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本地主要中文報章中視藝相關新聞標題的
高頻詞統計(2016-2018)
High-frequency Words in the Titles of
Visual Arts News in Major Local
Chinese Newspapers (2016-2018)

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以2016至2018年本地主要中文報章為樣本，對近三年來與本地視覺藝術相關新聞標題進行詞頻統計，有如下發現：

- 1) 標題中所出現的高頻詞包括：「藝術」、「香港」、「文化」、「故宮」、「作品」、「藝術家」、「水墨」、「展覽」、「西九」、「藝術展」、「書畫」、「博物館」；
- 2 跨報章比較，下表所示的為該高頻詞在哪些報章中出現的比例最高：

高頻詞	報章
「香港」	《香港商報》、《大公報》和《文匯報》
「水墨」	《香港商報》、《大公報》和《文匯報》
「書畫」	《香港商報》、《大公報》和《文匯報》
「文化」	《蘋果日報》
「展覽」	《信報》
「西九」	《東方日報》
「藝術展」	《香港商報》
「博物館」	《成報》

- 3) 跨年份比較，「故宮」、「書畫」的出現頻率在2017年是一個峰值，而「藝術」、「藝術展」、「博物館」的出現頻率在2016年之後下跌；
- 4) 綜合報章和年份比較，「藝術家」和「作品」一直保持著平穩的出現頻率。

資料來源：

- 本地各大中文報章

研究目的和素材

新聞標題是讀者對於新聞的第一印象，記者在取題時如何選詞很大程度上影響著大眾讀者對於新聞的直觀觀感。本研究的主要目的是通過統計本地主要中文報章中，視覺藝術新聞標題所出現的高頻詞彙，瞭解有哪些字眼在視藝新聞標題中經常出現，從而構成大眾讀者對於本地視覺藝術新聞的初步印象，亦審視不同報章在處理視藝新聞時如何取題、是否存在差異。本文以歸納現象為主，不作闡釋，以拋磚引玉，引起後續討論及研究。

研究素材來自《年鑑》所收錄2016至2018年間的本地出版物資料。這些資料是由研究人員從新聞資料數據庫（「慧科新聞」）透過一定的關鍵詞¹ 搜索報章全文，然後在搜索結果中篩選出與香港視覺藝術相關的新聞條目。本次統計選取了十份本地中文報章²（包括《蘋果日報》、《香港商報》、《信報》、《經濟日報》、《明報》、《東方日報》、《成報》、《星島日報》、《大公報》、《文匯報》）的新聞條目作分析。以下為納入本次統計的新聞條目數量列表：

1 使用的關鍵詞包括：視覺藝術、視藝、藝術、展覽、西九、畢業展。

2 香港現在共有十三份中文報紙發行（免費報紙除外），未被納入本次研究的是《香港01》（出版日期尚短），《公教報》和《大紀元時報》（宗教背景強烈）。因數據不足，免費報紙暫未納入本次統計。

The present study investigates high-frequency words that appear in the titles of visual arts news through an analysis of major local Chinese newspapers.¹ The timeframe for the years analyzed ranges from 2016 to 2018. The main findings are as follows:

1. High-frequency words include: art, Hong Kong, culture, Palace Museum, artwork, artist, ink art, exhibition, West Kowloon, art exhibition, painting and calligraphy, and museum.
2. The table below lists the newspaper(s), out of all newspapers analyzed, which contain the highest proportion of high-frequency words:

Words	Newspapers
Hong Kong	<i>Hong Kong Commercial Daily, Ta Kung Pao, Wen Wei Po</i>
ink art	<i>Hong Kong Commercial Daily, Ta Kung Pao, Wen Wei Po</i>
painting and calligraphy	<i>Hong Kong Commercial Daily, Ta Kung Pao, Wen Wei Po</i>
culture	<i>Apple Daily</i>
exhibition	<i>Hong Kong Economic Journal</i>
West Kowloon	<i>Oriental Daily News</i>
art exhibition	<i>Hong Kong Commercial Daily</i>
museum	<i>Sing Pao Daily News</i>

3. A cross-year comparison reveals that the frequency of occurrences of the words “Palace Museum” and “painting and calligraphy” reach its peak in 2017, while appearances of “art,” “art exhibition” and “museum” decrease after 2016.
4. “Artist” and “artwork” are the two high-frequency words that respectively maintain a steady and regular appearance across the major local Chinese newspapers over the course of the last three years.

Information:

- Local Chinese newspapers

Research purpose and materials

The titles of newspaper articles give readers the first impression of what the article is about. Thus, the choice of words for a headline directly impacts on the newspaper readers. The purpose of this research is to identify the high-frequency words that appear in the titles of visual arts news in major local Chinese newspapers, with the aim to map out the public’s initial impression of local visual arts news. In addition, this research investigates how the newspapers concerned handle the titles of visual-arts-related news and if any differences prevail across

1 This is a study on Chinese visual arts news titles, hence Chinese semantics should be observed when approaching the analysis data and findings. In the Chinese language, the smallest meaningful unit is *zi* (one single character). Many of the *zi* have multiple meaning dimensions. Such meaning fluidity stabilizes when one considers the syntax, which in Chinese is both a matter of grammar and semantics when two or more *zi* combine to form a *ci* (vocabulary). In this study, the unit of analysis is *ci*. While “high-frequency word” is used in the translation, English readers should note that “word” in the English language is not necessarily a direct equivalence of *ci*.

