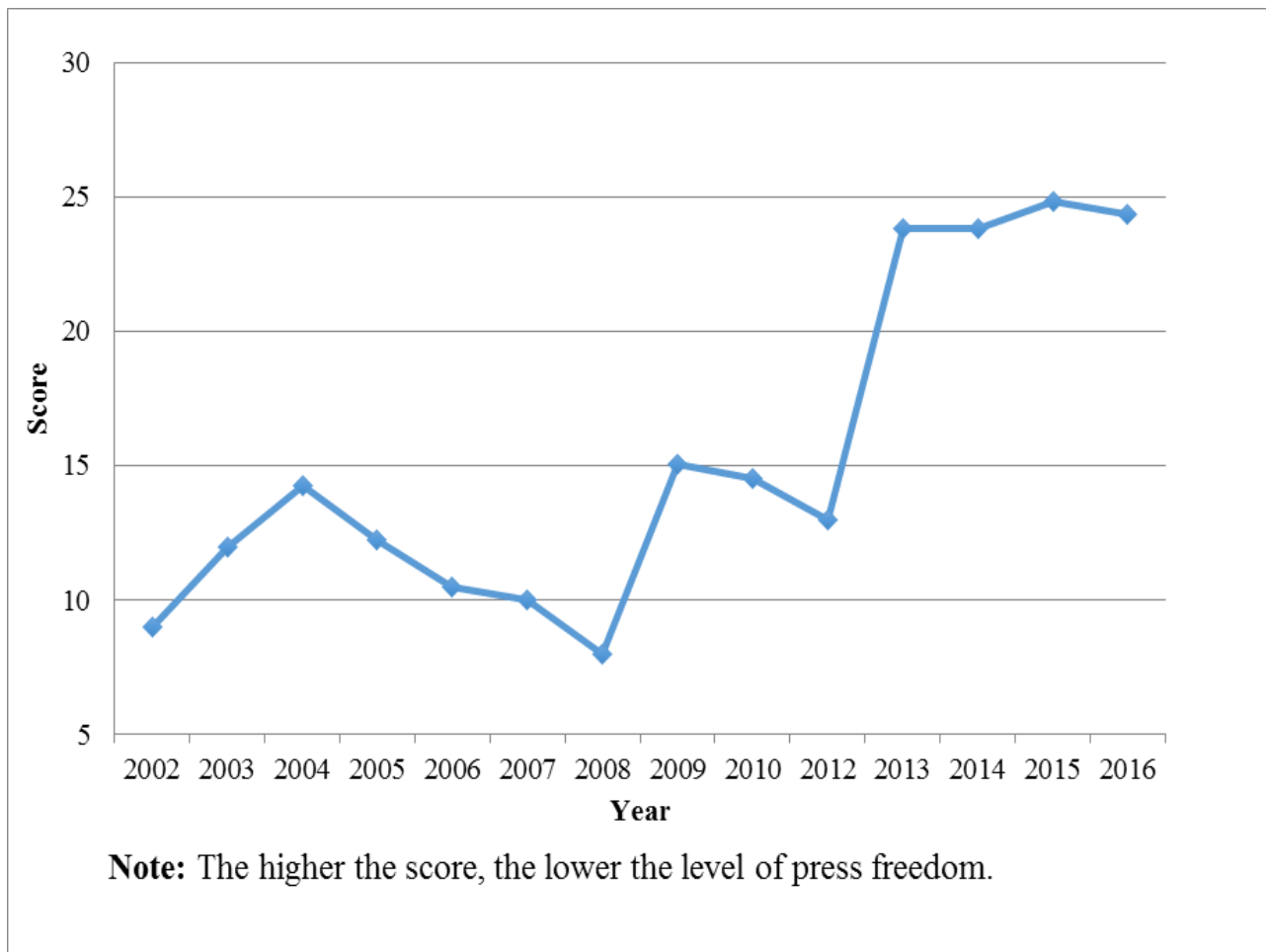
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2017/6/29

