

News Media Literacy-Inquiry into the Current Situation of Taiwan's Media Environment and Policies

HuangChao-Hsi. National Taiwan Normal University.

Hsieh Tsung-Shun. Krirk University.

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Abstract

The proliferation of false information and fake news has led to a decline in global news trust. Taiwan's news trust in Taiwan is only slightly higher than that of France (23%) and South Korea (21%) (Newman, Nic, Richard Fletcher, Anne Schulz, Simge AndRasmusKleis Nielsen, 2020; He Hui'an,2020). Under Taiwan's liberal and democratized system, freedom of speech and the vigorous development of the media environment are guaranteed. Taiwan's communication ecology originally suffered from vicious competition from commercial media and lacked a solid public media system. Although martial law was lifted and the media opened up, it was able to enjoy a high degree of freedom of communication. However, for more than 30 years, the competitive order has not been effectively established. As a result, Chinese people have repeatedly criticized the quality of news and media content (National Communications Commission, 2020). This article will use literary analysis and data investigation to explore the global active fight against fake news and promote media literacy in the context of consensus to deconstruct the influence of fake news on Taiwan, covering the number of media outlets and the competitive environment, and the National Communications Commission's influence on the media and fake news. Management and promotion of media literacy policies.

Keywords: fake news, digital media, fact-checking agencies, National Communications Commission, news media literacy.

1.Introduction

The problem of false information and fake news is sweeping the world.

According to the 2020 digital news report of the Reuters Institute of Journalism, the University of Oxford, Taiwanese people's trust in the news continues to decline, with only 24% of the trust. The reason is that Taiwanese often come into contact with misinformation through mainstream media and social media (Newman, Nic, Richard Fletcher, Anne Schulz, Simge And, Rasmus Kleis Nielsen, 2020). The Swedish V-Dem Institute Political Science Transnational Survey Project found that Taiwan is the world's most vulnerable to foreign disinformation attacks (Emily Walsh, 2020).

Fake news is a type of forged information based on news content (Lazer, DM, Baum, MA, Benkler,

Y., et al., 2018; Gelfert, 2019). There is widespread concern that misinformation on social media is hurting society and democratic institutions (Hunt Allcott, 2018). A survey of American adults after the 2016 presidential election showed that people who read this news believed it to be authentic (Allcott & Gentzkow, 2017). Since 2017, Taiwan has promoted the Digital National Innovative Economy (DIGI+) Project to accelerate digital transformation. It has also been forced to face the challenges and cyber threats derived from technology, especially with the use of "false information" and "public and private network information." The problem of "hacking attacks" is the most serious (Sun Yali, 2020). Fake news is uncountable, and in general, false and false information becomes unstoppable (Ghosh & Scott, 2018). The fear of spreading fake news from the 2016 US social network media because of the presidential election has enveloped the country. The headlines warned that the "digital virus" is also called fake news (New York Times, 2016). According to a survey on fake news conducted by the Eurobarometer in 2018, 68% of EU citizens are often affected by fake news (37% of people read fake news almost daily and 31% of people read fake news at least once a week), 85% Of people believe that fake news poses a threat to the country (TNS Political & Social, 2018; Li Zhengtong, 2020). Fake news full of false information has had a considerable impact on global epidemic prevention during the spread of the new crown pneumonia (COVID-19) epidemic. The false spread of the epidemic or maliciously created false information are called information infectious diseases (WHO, 2020). Today, the global spread of the new crown pneumonia epidemic has brought a wave of false information to the world. The mass dissemination of false information is regarded as an information epidemic, which has negatively affected countries in the fight against the new crown virus epidemic and not only aggravated public health. The risk of social and political polarization, as well as hatred and division (UNESCO, 2020). Fake news full of false information has had a considerable impact on global epidemic prevention during the spread of the new crown pneumonia (COVID-19) epidemic. If the problem of dissemination of false information is not effectively curbed, it will not only seriously affect the soundness of the dissemination ecology, but also shake the fourth power mechanism that democratic politics depends on. It seems to have constituted an increasingly serious "democratic crisis" (National Communications Commission, 2020).