表一 本地主要中文報章的視藝相關新聞條目數量

報章 ³ /年份	2016	2017	2018	總數
《蘋果日報》	31	45	65	141
《香港商報》	65	129	182	376
《信報》	83	216	160	459
《經濟日報》	35	73	76	184
《明報》	70	117	141	328
《東方日報》	37	65	65	167
《成報》	56	92	85	233
《星島日報》	115	193	266	574
《大公報》	136	275	317	728
《文匯報》	95	250	285	630
合計	723	1455	1642	3820

一、高頻詞統計及比較

整體瀏覽全部的標題條目之後，研究者選取出43個詞彙⁴作為可能高頻詞，然後計算此類詞彙之頻次，繼而排序。在所有的3820條新聞標題之中，出現超過100次的高頻詞⁵包括（括號內數字為頻次，百分比為頻率）：

- 藝術（915，佔23.9%⁶）
- 香港（349，佔9.1%）
- 文化（255，佔6.7%）
- 故宮（193，佔5.1%）
- 作品（172，佔4.5%）
- 藝術家（169，佔4.4%）
- 水墨（167，佔4.4%）
- 展覽（162，佔4.2%）
- 西九（153，佔4.0%）
- 藝術展（138，佔3.6%）
- 書畫（134，佔3.5%）
- 博物館（101，佔2.6%）

3 排列順序按報章英文名稱。

4 除了所列高頻詞，另外的31個詞彙包括（括號內數字為其出現頻次）：開幕（91）；聯展（88）；當代（88）；中國（85）；故宮館（75）；設計（68）；M+（67）；回歸（58）；攝影（54）；國際（50）；亞洲（49）；藏品（47）；美術（41）；歷史（38）；本地（33）；傳統（33）；社區（30）；中華（29）；收藏（28）；全球（27）；雕塑（27）；畫廊（27）；山水（27）；現代（26）；西九故宮（26）；藝術品（26）；嶺南（23）；內地（21）；公共（19）；本土（18）；中西（18）。

5 因單字存在涵義的不確定性，故此分析集中在詞。此處為高頻字的基本整理和統計（虛字除外），可作參考：展（1365）；藝（1147）；術（961）；港（665）；畫（660）；作（429）；品（335）；館（328）；文（446）；代（202）；美（163）；藏（158）。

6 嚴格而言，這個百分比的涵義是出現該高頻詞的新聞條目佔總新聞條目的比例。後文出現的百分比亦同此理解，不再贅述。

newspapers. The focus of the research is on revealing the phenomenon, rather than providing an explanation or interpretation. Further discussion and research on this topic is recommended.

The research materials are sourced from what the *Yearbook* had collected and archived as “local visual arts news” for the years 2016, 2017 and 2018. This pool of news was gathered by research staff (full text search by a group of keywords²) from a news database – WiseNews portal; the news entries included in the *Yearbook* archive were selected manually depending on their relevance to visual arts. For this particular research, news articles from ten Chinese newspapers³ are chosen. The selected newspapers include *Apple Daily*, *Hong Kong Commercial Daily*, *Hong Kong Economic Journal*, *Hong Kong Economic Times*, *Ming Pao*, *Oriental Daily News*, *Sing Pao Daily News*, *Sing Tao Daily*, *Ta Kung Pao*, and *Wen Wei Po*. Table 1 provides a summary of the number of news entries from each newspaper, arranged by year, which are used for the research.

Table 1 Number of articles in major Hong Kong newspapers analyzed

Newspapers ⁴ /Years	2016	2017	2018	Sum
<i>Apple Daily</i>	31	45	65	141
<i>Hong Kong Commercial Daily</i>	65	129	182	376
<i>Hong Kong Economic Journal</i>	83	216	160	459
<i>Hong Kong Economic Times</i>	35	73	76	184
<i>Ming Pao</i>	70	117	141	328
<i>Oriental Daily News</i>	37	65	65	167
<i>Sing Pao Daily News</i>	56	92	85	233
<i>Sing Tao Daily</i>	115	193	266	574
<i>Ta Kung Pao</i>	136	275	317	728
<i>Wen Wei Po</i>	95	250	285	630
Total	723	1455	1642	3820

2 Keywords applied include: visual arts (both full and abbreviated form in Chinese), art, exhibition, West Kowloon, graduation exhibition.

3 In Hong Kong, there are altogether thirteen printed titles of paid distribution. Apart from the ten newspapers included for analysis, what are not included are *HK01* (which is a relatively new newspaper), *Kung Kao Po* and *The Epoch Times* (both with strong religious background). Free newspapers were not included owing to insufficient data.

