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Abstract
As the cable TV develops becoming riper, the competition between every TV news platform is fierce day by day too, in order to strive for higher audience rating except adopt various kinds of new science and technology in the report in assisting the news every one, let the TV news that originally possesses the mere result of sound melt more abundantly.

So, the cause designed in order to understand the surface of the mirror of TV news and present situation, research this for person who visit study for the first time, mainly from news producer, director, and angle editor, carry on depth interview, understand news platform design factor of testing etc. that have to TV news surface of the mirror, and present situation analysis. Economics from media of theoretical foundation studied, reading and listening to the angle that people received analysis, TV news and gatekeeper"s theory, carry on the discussion to the relevant theoretical foundation of this research.

Research is done for the research object with wired TV news Taiwan and news program of television station mainly, is it sow with managing editor of TVBS-N, CTV news department pair, carry on depth interview with CTiN. Because every news of the television station reports the total length shorter, is cutting apart picture and application of horse race and having more simple, and the wired TV news platform relatively has intention to complicate on the application that is designed on the surface of the mirror of TV news because of the relation with keen competition, so this research only fetches one and does for the research object in the television station.

What the research institute obtains visits the conclusion at the beginning, keep straight on horse race and horizontal word card are used most frequently, and most TV stations use two kinds of horse race or the word card at the same time ; It is a result under the market competition that the diversified surface of the mirror are designed; Most TV stations neglect the investigation and read and listen to the views on the thing that the surface of the mirror is designed of people; Horse race, word card, cutting apart the excessive application of the window, will increase editor"s platform with have made personnel"s working load ago. In addition, take current design of cutting apart the window as an example, the majority will all be compressed to the normal picture and appeared, may know then influence and read and listen to people"s vision experienced.

This research wishes to offer the surface of the mirror of TV news to design the visiting result of study for the first time of the field, in the hope of letting the result of study can be offered and produced and studied two sides to consult. Expect that the TV news platform is while carrying on the design of surface of the mirror of TV news in the future, can offer to and read and listen to people"s most proper news to present the way. But TV news except that the news is produced and

made to personnel influence level that surface of the mirror designed, is it listen to part of people should most important, is it engaged in TV news relevant research that surface of the mirror designed to hope future to read, expect to be able to go for discussion in term of reading and listening to people.
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