The law is the government's primary means of combating fake news. Regarding the prevention of the harm of fake information, its legal formulation is the highest guiding principle. To reduce the negative impact on freedom of speech, it must be mentioned before the necessity of legal accountability, so that the requirements of various legal norms are clarified and the responsibilities are rationalized (Diplomatic and National Defense Legal Affairs Department, 2018) . "Digital wildfires" spread rapidly, and many countries are legislating to combat fake news. After the 2016 presidential election, the United States began a series of efforts, including 18 states' legislative plans to solve the problem of fake news (Joel & Sam, 2019). Germany has enacted laws that will impose penalties on these technology social platforms for failing to delete "obviously illegal" hate speech; France has also passed a law prohibiting the posting of fake news on the Internet during

the election period; countries have worked hard to prevent blockages. However, some critics believe that such regulations endanger freedom of speech (Chen Lingyi, 2019). Facebook, Twitter, and Google, which have all signed the European Commission's Code of Practice against rumors, have taken measures to increase the transparency of their platforms over European elections, including proposing specific EU political advertisements to the public, and cooperating with third-party fact-checking agencies, Identify misleading election-related content, and a crackdown on fake accounts (Eliza Mackintosh, 2019). To combat false information and fake news, Taiwan's definition of fake news mainly includes three elements: malicious, false, and harmful (Executive Yuan, 2018). To ensure Taiwan's "free and fair elections" and "information security is national security" For the two key directions, the Taiwanese government has formulated four strategies for dealing with fake messages: "recognize fakes," "break fakes," "suppress fakes," and "punish fakes." The National Communications and Cyber Security Center (NCCSC) has been established through The platform can instantly understand the operating status of the industry's network and gather multiple sources of information and information. The "Information Security Management Law" has been formally implemented on January 1, 2018 (National Communication and Communications Commission, 2020). Taiwan's amendment to "Disaster Prevention" Seven laws and regulations including the "Rescue Law" and the "Broadcasting and Television Law" have been incorporated into the norms and penalties for prohibiting the dissemination of fake news. In the most serious cases, those who spread fake news indiscriminately may be fined 1 million yuan or life imprisonment. The amendment also requires radio and television journalists to establish a "self-discipline and standard mechanism." If they spread false information without "fact-checking", they can be fined up to 2 million yuan (Executive Yuan, 2018). Media literacy is the best practice to avoid fake news attacks. Fake news is indeed a big headache for the world. Countries around the world are aware of the importance and urgency of media literacy as citizenship. After the European Commission has invited relevant stakeholders for in-depth communication and discussion, it has strengthened citizen media in 2018 Literacy is listed as a key work item to curb false information (Chen Lingyi, 2019). Encourage fact-checking and civil society organizations to provide school textbooks, hold media literacy weeks, regularly publish media literacy reports, and study the possibility of including media literacy into the "Organization for Economic Cooperation and Development" student evaluation indicators. (National Communications Commission,2020). From Finland's experience, normative prohibitions may not be as good as starting from the root cause. Education and awareness of false news may be a better solution (Eliza Mackintosh, CNN, 2019). In the age of information overload, people need to focus on high-quality, high-value information related to their lives. Now is the time to bring information literacy and media literacy into the mainstream of the American community (Renee Hobbs, 2009).Reliable information is to the health of citizens just like proper sanitation and drinking water are to public health. The supply of contaminated information endangers the health of the citizens of the country. We need high-quality digital literacy courses that have undergone rigorous research

and verification to ensure democratic Vigor (Renee Hobbs, 2010).