4 In alphabetical order.

為便讀者有更清晰的圖景，以下為類近詞彙的頻次比較：

媒介：

- 水墨 (167)
- 書畫 (134)
- 設計 (68)
- 攝影 (54)
- 文物 (53)
- 油畫 (44)
- 雕塑 (27)
- 山水 (27)
- 繪畫 (26)
- 版畫 (24)
- 陶瓷 (16)
- 篆刻 (14)
- 漫畫 (14)

地區：

- 香港 (349)
- 中國 (85)
- 國際 (50)
- 亞洲 (49)
- 全球 (27)
- 內地 (21)
- 法國 (21)
- 德國 (7)
- 台灣 (6)

場地：

- 西九 (153)
- 西九文化區 (18)
- 故宮 (193)
- 故宮館 (75)
- M+ (67)
- 藝術館 (20)

藝術市場：

- 藏品 (47)
- 收藏 (28)
- 畫廊 (27)
- 拍賣 (18)
- 藝廊 (14)
- 市場 (17)
- 藝術市場 (4)

專業名詞：

- 當代 (88)
- 當代藝術 (55)
- 中國當代藝術 (13)
- 亞洲當代藝術 (11)
- 當代水墨 (10)
- 現代 (26)
- 嶺南 (23)

宏觀/抽象面向：⁷

- 藝術 (915)
- 文化 (285)
- 生活 (49)
- 歷史 (38)
- 社會 (12)
- 政治 (11)

⁷ 值得注意的是，「生活」、「歷史」此類字眼，雖然不及「文化」出現的頻率高，但也佔了一定比例。前者的例子如：

〈藝文空間 以生活作為入口〉(李秀嫻，《經濟日報》，2017年6月22日)；

〈引導大眾重新發現「藝術即生活」〉(Sha，《成報》，2018年3月24日)；

後者的例子如：

〈回望歷史 推廣陶藝 黃麗貞為羅屋寫新傳〉(張岳悅，《文匯報》，2017年3月29日)；

〈故宮館設計圖展出 參觀者：離地 無歷史感〉(曾偉龍，《蘋果日報》，2017年10月21日)。

1. High-frequency words

After going over the titles of all the news entries included, forty-three words⁵ were identified as potential high-frequency words and calculations were made to determine their frequency. Among the 3820 news titles, words⁶ that appear more than 100 times are (the number in the bracket stands for the tally of its appearances while the % is its proportion):

- art (915, 23.9%⁷)
- Hong Kong (349, 9.1%)
- culture (255, 6.7%)
- Palace Museum (193, 5.1%)
- artwork (172, 4.5%)
- artist (169, 4.4%)
- ink art (167, 4.4%)
- exhibition (162, 4.2%)
- West Kowloon (153, 4.0%)
- art exhibition (138, 3.6%)
- painting and calligraphy (134, 3.5%)
- museum (101, 2.6%)

To provide a better overview, the following is the comparison of word frequency within a certain category:

Media:

- ink art (167)
- painting and calligraphy (134)
- design (68)
- photography (54)
- antiquities (53)
- oil painting (44)
- sculpture (27)
- *shanshui* (landscape painting) (27)
- painting (*huihua*) (26)
- print (24)
- ceramics (16)
- seal carving (14)
- comics (14)

⁵ The other thirty-one words are: opening (91); joint-exhibition (88); contemporary (88); China/Chinese (*Zhongguo*) (85); Palace Museum (HK) (*gugong guan*) (75); design (68); M+ (67); handover (*huigui*) (58); photography (54); international (50); Asia (49); collection (*cangpin*) (47); *Meishu* (fine art/painting) (41); history (38); local (*bendi*) (33); tradition (33); community (30); *China* (*zhonghua*) (29); collect (*shoucang*) (28); global (27); sculpture (27); gallery (27); *shanshui* (landscape painting) (27); modern (26); West Kowloon Palace Museum (*Xijiu gugong*) (26); art piece (*yishu pin*) (26); *Lingnan* (23); mainland (21); public (19); indigenous (*bentu*) (18); China and the West (*Zhongxi*) (18).

⁶ As explained in footnote 1, Chinese characters (*zi*) usually have multiple meaning dimensions. That is why this study mainly focuses on *ci*. But for reader's reference, here are a basic list of high-frequency characters: *zhan* (1365); *art* (1147); *shu* (961); *gang* (665); *hua* (660); *zuo* (429); *pin* (335); *guan* (328); *wen* (446); *dai* (202); *mei* (163); *cang* (158).

⁷ Strictly speaking, the percentage stands for the proportion of the number of news titles that contain this high-frequency word among all the news articles analyzed. This rule applies to all percentages listed in this article.

