

The theoretic affiliation of public service broadcasting and civil society and the public sphere in Taiwan

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Introduction

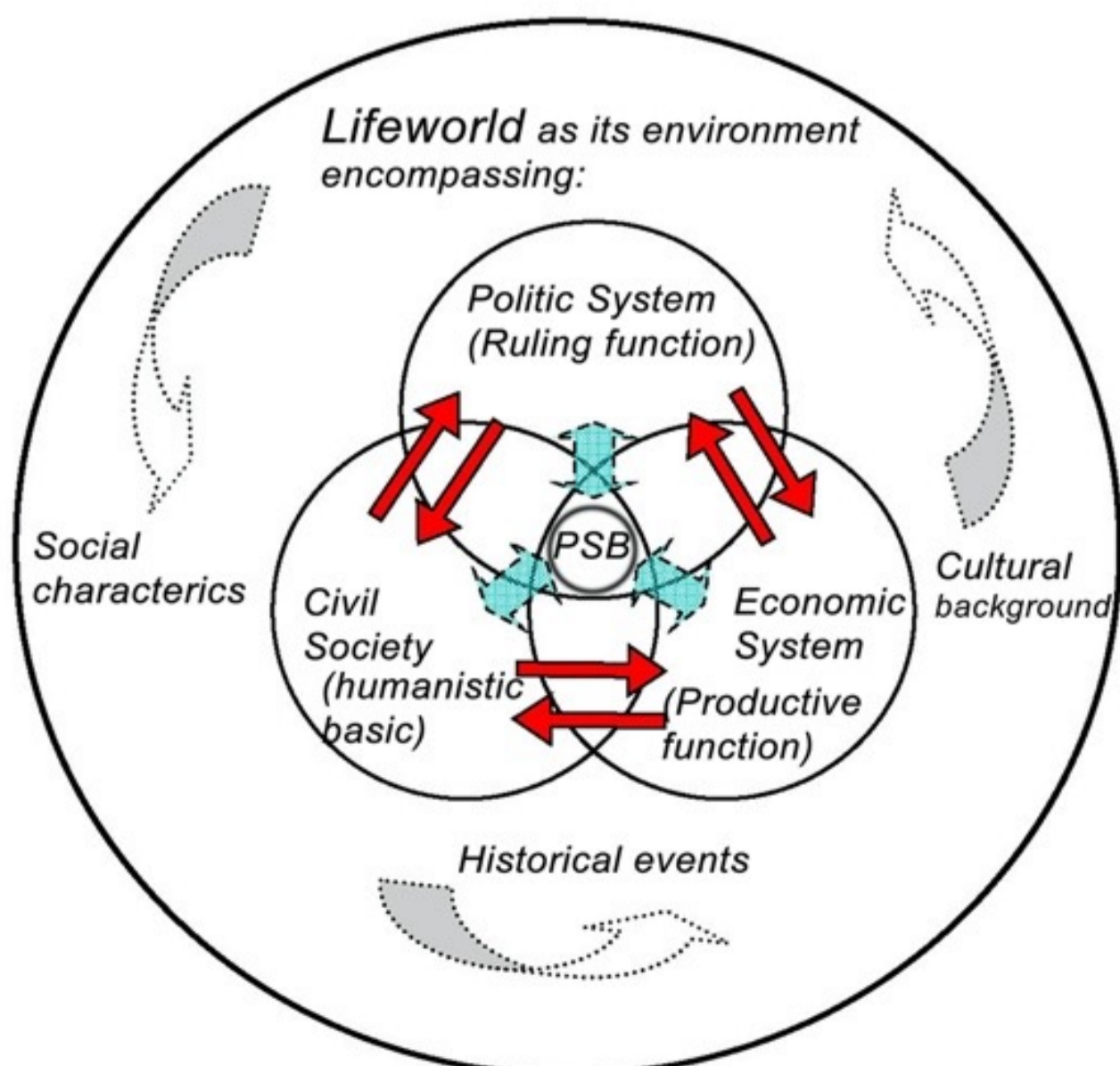
This research initially intends to open an essential question 'what kind of the broadcasting structural model accompanying with its social functions is needed in contemporary Taiwanese society? There are four goals about the status:

1. To analyse the certain characteristics of media developing model can be recognised by its geographic region, namely, the context of media transformation is positively relevant to its specific cultural and national historical context.
2. To find the merit of public service broadcasting exists if the concept of 'public' isn't actually be recognised in a nation?
3. To subtly elaborate the patterns of the media developing processes.
4. To develop an theoretic model on broadcasting policy research base on social systems approach

Method

The analytic framework of the research is originally conceptualised from the 'social systems' theory elaborated by Niklas Luhmann, "social systems as 'autopoietic' system". Three starting points are proposed in this research here:

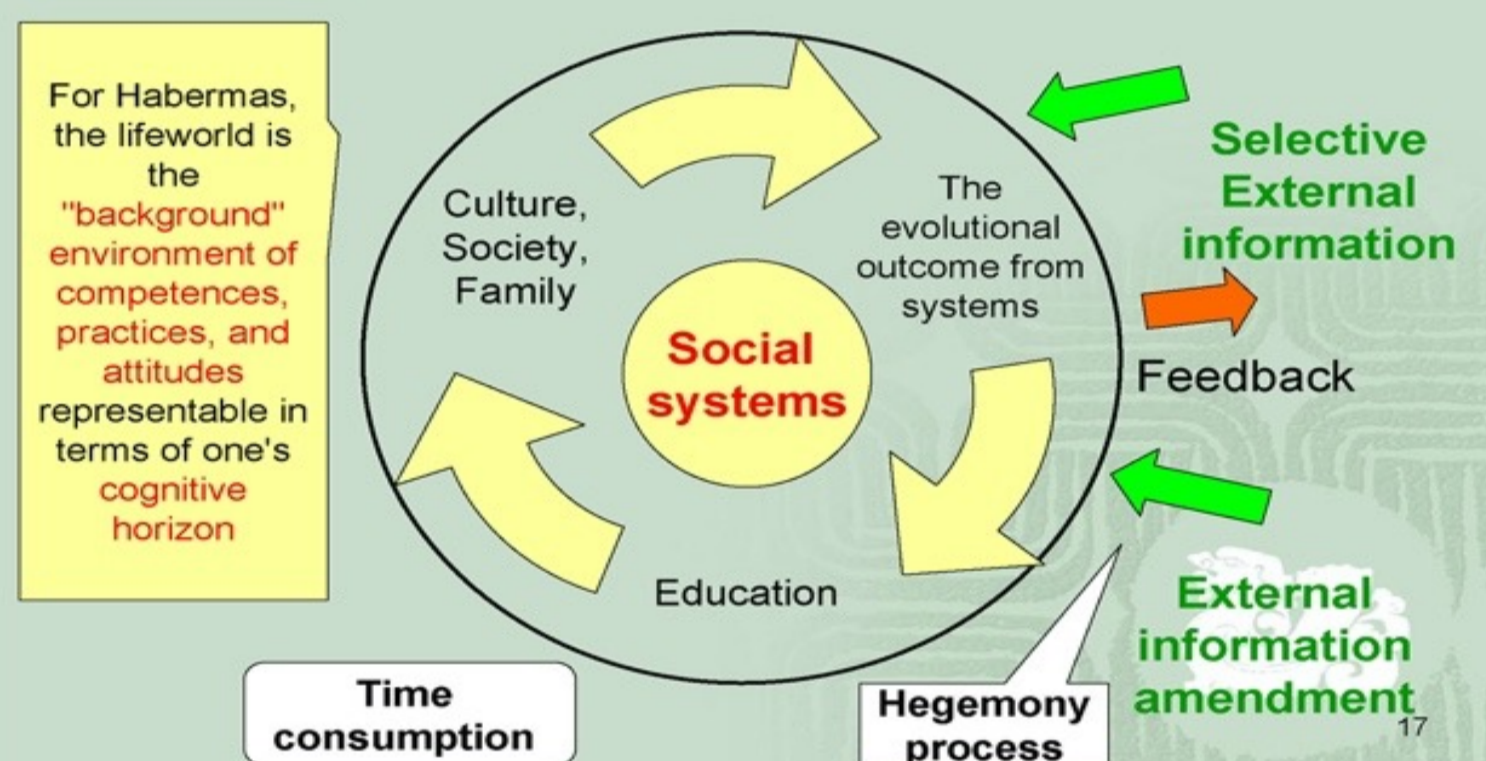
1. A society is integrally operated by differential functions; Certain social actors, which perform their essential purposes in common, eventually were formed into a sort of aggregation, which exerts specific social functions and develops its internal criteria and the capacity, namely, a social system, for instance, a political system in modern society is constituted of the governmental administrators, the parliament and political parties.
2. The social systems shape up the boundaries to identify their members through a means of creating certain 'professional' knowledge and the access threshold in order to make the internal members comprehend and follow the operational rules; For the purpose of survival and goal attainment of its key functions in society, the members of each system intends to resolve their internal problems corresponding with the internal consensus and their principles.
3. In order to tackle the problems existed in societal environment which are getting complex, it is necessary to clarify the interactive networks of social systems.



Result: Building new analytic framework

1. It suggests each state-system, as a society, constitutes differentially functional systems to operate its active status corresponding to its own historical experience and living conditions.
2. Each state-system itself may internally be dominated by or balanced between certain differential functional systems.
3. These functional systems must constantly maintain their specific works for identifying their originally unique purposes in society, but they also need to dynamically and recursively transform its appearances to adapt the societal environment.

The lifeworld existed in a country, which is a sort of social system inside the world society, offer a dynamic environment to change and to absorb the evolutionary information of internal systems and recognised as a boundary to external information



Discussion and Conclusion

This research on the one hand epistemologically recognises that a society is conducted by a dynamical interactions decided by a conflicting process among differential functional autopoietic systems within its cybernetic relations to manage its live status. Accordingly, on the other hand, this initial analytic framework attains the following research aims to demonstrate the context of transformations in broadcasting environment:

1. To establish the fundamental social function of public service broadcasting in the ground of sociological theory.
2. To articulate the concept of 'public sphere' and the normative role of public service broadcaster and to account for its criteria and boundary in theoretical context.
3. To offer an theoretical approach to process a cross-national comparison in broadcasting policy.
4. To build an analytic process regarding to cultural and social prospective as a whole in broadcasting policy research.
5. To contribute the potential solution to the complex problems in broadcasting policy issues through this analytic framework model.