The United Nations Educational, Scientific and Cultural Organization issued the "Five Laws of Media and Information Literacy" in 2017 by the United Nations Educational, Scientific and Cultural Organization, which pointed out that information, knowledge, and news are not always value-neutral or always free from prejudice. Any conceptualization, use, and application of media and information literacy should ensure that the above facts are transparent and understandable to everyone (Ministry of Education, 2017). Cultivating students not only to understand the creative potential of using media and information tools but also to have the ability to think, has become one of the indispensable core abilities of civic education around the world (Cai Jinxiong, 2020). To solve the media chaos, UNESCO puts forward the five laws of media and information literacy. The strategic goal is to define information literacy and media literacy as the knowledge, skills, and attitudes required for life and work in the 21st century (UNESCO, 2018). The above mentioned "fake news problem sweeps the world", "the law as the government's primary means of combating fake news", "media literacy is the best practice to avoid fake news harm" and other directions initially explain the seriousness of the fake news problem. This article will use news media Reading-the current situation of Taiwan's media environment and policies, using data surveys and literature analysis to carry out the evolution of Taiwan's radio and television environment, the number of current media and advertising amounts, and the background of policies and laws, to explore the background of Taiwan's media in the context of the global fake news problem Difficulties. In addition, the promotion of news literacy under the background of fake news is the axis of this research, and then Taiwan's determination and suggestions to promote news literacy are put forward.

2.fake news and the current status of Taiwan's media environment and policies

2.1 "False Information and Fake News"

Fake news affects people's trust in the news media because Taiwanese people are often exposed to misinformation through mainstream media and social media (Newman, Nic, Richard Fletcher, Anne Schulz, Simge Andi, Rasmus Kleis Nielsen, 2020). Social norms are to combat fake news A kind of remedial tools and measures. (Gimpel, Henner, Heger, Sebastian, Utz, Lena. Journal of Management Information Systems, 2021). Fake news poses a major threat to society and brings serious negative consequences. (Gimpel, Henner, Heger, Sebastian, Utz, Lena. Journal of Management Information Systems., 2021). The explosive growth of fake news and its erosion of democracy, justice, and public trust (Xinyi Zhou, Zafarani, Reza, 2021) .Fake news is defined as a false news story: the story itself is fabricated, without verifiable facts, sources, or quotations. The story may be propaganda that deliberately misleads readers, or it may be fabricated for for-profit

and clickbait (Shevon Desai, Hailey Mooney, Jo Angela Oehrli, 2021). Since 2016, the term fake news was originally used to describe completely fabricated and false news reports in social media, but the use of fake news now has prejudices, limited opinions, and exaggerations Or facts and fictions (Wayne & Journell, 2019) .In the 21st century, because the amount of information on the Internet new media continues to grow at an alarming rate, there are more and more worries and challenges in the Internet media, of which the most worrying One of the problems with this issue is fake news (Antun. Bilos, 2019). In digital media (on the Internet), the gatekeeper authority of traditional news media does not exist. If young people do not assess the credibility of a large number of news Ability, it is impossible to find out the source and motivation of news (Joel, Mark & Sam, Amie, Jill, Marshall, Anna, 2019). Deliberately created false information can be easily and quickly spread through the Internet and social media. Fake news challenges our understanding of facts in an untrue form, and even deviates from the core of value (Michelle Luthala & Jacquelyn, 2018). Fake news has severely affected the soundness of the communication ecology and has shaken the fourth foundation of democratic politics. Rights mechanism (National Communications Commission, 2020). The number of digital news media has exploded, and a large number of messages hide much misinformation and fake news. Because of information overload, people become indistinguishable (Blair, 2011) Facebook and Twitter users The interaction with false content is increasing (Hunt Allcott, Matthew Gentzkow, Chuan Yu, 2018). In the online world, the gatekeeper authority of traditional news media does not exist. If young people do not evaluate the credibility of a large number of news messages It is impossible to find the source and motivation of news (Joel, Mark & Sam, Amie, Jill, Marshall, Anna, 2019).