二、報章比較

上述統計所得的高頻詞在不同報章內部的所佔比例如下表：

表二 不同高頻詞在不同報章之間的分佈

	蘋果日報	香港商報	信報	經濟日報	明報	東方日報	成報	星島日報	大公報	文匯報
藝術	12.8%	23.9%	24.4%	32.1%	28.4%	22.8%	27.0%	22.1%	21.8%	24.4%
香港	5.7%	11.7%	9.2%	9.2%	9.8%	2.4%	7.3%	4.0%	10.6%	13.5%
文化	17.7%	7.7%	4.1%	4.3%	3.0%	4.8%	9.4%	5.1%	7.0%	8.6%
故宮	7.8%	5.1%	4.6%	3.8%	5.8%	6.0%	7.3%	3.8%	4.4%	5.6%
作品	3.5%	6.4%	4.1%	4.6%	2.7%	2.4%	3.4%	3.1%	5.9%	5.4%
藝術家	5.7%	2.4%	4.8%	5.4%	5.2%	3.6%	4.3%	2.4%	4.9%	5.9%
水墨	2.1%	5.6%	3.3%	1.6%	1.8%	4.2%	4.7%	4.0%	5.6%	5.9%
展覽	0.7%	3.7%	9.2%	7.6%	5.8%	3.0%	6.4%	2.6%	2.3%	3.2%
西九	3.5%	3.7%	2.0%	3.3%	4.9%	12.6%	7.3%	2.6%	4.0%	3.3%
藝術展	0%	8.0%	2.0%	5.4%	3.4%	1.2%	5.6%	3.3%	3.4%	3.0%
書畫	0%	7.2%	0.4%	0.5%	1.2%	0.6%	2.1%	1.0%	6.7%	6.2%
博物館	1.4%	3.5%	2.2%	4.3%	1.8%	1.8%	6.0%	3.0%	2.2%	1.9%

使用統計分析方法 (ANOVA分析)⁸ 作顯著性分析，以下詞彙在不同報章之間的比例分別是顯著的：

- 藝術、香港、文化、水墨、展覽、西九、藝術展、書畫、博物館⁹

以下詞彙在不同報章之間的比例分別是不顯著的：

- 故宮、作品、藝術家¹⁰

進一步對有顯著分別的高頻詞在不同報章之間的分佈作出比較：

高比例出現「香港」、「水墨」、「書畫」的為《香港商報》、《大公報》及《文匯報》。對於「香港」一詞的使用，文末附有一個細分分析。

高比例出現「文化」的是《蘋果日報》。¹¹

高比例出現「展覽」的是《信報》。

高比例出現「西九」的是《東方日報》。

8 ANOVA分析用於比較不同組別之間的分別是否為顯著分別。若分別不顯著，則意味著數據上的分別可能是隨機形成，而非源於組別之間的分別。(置信區間設置為0.95，即有95%的概率這些分別為顯著分佈。)

9 使用ANOVA所得的統計數值如下 (p值小於0.05則代表顯著，此處p值保留小數點後三位；F值代表分別的大小，F值越大，在此意味著該高頻詞在不同報章之間的出現頻率的差別越大)：藝術 (p=0.004, F=2.696)，香港 (p=0.000, F=5.578)，文化 (p=0.000, F=5.794)，水墨 (p=0.024, F=2.135)，展覽 (p=0.000, F=6.108)，西九 (p=0.000, F=5.405)，藝術展 (p=0.000, F=4.200)，書畫 (p=0.000, F=10.707)，博物館 (p=0.036, F=1.997)。

10 使用ANOVA所得的統計數值如下：故宮 (p=0.444)，作品 (p=0.084)，藝術家 (p=0.107)。

11 這很大程度上應歸因於《蘋果日報》用「文化籽」來標籤文化藝術類新聞，例子如：

〈【文化籽】劉小康：30年椅子戲〉(鄭天儀，2016年10月16日)；

〈【文化籽】本土紀實攝影師 道盡回歸前眾生相〉(呂珠玲，2018年1月20日)。

Regions:

- Hong Kong (349)
- China (85)
- International (50)
- Asia (49)
- Global (27)

- Mainland (21)
- France (21)
- Germany (7)
- Taiwan (6)

Venues:

- West Kowloon (153)
- West Kowloon Cultural District (18)
- Palace Museum (*gugong*) (193)

- Palace Museum (HK) (*gugong guan*) (75)
- M+ (67)
- art museum (*yishu guan*) (20)

Art market:

- collection (*cangpin*) (47)
- collect (*shoucang*) (28)
- gallery (*hualang*) (27)
- auction (18)

- art gallery (*yilang*) (14)
- market (17)
- art market (4)

Specific terms:

- contemporary (88)
- contemporary art (55)
- Chinese contemporary art (13)
- Asian contemporary art (11)

- contemporary ink art (10)
- modern (26)
- *Lingnan* (23)

Macro/abstract aspect:⁸

- art (915)
- culture (285)
- daily life (*shenghuo*) (49)

- history (38)
- society (12)
- politics (11)

8 Worthy of notice is the usage of words like “daily life” and “history,” which appeared fairly frequently in the news titles, although not as often as “culture.” Examples for “daily life” include: “Arts Space: ‘Daily Life’ as Entrance (Li Xiuxian, *Hong Kong Economic Times*, June 22, 2017); “Lead the Mass into a Rediscovery of ‘Art is Daily Life’” (Sha, *Sing Pao Daily News*, March 24, 2018). Examples for “history” include: “A Look back into History, Promotion of Ceramics Arts: Wong Lai-ching Prepared a New Autobiography for *Law Uk*” (Zhang Yueyue, *Wen Wei Po*, March 29, 2017); “Design for Palace Museum (HK) on Display, Visitors Consider it to be ‘High-minded’ and to Have ‘No Sense of History’” (Zeng Weilong, *Apple Daily*, October 21, 2017). (Note: The titles are translated by the writer from the Chinese original. This applies to all the specific news titles in this article.)

