

《天之驕女》之敘事主題構成分析— 以 Dcard 戲劇綜藝討論區為主

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摘 要

收看戲劇的管道多元化使得台灣觀眾又更多的選擇空間，卻壓縮到了傳統電視行業的生存空間。台灣傳統電視台隨著時代發展開始在網路影音平台播出內容。傳統八點檔跟隨時代潮流也開始為年輕族群所注意，目前熱播的電視劇《天之驕女》在網路社群獲得不俗的討論度。

本研究透過主題分析法分析網路社群平台 Dcard 中有關《天之驕女》劇情討論文章的內容，配合該集的劇情，獲得年輕網友討論的五大主題：親情、愛情、身世、角色發展以及現代性。通過對五大主題的詳細探討後了解到，在保有傳統特色的前提下，現代八點檔透過更為現代議題的探討來獲得年輕族群的關注以及與自身經驗的共鳴。

關鍵詞：八點檔、主題分析、文本分析

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An Analysis of the Narrative Theme of the television drama *Proud of You* – Based on the Dcard Drama Forum

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Abstract

The diversification of channels to watch drama has given Taiwanese viewers more choices but has compressed the survival of traditional TV industry. With the development of the times, the traditional TV stations in Taiwan have started to broadcast their contents on the internet video platform. The traditional 8 o'clock TV station has also started to be noticed by the young generation, and the current popular TV drama "Proud of You" has received considerable discussion in the online community.

This study analyzed the content of the Dcard forum on the online community platform and identified five major themes that young netizens discussed in the episode: family, love, life, character development, and modernity. Through the detailed exploration of the five themes, we learned that while maintaining the traditional characteristics, the modern 8:00 pm show can gain the attention of young people and resonate with their own experiences through the exploration of more modern issues...

Key words: soap opera, Narrative elements, Thematic analysis

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