2.2 "Taiwan has a large number of media and fierce competition"

Taiwan's low confidence in news is largely related to the proliferation of false news. More than half (56%) of the respondents in the world are worried about fake news on the Internet (He Hui'an, 2020). The results of the 2019 Taiwanese news media credibility study show that both the general public and media workers do not have a high degree of trust in Taiwanese news media. People's likes and dislikes of TV channels affect the general public's judgment on the credibility of TV news on the channel. TV news is still an important source for most people to receive news. 91.7% of the public and 94.9% of media workers will watch TV news (Wind Media, 2020). The vicious competition of Taiwan's communication eco-business media and the failure to establish an effective order of competition has caused the quality of news and media content to be repeatedly criticized by the Chinese. (National Communications Commission, 2020) . Taiwan's television news industry is fiercely competitive. For the media to view ratings, fake news and topical news have become one of the ways for many Taiwanese media to attract viewers and increase their ratings (Chen Yalin, 2020). Another major issue facing democracies is the collapse of media business models and changes in the boundaries of competition, which have caused a high degree of damage to the quality of their production content (National Communications

Commission,2020).

The changes in the television ecology in Taiwan can be roughly divided into: (1) Before 1994: the era when the three wireless radio stations were monopolized, which was the era when the ratings were "for reference only"; (2) 1994-June 1997: cable satellite The era of channel creation is the era of opportunity theory of ratings, (3) June 1997 until now: the era of multi-channel competition development, and it is also the era of ratings-oriented theory or audience-subversion theory (Zhang Yiwen, 2000). Since 1994, China opened up cable TV Since then, with the gradual opening of the government, the number of news media has continued to increase. Snatching pictures and competing against each other, outside the Legislative Yuan's Qingdao East Road, there were as many as 13 SNG broadcast vehicles in a row, and on Jinan Road at the other end, there were 11 SNG vehicles from beginning to end. Coupled with the sporadic OB vans fighting alone, there are as many as 40 vehicles in the entire Legislative Yuan. (Xie Yaozhou, 2006) . With the expansion of wireless news stations, Taiwan has more than 80 SNG cars, becoming the country with the highest density of SNG cars in the world. The population of South Korea is more than twice that of Taiwan, but at that time SNG cars were only half of ours. Taiwan has even more than 70 cars in Japan, which has 120 million people. With the high level of competition from news stations, Taiwanese people began to receive 24-hour TV news bombings. (Lin Jianfu, 2015). The improvement of news digitization technology and the popularity of social news webcasts have brought the impact of Taiwanese media. (Liao Wenhong, 2020) . Since 1998, cable channels have flourished. According to the National Communications Commission (NCC) data, as of the first quarter of 2021, the number of cable TV subscribers in my country was 4,833,648, and there were 64 cable TV system operators in Taiwan. Five major players, including KaiBao, Zhongjia, Taiwan Broadband, Taiwan Solid Media, and Taiwan Digital Optical Communications. Among them, the domestic satellite channel program supply business has a total of 73 and 144 channels, the overseas satellite channel program supply business has a total of 27 and 102 channels, and a total of 6 domestic and foreign channel companies are concurrently engaged in the supply of other channel programs. 56 channels 69 (NCC, 2021).

Table 1.Statistics on the number of licensed radio and television businesses of the National Communications Commission

Channel	Number of homes
Radio station	186 media
5 media	5 media, 22 channels
CATV system operators	64 media
Domestic direct broadcast satellite broadcasting and TV service business	1 media
Community Antenna Company	3 media
Satellite Broadcasting and Television	73 media, 144 channels

Business.Domestic satellite channel program supply business	
Overseas live broadcast satellite broadcasting and TV service business	3 media
Overseas satellite channel program supply business	27 media, 102 channels
Supply of programs for other channels	50 media, 75 channels

Source: State of the Broadcasting and Television Business of the National Communications Commission (NCC, 2021)

Table 2. Industry Overview of Cable TV Channel Program Supply Business
(Data Source NCC)

Career classification	Cable Broadcasting and Television Business						
Year (season)	Number of homes		Number of subscribers		Digital set-top box subscribers		Digital paid channel Number of subscribers
	Cable TV Broadcasting System	Cable TV system	Number of households	household Penetration rate (%)	Number of households	Occupy Line Proportion of subscribers (%)	
2011 Q1	0	64	4,833,648	54.0%	4,833,648	100%	1,626,340

Table 3.Industry Overview of the Star Channel Program Supply Business (Source NCC).
The form is reproduced from the NCC.