高比例出現「藝術展」的是《香港商報》。

高比例出現「博物館」的是《成報》。

而表三比較不同報章本身的前五高頻詞：

表三 不同報章的前五高頻詞

報章	蘋果日報	香港商報	信報	經濟日報	明報
第一	文化 (25, 佔17.7%)	藝術 (90, 佔23.9%)	藝術 (112, 佔24.4%)	藝術 (59, 佔32.1%)	藝術 (93, 佔28.4%)
第二	藝術 (18, 佔12.8%)	香港 (44, 佔11.7%)	香港 (42, 佔9.2%)	香港 (17, 佔9.2%)	香港 (32, 佔9.8%)
第三	故宮 (11, 佔7.8%)	藝術展 (30, 佔8.0%)	展覽 (42, 佔9.2%)	展覽 (14, 佔7.6%)	展覽 (19, 佔5.8%)
第四	香港 (8, 佔5.7%)	文化 (29, 佔7.7%)	藝術家 (22, 佔4.8%)	藝術家 (10, 佔5.4%)	故宮 (19, 佔5.8%)
第五	藝術家 (8, 佔5.7%)	作品 (24, 佔6.4%)	故宮 (21, 佔4.6%)	文化 (8, 佔4.3%)	藝術家 (17, 佔5.2%)

報章	東方日報	成報	星島日報	大公報	文匯報
第一	藝術 (38, 佔22.8%)	藝術 (63, 佔27.0%)	藝術 (127, 佔22.1%)	藝術 (159, 佔21.8%)	藝術 (154, 佔24.4%)
第二	西九 (21, 佔12.6%)	文化 (22, 佔9.4%)	文化 (29, 佔5.1%)	香港 (77, 佔10.6%)	香港 (85, 佔13.5%)
第三	故宮 (10, 佔6.0%)	香港 (17, 佔7.3%)	香港 (23, 佔4.0%)	文化 (51, 佔7.0%)	文化 (54, 佔8.6%)
第四	文化 (8, 佔4.8%)	西九 (17, 佔7.3%)	水墨 (23, 佔4.0%)	書畫 (49, 佔6.7%)	書畫 (39, 佔6.2%)
第五	水墨 (7, 佔4.2%)	故宮 (17, 佔7.3%)	故宮 (22, 佔3.8%)	作品 (43, 佔5.9%)	藝術家 (37, 佔5.9%)

絕大部份報章的前五高頻詞遵循整體規律，除了：

「書畫」在《大公報》及《文匯報》居前五。

「西九」在《東方日報》及《成報》居前五。

「展覽」在《信報》、《經濟日報》及《明報》居前五。

2. Comparison across newspapers

Table 2 shows the proportion of the high-frequency words in each newspaper:

Table 2 Proportion of high-frequency words across newspapers

	Apple Daily	Hong Kong Commercial Daily	Hong Kong Economic Journal	Hong Kong Economic Times	Ming Pao	Oriental Daily News	Sing Pao Daily News	Sing Tao Daily	Ta Kung Pao	Wen Wei Po
art	12.8%	23.9%	24.4%	32.1%	28.4%	22.8%	27.0%	22.1%	21.8%	24.4%
Hong Kong	5.7%	11.7%	9.2%	9.2%	9.8%	2.4%	7.3%	4.0%	10.6%	13.5%
culture	17.7%	7.7%	4.1%	4.3%	3.0%	4.8%	9.4%	5.1%	7.0%	8.6%
Palace Museum	7.8%	5.1%	4.6%	3.8%	5.8%	6.0%	7.3%	3.8%	4.4%	5.6%
artwork	3.5%	6.4%	4.1%	4.6%	2.7%	2.4%	3.4%	3.1%	5.9%	5.4%
artist	5.7%	2.4%	4.8%	5.4%	5.2%	3.6%	4.3%	2.4%	4.9%	5.9%
ink art	2.1%	5.6%	3.3%	1.6%	1.8%	4.2%	4.7%	4.0%	5.6%	5.9%
exhibition	0.7%	3.7%	9.2%	7.6%	5.8%	3.0%	6.4%	2.6%	2.3%	3.2%
West Kowloon	3.5%	3.7%	2.0%	3.3%	4.9%	12.6%	7.3%	2.6%	4.0%	3.3%
art exhibition	0%	8.0%	2.0%	5.4%	3.4%	1.2%	5.6%	3.3%	3.4%	3.0%
painting and calligraphy	0%	7.2%	0.4%	0.5%	1.2%	0.6%	2.1%	1.0%	6.7%	6.2%
museum	1.4%	3.5%	2.2%	4.3%	1.8%	1.8%	6.0%	3.0%	2.2%	1.9%

