

研究論文

# 華文社群之「韓劇迷」解讀型態研究—— 以《我叫金三順》一劇為例

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## 摘要

本研究從兩岸「韓劇迷」的解讀型態著手，旨在探討一、華文社群「韓劇迷」的解讀如何與自身的文化產生連結；二、區域文化差異對「韓劇迷」解讀的影響。以「參考型解讀」與「批判型解讀」做為資料分析與歸納框架。採用參與觀察法，分析歷時兩年的網路資料，藉此觀察劇迷對《我叫金三順》的解讀。

研究發現兩岸劇迷共同點為：一、韓劇《我叫金三順》對人生採取正向積極的詮釋；二、劇中常蘊含儒家文化價值觀；三、兩岸劇迷習慣採用自身與韓國文化相近的觀點來解讀，因而促發認同感。差異處為：一、對劇中情感表現的認知不同；二、大陸地區的韓劇迷積極投入假想式參與，線上韓劇討論社群成為了大陸劇迷抒發心境及情緒的場域。

關鍵詞：韓劇、韓劇迷、解讀研究、儒家價值

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## Research Article

## Fan's Interpretation Patterns of Korean TV Drama in Cyber Community—The Case of *My Name is Kim Sam Soon*

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### Abstract

The paper discusses how audiences in China and Taiwan interpret the Korean TV series *My Name is Kim Sam Soon*. This paper endeavors to understand audience interpretation patterns and why Korean TV series are so popular in Asia. This study explores the method used for decoding, using the analysis framework developed by Liebes & Katz (1990) in Dallas. The study analyzed participant observation and collected and recorded online discussion postings over the two years spanning June, 2005 to June, 2007.

The paper strengthens the concept that the recurring Confucian values found in Korean TV series are highly appreciated and recognized by fans in Chinese communities and that this has led to the popularity of Korean TV series among Chinese fans. The fans of Korean TV in Taiwan and China share similar perceived interpretations that are embedded in Chinese culture. Both groups of fans view *Kim Sam Soon* as the heroine and are greatly inspired by her perseverance and optimism.

Fans in China had more frequent and longer online discussion postings about *My Name is Kim Sam Soon* than did their counterparts in Taiwan. As well as being highly devoted in their cyber discussions, fans in China also tend to reveal their emotions more readily, to share real-life love stories, or to project their own sympathies onto the heroine. The cyber community serves as a forum for fans in China. Fans in Taiwan, on the other hand, tend to be more reserved in expressing their own feelings or revealing their own life episodes in cyber discussions.

**Keywords:** Korean TV series, Korean TV fans, interpretation patterns, Confucian values

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