Year (season)	Number of domestic satellite channel program supply businesses	Number of overseas satellite channel program supply businesses	Domestic satellite channels total	Overseas satellite channels total
2021Q1	74	27	147	100

Note: The satellite channel program supply business is concurrently engaged in domestic and foreign businesses: 5 companies including Time, Asia Satellite, Jingyang, Taiwan Interactive, and Elda.

Table 4. Overview of multimedia content transmission platform services.

(Source :NCC).

Year (season)	Number of homes	Total number of channels	Number of subscribers (households)
2021 Q1	1	203	2,064,962

2.3 "Advertising amount is limited and vicious competition is serious"

In 2017, Taiwan's all-media advertising volume was approximately NT\$66.34 billion, and TVB's advertising volume in 2017 was approximately NT\$3.06 billion. Satellite TV advertising volume was approximately NT\$18.3 billion. The decline in advertising volume shows that the structural problems of the profit model of TV media have directly affected the operation of channel operators and the production costs of upstream producers. (Taiwan Economic Research Institute, 2018). The revenue source of TV channel operators in 2018 is still mainly advertising revenue, but it has declined for three consecutive years from 35.12% in 2016 to 25.29% in 2018. In 2018, new media-related revenue accounted for approximately 15.49%, and the proportion of new media authorization revenue has increased. In 2018, it accounted for approximately 5.39% of overall revenue (Ministry of Culture, 2018).

Taiwan's TV industry chain is mainly divided into development/production/post-production, channel operation/distribution, and platform operation. The total output value of the TV industry in 2018 was 142.141 billion yuan (Ministry of Culture, 2018). The five major media in 2018. The five traditional media include radio, television (including cable and wireless television), newspapers, and magazines.

And outdoor media. (Excluding digital), the advertising volume reached 32.4 billion yuan, a decrease of about 2.4% from the same period in 2017. Broadcasting and outside the home have shown slight growth this year after successive years of recession; TV and print continue to shrink, especially in the flat recession that continues to reach double-digit declines. (Zhong Fangyu, 2019). The United States, China, and Japan are the TOP 3 advertising markets, accounting for more than 60% of the world's top three advertising markets, followed by the United States, China, and Japan. North America is still the region with the highest advertising volume (37%), followed by the Asia-Pacific region (35%), both accounting for 72% of the global advertising budget; emarketer estimates that the Asia-Pacific region will surpass North America in 2022. (Wang Chunyu, Chen Xiping, 2018). Overall, the total revenue of my country's communications industry has grown from NT\$116.7 billion in 2017 to NT\$118.2 billion in 2018 and will decrease by NT\$4 billion in 2019. To NT\$114.2 billion. (National Communications Commission, 2019). Satellite TV revenue grew from NT\$66.1 billion in 2017 to NT\$67.7 billion in 2018, but it decreased to NT\$65.6 billion in 2019; Cable TV Revenue from 2017 to 2019 tends to decrease year by year, from NT\$38.2