ANOVA analysis⁹ is used to test for the existence of significant inter-group differences. The ANOVA analysis on the data above reveals that there are significant differences in the appearance rate of the following words across different newspapers:

- art, Hong Kong, culture, ink art, exhibition, West Kowloon, art exhibition, painting and calligraphy, museum¹⁰

For the following words, the differences are insignificant:

- Palace Museum, artwork, artist¹¹

A further comparison was made to analyze the distribution among different newspapers of the high-frequency words which showed significant difference. It is found that there is a high proportion of:

“Hong Kong,” “ink art,” “painting and calligraphy” in *Hong Kong Commercial Daily*, *Ta Kung Pao*, and *Wen Wei Po*; (Regarding the use of the word “Hong Kong,” a mini analysis is attached at the end of the article.)

⁹ ANOVA analysis tells if significant differences exist between groups on a high probability of possibility (which is usually set on 95%). An insignificant difference means that the observed difference of the data could be a random result instead of a consequence of distinctive inter-group differences.

¹⁰ Here are the results of the ANOVA analysis (the difference is significant when the value of p (rounded to the third decimal place here) is less than 0.05, and a higher value of F represents bigger variances of appearance rate of the high-frequency word among different newspapers): art (p=0.004, F=2.696), Hong Kong (p=0.000, F=5.578), culture (p=0.000, F=5.794), ink art (p=0.024, F=2.135), exhibition (p=0.000, F=6.108), West Kowloon (p=0.000, F=5.405), art exhibition (p=0.000, F=4.200), painting and calligraphy (p=0.000, F=10.707), museum (p=0.036, F=1.997).

¹¹ Here are the results of the ANOVA analysis: Palace Museum (p=0.444), artwork (p=0.084), artist (p=0.107).

三、年份比較

上述統計所得的高頻詞在不同年份所佔頻次和比例如下表：

表四 不同高頻詞在不同年份之間的分佈

年份	2016		2017		2018	
	頻次	比例	頻次	比例	頻次	比例
藝術	226	31.3%	323	22.2%	364	22.2%
香港	67	9.3%	138	9.5%	144	8.8%
文化	44	6.1%	111	7.6%	100	6.1%
故宮	37	5.1%	110	7.6%	46	2.8%
藝術家	24	3.3%	60	4.1%	85	5.2%
作品	42	5.8%	69	4.7%	61	3.7%
水墨	33	4.6%	72	4.9%	62	3.8%
展覽	26	4.0%	69	4.7%	64	3.9%
西九	40	5.5%	56	3.8%	57	3.5%
藝術展	53	7.3%	45	3.1%	40	2.4%
書畫	22	3.0%	65	4.5%	47	2.9%
博物館	31	4.3%	32	2.2%	38	2.3%

使用統計分析方法（ANOVA分析）作顯著性分析，以下詞彙在不同年份之間的比例分別是顯著的：

- 藝術、故宮、藝術展、書畫、博物館¹²

比例分別不顯著的包括：

- 香港、文化、作品、藝術家、水墨、展覽、西九¹³

進一步對差別顯著的高頻詞進行分析：

「故宮」、「書畫」在2017年是一個峰值。

12 使用ANOVA所得的統計數值如下：藝術（ $p=0.000$, $F=13.356$ ），故宮（ $p=0.000$, $F=18.373$ ），藝術展（ $p=0.000$, $F=18.340$ ），書畫（ $p=0.040$, $F=3.223$ ），博物館（ $p=0.009$, $F=4.708$ ）。

13 使用ANOVA所得的統計數值如下：香港（ $p=0.782$ ），文化（ $p=0.180$ ），作品（ $p=0.066$ ），藝術家（ $p=0.101$ ），水墨（ $p=0.270$ ），展覽（ $p=0.479$ ），西九（ $p=0.058$ ）。

“culture” in *Apple Daily*;¹²

“exhibition” in *Hong Kong Economic Journal*;

“West Kowloon” in *Oriental Daily News*;

“art exhibition” in *Hong Kong Commercial Daily*;

“museum” in *Sing Pao Daily News*.

