

Abstract

The practice of the right of access to the media is to protect the communication rights of ethnic minorities. The launch of *the ITV News* (News in Indonesian, Thai, and Vietnamese) in April 2018 is the anticipated goal for the Taiwan Broadcasting System (TBS) to meet the recent access rights of Taiwan's new immigrant media. "Survey on the public value assessment of the new immigrants' media access right to the media in 2019" (hereinafter referred to as the research) has been conducted in order to understand the access and usage pattern of new immigrants in Taiwan to traditional media and new media, their expectations to TBS's platform, anticipation for the media content, and the opinions and suggestions on the program-language ratio. The results of the research are used as the reference basis for continuously improving reach rating, program quality, program influence, public services, and public value of the TBS's program.

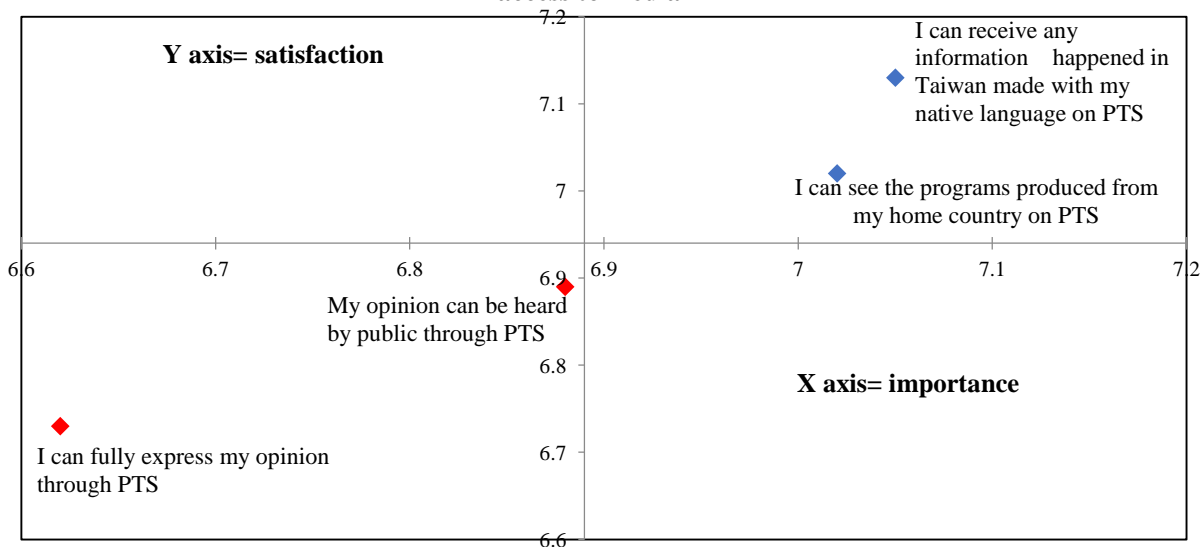
The research found that new immigrants in Taiwan are mainly influenced by comprehension on Chinese language, daily time availability, and device ownership, which obviously affect their media usage and access. The Internet and TV are the most common media for new immigrants. They use mobile phones to watch programs mainly from their home country. About the Chinese literacy skills among new immigrants, the Chinese language skills of foreign students are obviously better, and those who come to Taiwan because of marriage are obviously better than those who come to Taiwan because of work. The most commonly used media for foreign students are the Internet and TV, their Chinese proficiency is better, so other traditional media (such as newspapers and magazines) are also used to obtain Chinese content. People who come to Taiwan due to marriage (marriage migrants) use TV and radio to receive Chinese content more frequently than those who come to Taiwan due to work (foreign labors), thus foreign workers relatively seldom receive Chinese-related content. Considering that the use of new media has become quite common to new immigrants in Taiwan, the Taiwan Public television Service (PTS) (公視) will equally emphasis on new media and television with native/local pronunciation and Chinese subtitle in the future. In addition, different subtitles will be provided in the media content for new immigrants in Taiwan.

There is still room for improvement in recognition and viewing rating of PTS for new immigrants in Taiwan. Most of them do not have a constant habit of watching PTS, they only watch TV, and having difficulty in searching on the Internet. Relatively speaking, awareness to *the ITV News* is comparatively higher, it may be known about PTS through programs. How PTS actively establishes the connection and to have influence on new immigrants who come to Taiwan for a short period of time is more important.

New immigrants in Taiwan who have watched PTS have a public value rating of more than 7 points on those television programs, and the respondents have the high evaluation for the programs. Among the main constructs of public value, the “social impact” construct is viewed as the best overall performance. It can be observed that the efforts of PTS are highly valued by the new immigrants, but the Filipino respondents have a relatively low rating. Presumably, PTS did not use their second official language, Tagalog, to produce related programs. Therefore, producing and broadcasting programs in more different languages can be considered in the future.