billion in 2017 to NT\$35.8 billion in 2019; wireless TV revenue and wireless broadcasting revenue have remained the same in the past three years. In the era of digital convergence, China's radio, television (including cable television and wireless television advertising, newspapers), The advertising output value of the five major traditional media, including magazines and outdoor media, continued to decline. In 2019, it was 30.343 billion yuan. The advertising volume of the four major media all showed a decline (newspaper advertising-16.3%, magazine advertising-15.3%, cable TV advertising-6.5%, wireless TV advertising -5.2%, radio advertising -1.1%) (media white paper, 2020). According to the "Advertising Expenses in Japan in 2018" published by Dentsu, a leading Japanese advertising industry in Taiwan, on February 28, 2019, Japan's total advertising expenses in 2018 increased by 2.2% annually to 653 billion yen. Against the background of sustained economic growth in Japan, positive growth has been seen for seven consecutive years. In terms of the advertising volume of online media, the performance was the most impressive, and it was also the momentum that drove up Japan's total advertising costs last year. (Chen Dacheng, 2019) . U.S. advertising expenditure in 2019 is USD 238.8 billion (Wu Huizhen, 2020). Viewing rate affects the operation of news. In the application of viewing quality data, respondents believe that viewing quality can not only provide diversified viewing behavior data and help media selection in advertising media planning but also help specific types of advertisers to formulate media investment. Reference for decision-making, or assist channel operators in advertising sales business and program strategic planning (Wei Hongzhan, 2002). With limited advertising revenue, for Taiwan, which has most news channels, viewership has become an important issue to increase more advertising. In Taiwan, in the morning, noon, and evening of the day, there are a total of 5 wireless TV stations that will broadcast news time slots. This does not include cable stations that broadcast news at specific time slots. There are also seven 24-hour news stations in Taiwan. Taiwan's population is 23 million. In contrast, the United States, which has a population of 13 times that of Taiwan, has only five 24-hour news channels, which is far less than Taiwan's 7. Neighboring Japan has a population of more than 100 million more than Taiwan, but there is no 24 news station. This shows the fierce competition in Taiwan's television news industry (Lin Zhaozhen, 2009).

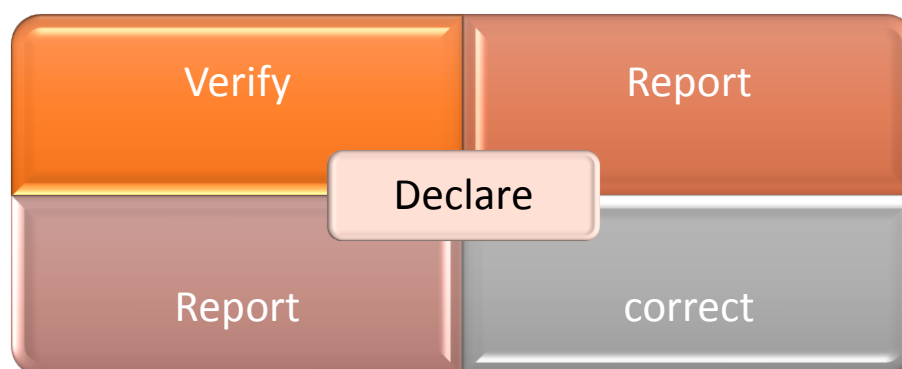
2.4 "Media Management Policies and Laws"

Given the importance of the self-discipline mechanism of the radio and television media, it is the policy direction of all countries to require the new media of the news production system to implement the self-discipline mechanism by the power and responsibility of the law. After the 2016 presidential election, the United States began a series of efforts, including 18 state legislative plans to solve the problem of fake news. (Joel & Sam, 2019) . In the past, the Information Bureau was responsible for the management of news media in Taiwan. The Information Bureau was merged into the Ministry of Culture in 2006. After the establishment of the National Communications Commission (NCC) on February 22, 2006, the supervision of TV news,