Table 3 indicates the top five high-frequency words observed in each newspaper:

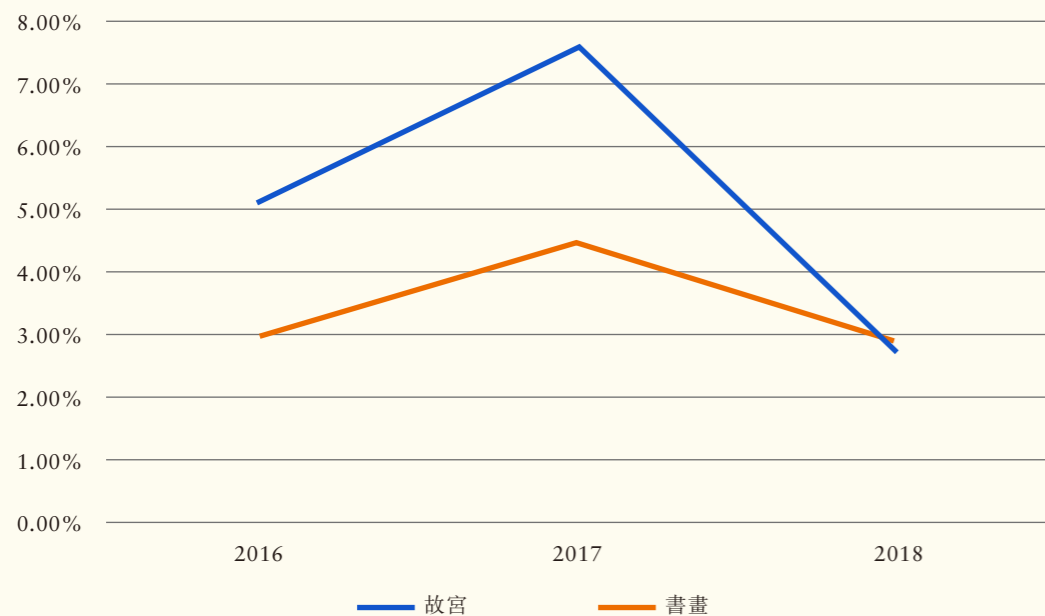
Table 3 Top five high-frequency words of each newspaper

Newspaper	<i>Apple Daily</i>	<i>Hong Kong Commercial Daily</i>	<i>Hong Kong Economic Journal</i>	<i>Hong Kong Economic Times</i>	<i>Ming Pao</i>
First	culture (25, 17.7%)	art (90, 23.9%)	art (112, 24.4%)	art (59, 32.1%)	art (93, 28.4%)
Second	art (18, 12.8%)	Hong Kong (44, 11.7%)	Hong Kong (42, 9.2%)	Hong Kong (17, 9.2%)	Hong Kong (32, 9.8%)
Third	Palace Museum (11, 7.8%)	art (30, 8.0%)	exhibition (42, 9.2%)	exhibition (14, 7.6%)	exhibition (19, 5.8%)
Fourth	Hong Kong (8, 5.7%)	culture (29, 7.7%)	artist (22, 4.8%)	artist (10, 5.4%)	Palace Museum (19, 5.8%)
Fifth	artist (8, 5.7%)	artwork (24, 6.4%)	Palace Museum (21, 4.6%)	culture (8, 4.3%)	artist (17, 5.2%)

Newspaper	<i>Oriental Daily News</i>	<i>Sing Pao Daily News</i>	<i>Sing Tao Daily</i>	<i>Ta Kung Pao</i>	<i>Wen Wei Po</i>
First	art (38, 22.8%)	art (63, 27.0%)	art (127, 22.1%)	art (159, 21.8%)	art (154, 24.4%)
Second	West Kowloon (21, 12.6%)	culture (22, 9.4%)	culture (29, 5.1%)	Hong Kong (77, 10.6%)	Hong Kong (85, 13.5%)
Third	Palace Museum (10, 6.0%)	Hong Kong (17, 7.3%)	Hong Kong (23, 4.0%)	culture (51, 7.0%)	culture (54, 8.6%)
Fourth	culture (8, 4.8%)	West Kowloon (17, 7.3%)	ink art (23, 4.0%)	painting and calligraphy (49, 6.7%)	painting and calligraphy (39, 6.2%)
Fifth	ink art (7, 4.2%)	Palace Museum (17, 7.3%)	Palace Museum (22, 3.8%)	artwork (43, 5.9%)	artist (37, 5.9%)