Taiwan Press Freedom (Freedom House)



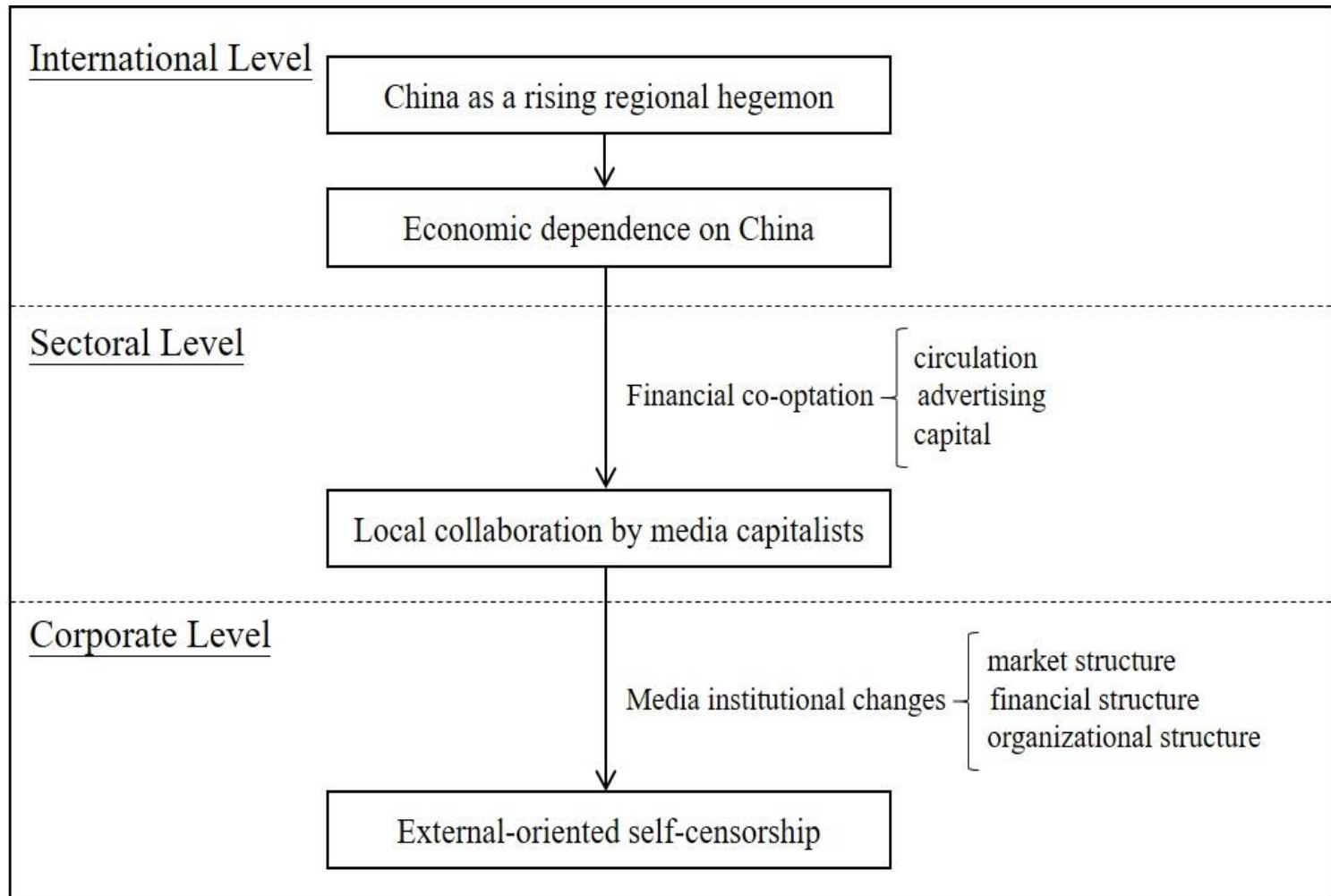
Taiwan Press Freedom (Reporters without Borders)