programs, and advertising content have been transferred to the NCC. (Ministry of Culture, 2020) . To combat false information and fake news in Taiwan, the Executive Yuan announced that the definition of fake news mainly includes three elements: malicious, false, and harmful (Executive Yuan, 2018). To prevent the harm of fake news, its legal system As the highest guiding principle, to reduce the negative impact on freedom of speech, it must be mentioned before legal accountability is necessary to clarify the requirements of various laws and regulations and rationalize responsibilities (Diplomatic and National Defense Legal Affairs Office, 2018). News reports by radio and television media Whether or not to observe the facts and observe justice is the issue that has received the most social attention in recent times. Article 27 of the "Satellite Broadcasting and Television Law" was amended in 2016 and added provisions, stipulating that the production and broadcasting of news and reviews should pay attention to fact verification and the principle of fairness, and Taiwan's four strategies for handling false information: "recognizing false information" and " Breaking falsehoods, suppressing falsehoods, and punishing falsehoods; my country's "Satellite Broadcasting and Television Law" also stipulates detailed specifications for fact-checking and fairness when producing and broadcasting news and comments. (National Communications Commission, 2020) . Since the end of 2018, the NCC has formulated the "Establishment of Reference Principles for Fact Verification in my country", reviewed and revised internal self-discipline norms by the "Establishment of Reference Principles for Fact Verification in my country", and also wrote to relevant public associations and various news-producing and broadcasting channels to follow the pre-opening principle. The five categories of "declaration, verification, reporting, presentation, and correction" are shown to produce and broadcast news to protect the public's audiovisual rights and interests. (Dissemination Policy White Paper, 2020).

Figure 1: Schematic diagram of the connotation of establishing my country's reference principles for fact verification

(Source: NCC)



The Executive Yuan amended 7 regulations including the "Disaster Prevention and Rescue Law" and the "Radio and Television Law" to include the norms and penalties for prohibiting the spread of fake news. In the most serious situation, those who spread fake news may be fined 1 million

yuan or life imprisonment. The amendment to the "Radio and Television Law" also requires that radio and television journalists must establish a "self-discipline and regulation mechanism". If they spread false information without "fact-checking", they can be fined up to 2 million (Executive Yuan, 2018). In 2020-2021, under the severe blow of the COVID-19 epidemic, we must pay more attention to the attacks of the information epidemic. Regarding the evaluation and supervision of the media, NCC plays a very important role in Taiwan. It has been fifteen years since its establishment in 2006. In the prevention of media monopoly, the NCC has promoted the draft of the NCC "Media Multi-Law". Its core meaning is It is to ensure the diversity of social speech. It is hoped that through the design of structural control, the industrial structure that may cause media monopoly will be regulated, and the concept of behavior control will be incorporated into the news channel to handle its affairs, independent editing system, and news editing room convention. , News Ethics Committee, Complaint Mechanism, and other self-discipline measures shall be regulated. (NCC, 2020). To prevent information monopoly and ensure that the diverse opinions of society can be expressed and disseminated through communication media platforms, Taiwan has formed a free field of public discussion. It has adopted a proactive legislative position to fill the current deficiencies in various laws and regulations. To complete the media centralized prevention and control law system, the draft of the "Media Diversity Maintenance and Monopoly Prevention Law" will be completed in 2019. (Dissemination Policy White Paper, 2020).

3. News media issue setting understanding and news literacy promotion

According to a worrying survey conducted by the Stanford History Education Group in 2016, 3,446 high school students across the United States conducted a digital literacy assessment on an open website and found that young people generally lack basic skills, and up to two-thirds of students cannot distinguish The difference between news reports and advertisements on website pages ((Joel, Mark & Sam, Amie, Jill, Marshall, Anna, 2019). Fake news has a considerable impact on people, and news literacy is imminent. If we can't Assessing the credibility of the message, it is impossible to find the behind-the-scenes and motivational reasons ((Joel, Mark & Sam, Amie, Jill, Marshall, Anna, 2019). The media is influencing us. According to the theory of media issues, news media reports will It has an impact on the public, prompting the audience to recognize the external social environment following the issues set by the news media (McComb & Shaw 1972). Scholars believe that the promotion of media literacy is to enhance critical thinking (Silverblatt 2008). News. Literacy can be skeptical of news content and pursue truthfulness (Ashley, Poepsel, & Willis 2010). From the experience of Finland, regulations and prohibitions may not be as good as starting from the root. Education and awareness of false news may be a better solution. What Finland is doing is to check facts, combine critical thinking, and the consciousness of voters to teach residents, students, journalists, and politicians how to fight back against disinformation aimed at spreading divisions (Chen Lingyi, 2019). News Reading The ability is to solve the social problems caused by fake news, by improving the "reading" ability of

