URN etd-0407109-183712-970
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Statistics This thesis had been viewed 37 times. Download 18 times.
Department
Year 2004
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Study of Feasibility of Community Newspaper in Taiwan - A Case Study Of Changhua Week News
Date of Defense 0000-00-00
Page Count 79
Keyword
free newspapers
community newspapers
awareness of community
feasibility study

Abstract
In recent years, all newspaper agencies have been competing ferociously against one another, and therefore the impact that the traditional newspaper market has ever encountered has become more and more serious, which, on top of the rise and development of such media as newly-burgeoning electronic networks, has brought about the great loss of their readers plus the continuous recession of their business. It is right at this moment that the Metro has made its breakthrough and grown fast, which has resulted in the trend for small-scale, free newspapers' thriving. This already has caused some newspaper companies to have the desire to imitate or copy the process. Therefore, based on the Metro model, Chang-hwa Branch of the United Daily News started publishing its weekly metropolitan papers in the districts of Chang-hwa city.
This research thus intends to take the Chang-hwa Weekly Metropolitan Paper as its study target. Through the feasibility study of the paper's circulation, it is expected that the research outcome would bring some assistance to the improvement of the materials/articles of the paper, and to the promotion of business for the Chang-hwa Weekly Metro, and provide operational directions to future small-scale newspaper companies. The research applied questionnaires as its survey method to some Chang-hwa citizens as its respondents, reclaimed 210 effective questionnaires and then applied such methods as inspection for credibility, allocation of times, analysis of variables to proceed with the description of the research outcome and the evaluation.
Based on the various items of the research outcome, this research brings forth the following suggestion to the Chang-hwa Weekly Metro Paper: regarding the provision of news texts/articles, it might be because of the deficiency of interview material, or the restriction for layouts and the number of pages, which is responsible for not being able to provide readers with the news they expect and need first, and then not being capable of making their satisfaction towards the news coverage meet their expectations and needs. Hence the newspaper company should intensely modify and even correct its news coverage and material so as to raise its readership. On the other hand, it can apply the differentiation of various features in demographic statistics on those readers with lower will of acceptance to various demographic variable items in order to enhance the provision for their needs, strengthen the readers' will of acceptance, and finally be able to re-expand its operation.
Advisory Committee - advisor

Files etd-0407109-183712-970-001.pdf

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Date of Submission 2005-08-05