Research Purpose & Argument

- **Purpose:**
 - Identify the mechanisms through which China extends its authoritarian influence on the extra-jurisdictional media
- **Theory:**
 - Two models integrated
 - Kurlantzick and Link's model of the "commercialization of censorship"
 - Wu Jieh-min's model of the "China factor" influence mechanism
- **Argument:**
 - A media company outside China will exercise self-censorship on Chinese-sensitive topics when it becomes commercially tied with the Chinese market.

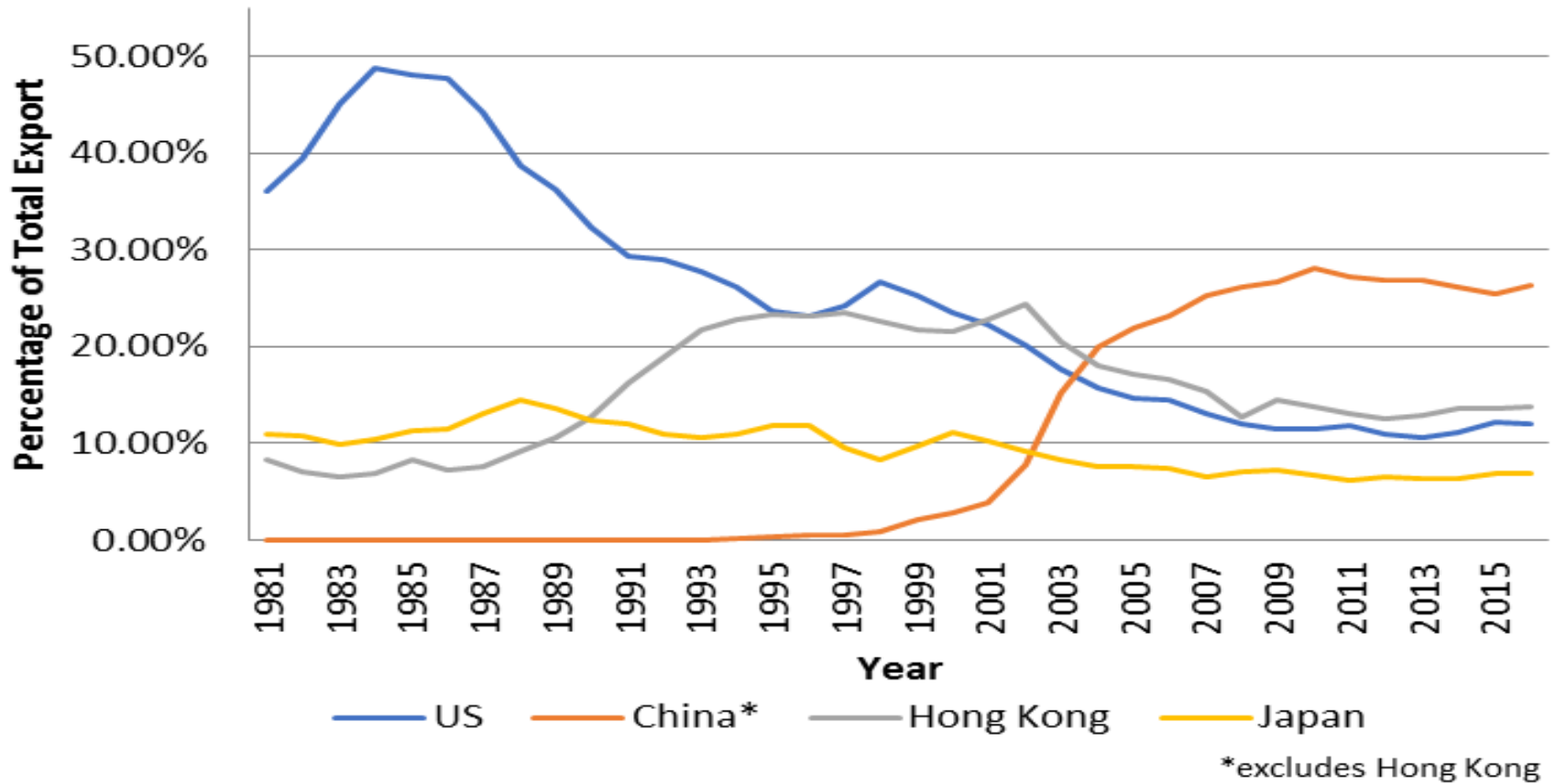
Theoretical Framework



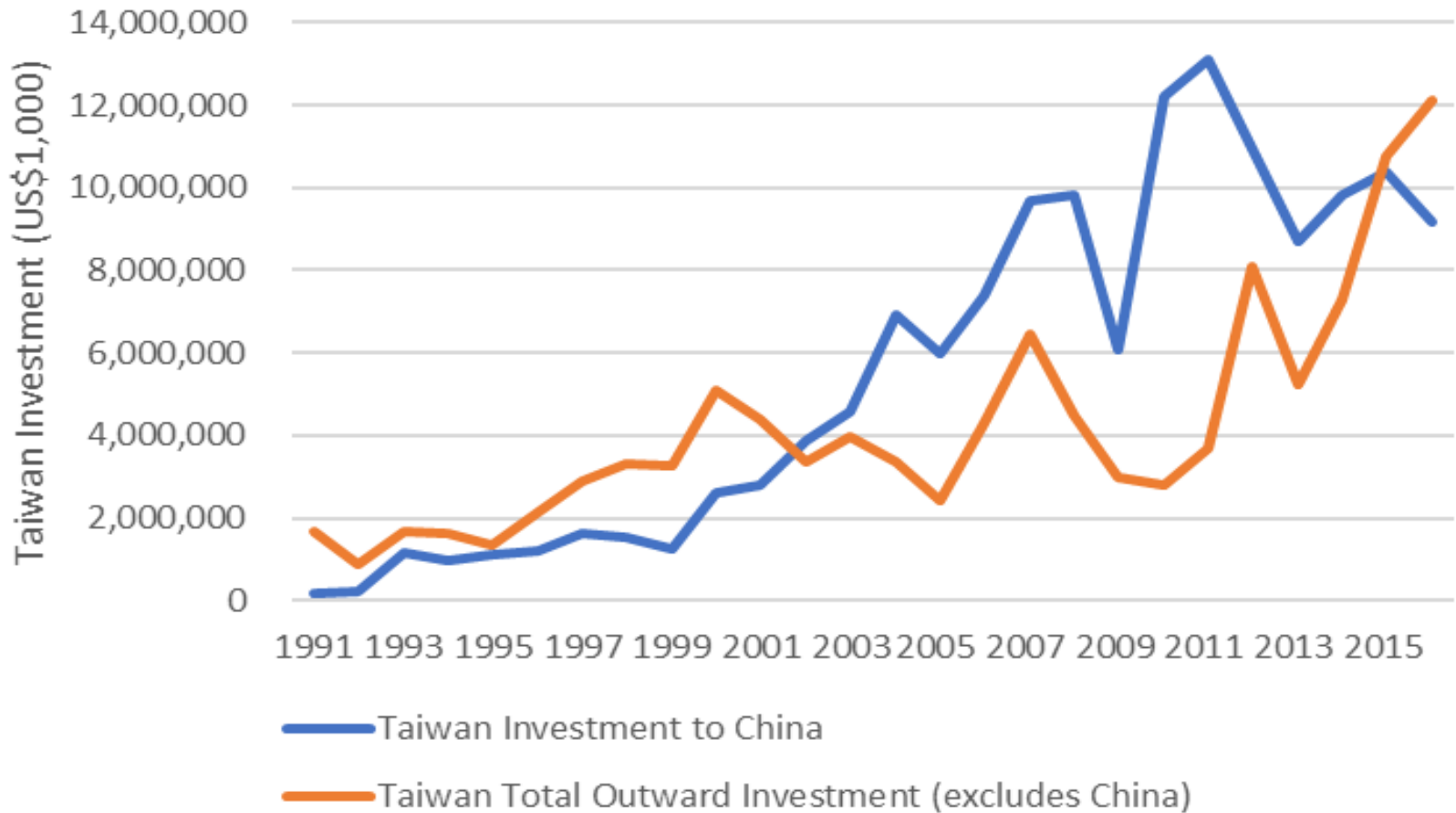
Methodology

- **Method:** Case study (i.e. process tracing)
- **Subjects focused:**
 - Want Want-China Times Media Group (旺旺中時)
 - United Daily News (UDN/聯合報)
 - Sanlih E-Television (SET/三立)
 - Formosa Television (FTV/民視)
 - Other media companies
- **Data:**
 - Archives
 - Secondary literature
 - Interviews (22 media professionals; 2014)

Taiwan's Economic Dependence on China (Trade)



Taiwan's Economic Dependence on China (Capital)



Circulation

- **Beijing**
 - has the power to decide whether Taiwanese media can establish offices, circulate newspapers, broadcast TV programs, and reveal websites in China