the audience (Sperry, C., 2018). Perhaps the biggest sign of Finland winning the fight against fake news is that other countries are seeking to copy Its blueprint. Many representatives of EU countries and Singapore have begun to learn Finnish methods to solve this problem (Eliza Mackintosh, CNN, 2019). News media literacy can help receive more information to adapt to changes in the external world, analyze and evaluate Elements in these messages (W. James Potter, 2018). Media literacy is the conscious processing of information, and the intervention of news literacy assessment is usually successful, which can affect media knowledge, critical thinking, perception, realism, and influence Power, behavior, attitude, self-efficacy, and behavior have a positive impact (Jeong, Cho & Hwang, 2012). All ministries and associations in Taiwan have plans to promote media literacy. For example, the Ministry of Education provides media literacy education for students through a syllabus. Training for teachers; the Ministry of the Interior promotes media literacy training through news writing and reporter camps; the Ministry of Health and Welfare assists in the promotion of health and health information. The core of NCC's media literacy lies in the "radio and television business itself", and to improve radio and television Practitioners, etc. Media workers are mainly focused on achieving professionalism in related fields. (NCC, 2020) . Taiwan promotes the twelve-year national basic education curriculum, and lists "Technology Information and Media Literacy" as one of the 9 core literacy, to train students and even Chinese to understand the creative potential and positive use of media and information tools Methods and ability to read media (Ministry of Education, 2019).

4.Conclusion

This article analyzes the problems of fake news in various countries and outlines the environmental conditions of Taiwan's radio and television media. In summary, Taiwan's media has always had problems such as a large number of radio and television media, competition in ratings, and a slight decrease in advertising revenue for more than two decades. As for business survival, news channels continue to pursue speed and stance, resulting in low confidence among Chinese people in media reports. Radio and TV news is still the mainstream channel watched by Taiwanese. In the face of the rise of digital media, the proliferation of false information has even affected traditional media. To grab fast, TV news often becomes the driving force of fake news. Fake news is the latest global impression. The troublesome subject is due to its influence on the one hand, which may endanger individual lives, or impact national security. Therefore, how the government can strengthen laws and regulations and improve the digital literacy of the people in a direction that must be paid attention to. The governments of various countries in the world helping the public to increase immunity to false information are worthy of Taiwan's imitation. The EU is strengthening media literacy as one of the key points to combat false information. Taiwan can learn from the EU to conduct a comprehensive inspection and literacy education from school to social education. Push. Although the Ministry of Education has included "Technology Information and Media Literacy" in the "Twelve-Year National Basic Education Curriculum" that will be

implemented in 2019, Taiwan is indeed full of serious problems with fierce media competition, so that false information often becomes a news topic. Influencing the public, it is suggested that the government should strengthen cooperation with the Kuabu Association in combating fake news. First, strengthen management from the legal side. 2. Implement news verification from the industry side to avoid vicious competition. 3. Improve the quality of media workers. 4. Strengthen education to improve the news literacy ability of the audience. This article also proposes to conduct a national literacy survey to gain an in-depth understanding of people's cognition, knowledge, and understanding of news media content, etc., in the sense of conforming to sustainable education, use the sustainable education goal project of the United Nations Sustainable Development Goals through education Enhance the ability of "media literacy", and help people learn and improve the knowledge and skills necessary for news literacy in an environment full of fake news and fake news, so that everyone can face the expansion of the media and the explosion of information through learning World and society.

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