Respondents in this research survey have lower ratings in “the right to express” category, and higher ratings in “the right to receive” category (see the figure below). This also reflected the efforts of PTS in producing *the ITV News*, however, due to the hindrance of Chinese literacy ability, most of the new immigrant respondents chose not to express their opinions in public or in the forum. They also thought that their opinions would not be taken seriously. Hence, it may be considered to produce the community “public affairs” forum program for new immigrants similar to *the Hakka Villagers Voice* in the future, to increase their access opportunities to media in Taiwan.

Quadrant map of importance and satisfaction for the new immigrants' right of access to media



The new immigrants in Taiwan have a good overall evaluation about *the ITV News*, but there’s still an improvement room for the current broadcasting schedule, time duration and the program content. In addition to consider the essential element of immigrants’ native languages in the program production, it is necessary to include as many issues as possible that concerned by the new immigrants in the daily lives, in order to bring their feelings closer, so that *the ITV News* becomes an indispensable part of the lives to new immigrants. Moreover, PTS can be regarded as a declarative model for the Public Service Broadcasting (PSB), and therefore the different foreign

languages should be evenly distributed in program production, which can better show the value of PSB.

Music Video (MV) / music is the most favorite genre of television programs that new immigrants in Taiwan want to see more in the future, and foreign workers have a significant higher demand for film and television entertainment programs. Since the most proportion of the marriage migrants are women, they have manifest demand for beauty, fashion, culinary genre of programs. The demand is not only for the women themselves, but also implies the demand for viewing the program together with their younger second-generation. As for international students, due to their nature of studying in Taiwan, the demand for programs such as language, education is obviously higher. It is essential for PTS to produce program content that can fulfil each different ethnic groups while selecting production program or news stories in the future.

Most of the new immigrant respondents in Taiwan expressed their expectation that the relevant units as TBS can provide two-way communication channels to meet the needs of social exchanges with Taiwanese domestic society. Experts and scholars also state that make new immigrants start from approaching the media gradually through staged planning and development, and then have the opportunity to personally participate in the media production eventually and tell their stories with their own points of view by the media platform. In the future, the goal is to reconstruct the cognitive gaps and differences in domestic society with the power of the PSB. Meanwhile, the new immigrants can make the Taiwanese public more aware of new immigrants if the new comers have a more sense of belonging to the domestic society, thereby making Taiwan move more towards a society with diversity and generosity.

Definition

1. The Public Service Broadcasting (PSB) :UNESCO (2005) defines Public Service Broadcasting (PSB) as broadcasting made, financed and controlled by the public, for the public. It is neither commercial nor state-owned, free from political interference and pressure from commercial forces. Through PSB, citizens are informed, educated and also entertained. When guaranteed with pluralism, programming diversity, editorial independence, appropriate funding, accountability and transparency, public service broadcasting can serve as a cornerstone of democracy.

UNESCO (2005). *Public Service Broadcasting: A Best Practices Sourcebook*. Paris: UNESCO.

2. The public value :PTS defines the public value can be categorized into 5 main constructs: reach, quality and satisfaction, impact, public service, and efficiency. The “reach” construct can be composed of 4 indicators: audience view rating, reach rating, view hours, reach rating for new platform. The “quality and satisfaction” construct can be composed of 7 indicators: number of award nominees and winners, popularity rating, diversity for program, innovation for program, depth for program content, impartiality for program, impartiality for news reporting. The “impact” construct can be composed of 5 indicators: build the image of civil society, develop social impact, creditability, demand, and international exposure. The “public service” construct can be composed of 6 indicators: resource sharing and civil service, improve the industry environment, popularity of view rating, digital development, empower the media right for multi-ethnic communication, develop ethnic languages and cultures. The “efficiency” constructs can be composed of 4 indicators: open to operation, effective use and development of resources, activate human resource and upgrade professional skills, provide fair/reasonable labor conditions.

3. The right of access to the media :Under certain conditions, people may request the media to provide a section or time slot, allowing them to use the media for free or for a fee to express their opinions. The right of access to the media includes “right to access” and “right to use”. The right to access refers to the public's expression in the mass media in a passive and limited manner, including the right to correct (revision of false reports) and the right to reply (response to unfair claims). The right to use is to make a program on their own, use their original sound to speak out on the media, and not be edited, compressed, or seized by the media (the right to use media); it can even be expanded to the people's request for fair sharing of radio frequencies, and to establish and operate the media themselves (the right to use channel). In Taiwan (Republic of China), *the Constitutional Interpretation No. 364* issued in 1994, the Constitutional Court clearly stated that the people have the right to access to the media.