- **Financial & organizational structures**
 - Financial dependence (especially after 2008 and 2011)
 - Editorial-business cooperation
 - e.g. late-2000s FTV & SET
- **Self-censorship** (e.g. SET)
 - Rename SET's Dramas from "Taiwanese dramas" (台劇) to "Chinese dramas" (華劇) (2011)
 - Close down high-rating political talk show "Big Talk News" (大話新聞) (2012)
 - Present fewer and fewer news reports about the Tiananmen Incident (2010-2014)



- SET's first Chinese Drama (2011.12)



- SET's high-rating political talk show "Big Talk News" (2002-2012)

Advertising

- **Beijing**
 - offers embedded advertisements
- **Financial & organizational structures**
 - Financial dependence (especially after 2008 and 2011)
 - Editorial-business cooperation
 - e.g. late-2000s China Times & UDN
 - e.g. Want Want-China Times Cultural Media agency in Beijing
- **Self-censorship**
 - News biases (e.g. China Times & UDN): (1) friendly to Chinese leaders; (2) conform to the “China official frame” (張錦華, 2011 & 2015)
 - Opinion pages (e.g. China Times): Transform from Taiwan’s liberal public sphere to Beijing’s mouthpieces (王健壯, 2014)



Headlines on the first few days
of the Umbrella Movement
(2014.9.29-10.1)

Capital

- **Beijing**
 - Attempts to purchase ownership (mid-2000s)
 - Encourages Taiwanese capitalists to purchase ownership (e.g. 2008 Want Want)
 - Offers subsidies (e.g. 2011 Want Want)
 - Offers business favors (e.g. 2014-2015 Document #62)
- **Market structure**
 - Media conglomeration & cross-media convergence
 - e.g. Want Want + China Times + CTV + CtiTV (+ China Network Systems)
- **Self-censorship**
 - Most cable televisions were reluctant to report the 2012 anti-media monopoly movement



2012 Anti-Media Monopoly Movement

Conclusion

- **Research finding**

- As Taiwanese media companies become embedded in the Chinese capital, advertising, and circulation markets, the Chinese authorities increase their capabilities to co-opt them with various economic incentives and threats, leading to self-censorship and biased news in favor of China.

- **Theoretical implications**

- Extend the “commercialization of censorship” beyond China
- Apply the “China factor” model to Taiwan’s media sector
- Propose an integrated theoretical framework

- **Empirical implications**

- The significance of the Taiwan case



Thank you!

