

# 電視偶像劇【薰衣草】：愛情神話的建構與再現

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本文的基本立場認為，台灣目前的電視劇或偶像劇研究，忽略電視文本的分析，然而文本的特殊性是瞭解電視劇或偶像劇能夠造成流行性的原因。本文採取英國學者 J. McGuigan 建議的流行藝術取向，選擇 2001 年台灣自製偶像劇萌芽時期最值得關注的【薰衣草】，作為研究對象，透過影像美學、精神分析與文化符碼等三個層面，針對偶像劇【薰衣草】進行文本解構，目的在於瞭解這齣偶像劇的影像美學與文化意涵，以及詮釋這齣偶像劇如何挪用與剽竊、選擇與組合文本的結構性元素，建構與再現愛情神話。

關鍵詞：電視偶像劇、【薰衣草】、愛情神話、再現、精神分析

# **TV Trendy Drama *Lavender*:**

## **A Construction and Representation of the Myth of Love**

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The position of this research is that the study of television drama and trendy drama in Taiwan ignores textual analysis at present. Nevertheless, textual specificity is the key point to comprehend the popularity of television drama and trendy drama. It adopts 'The Popular Arts Approach' suggested by British researcher J. McGuigan, choosing *Lavender* as the research case. *Lavender* was the remarkable trendy drama in the earliest embryonic stage that Taiwanese television station started self-producing this dramatic genre in 2001. The aims of this research are, to understand visual esthetics and cultural significations of *Lavender*, and to interpret how this trendy drama constructs and represents the myth of love with appropriating, plagiarizing, choosing and organizing the structural elements of text, based on three dimensions including visual aesthetics, psychoanalysis and cultural codes.

Keywords: TV Trendy Drama, *Lavender*, the Myth of love, Representation, Psychoanalysis