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**A CRITICAL INVESTIGATION OF TV IN TAIWAN:
RETHINKING THE CULTURE INDUSTRY AND IDEOLOGICAL ANALYSIS**

By

Ming-Chu Chen

A THESIS

**Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of**

MASTER OF ARTS

Department of Telecommunication

1992

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ABSTRACT

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From the cultural sociology view, the Taiwanese TV industry is investigated in relation to the Taiwanese political system, economic situation and cultural form. Through the investigation, the role of the culture industry and the ideological representations behind the culture industry are reconsidered.

In the 1960s, Taiwan's TV, as an Ideological State Apparatus, strengthened the ruling KMT's political status. The provincial government, the KMT and the military were major owners of the three networks. In the 1970s, TV contents presented the phenomenon of polarization: the serious state ideology and the light entertainment. Although there were a series of social reforms in the 1980s, TV in Taiwan still be manipulated by the soft authoritarianism.

Finally, there are three points to discuss the ideology in TV culture:

- (1) The dominant classes are shaped by ideology more than they shape it. The meanings of ideological representations on TV are not solely for the audiences.
- (2) Many media critics are too far outside the culture they examine.
- (3) Emancipatory TV culture can stimulate media civilization.

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