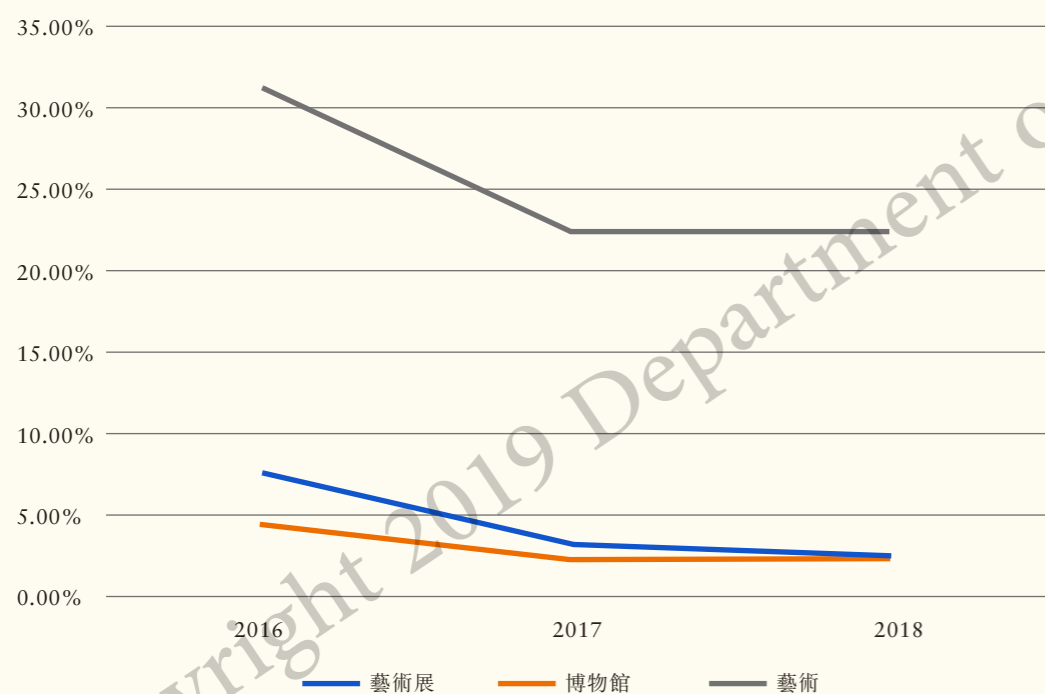
12 It is attributed to the choice of *Apple Daily* to tag its culture-and-art news as “Cultural Seed.” Examples include: “[Cultural Seed] Lau Siu-hong: A thirty-year-long Play with Chairs” (Zheng Tianyi, October 16, 2016); “[Cultural Seed] A Local Documentary Photographer, in Creation of a Mosaic of Ordinary People before the Handover” (Lv Zhuling, January 20, 2018).

圖一 高頻詞X年份



「藝術」、「藝術展」、「博物館」在2016年之後下跌。

圖二 高頻詞X年份 (續)



The top five high-frequency words in the majority of the newspaper titles follow the general pattern, except for the followings:

- “painting and calligraphy” ranks among the top five in *Ta Kung Pao* and *Wen Wei Po*;
- “West Kowloon” ranks among the top five in *Oriental Daily News* and *Sing Pao Daily News*;
- “exhibition” ranks among the top five in *Hong Kong Economic Journal*, *Hong Kong Economic Times*, and *Ming Pao*.

3. Comparison across years

Table 4 shows the frequency and proportion rate of each high-frequency word per year:

Table 4 Proportion of high-frequency words across years

Year	2016		2017		2018	
	frequency	proportion	frequency	proportion	frequency	proportion
art	226	31.3%	323	22.2%	364	22.2%
Hong Kong	67	9.3%	138	9.5%	144	8.8%
culture	44	6.1%	111	7.6%	100	6.1%
Palace Museum	37	5.1%	110	7.6%	46	2.8%
artist	24	3.3%	60	4.1%	85	5.2%
artwork	42	5.8%	69	4.7%	61	3.7%
ink art	33	4.6%	72	4.9%	62	3.8%
exhibition	26	4.0%	69	4.7%	64	3.9%
West Kowloon	40	5.5%	56	3.8%	57	3.5%
art exhibition	53	7.3%	45	3.1%	40	2.4%
painting and calligraphy	22	3.0%	65	4.5%	47	2.9%
museum	31	4.3%	32	2.2%	38	2.3%

Through ANOVA analysis of the data above, in terms of appearance rate, it is found that the differences across years of the following words are significant:

- art, Palace Museum, art exhibition, painting and calligraphy, museum¹³

And the following show insignificant differences:

- Hong Kong, culture, artwork, artist, ink art, exhibition, West Kowloon¹⁴

Further analysis was conducted in regard to the high-frequency words with significant differences across years, which reveals that the frequency of “Palace Museum” and “painting and calligraphy” reach a peak in 2017.

¹³ Here are the results of the ANOVA analysis: art (p=0.000, F=13.356), Palace Museum (p=0.000, F=18.373), art exhibition (p=0.000, F=18.340), painting and calligraphy (p=0.040, F=3.223), museum (p=0.009, F=4.708).

¹⁴ Here are the results of the ANOVA analysis: Hong Kong (p=0.782), culture (p=0.180), artwork (p=0.066), artist (p=0.101), ink art (p=0.270), exhibition (p=0.479), West Kowloon (p=0.058).

四、年份與報章綜合比較

將分佈差別的顯著性與年份、報章交叉比較，得下表：

表五 年份、報章的分佈差別顯著性比較

	報章—顯著	報章—不顯著
年份—顯著	藝術 書畫 博物館 藝術展	故宮
年份—不顯著	水墨 文化 香港 展覽 西九	藝術家 作品

由上表可見，「藝術家」和「作品」是雙重不顯著。可以說，橫跨年份和報章兩個維度，「藝術家」和「作品」一直保持平穩的出現頻率。

附錄：細分分析「香港」

在包含「香港」的349條報章標題之中，「香港」一詞有以下五種應用：

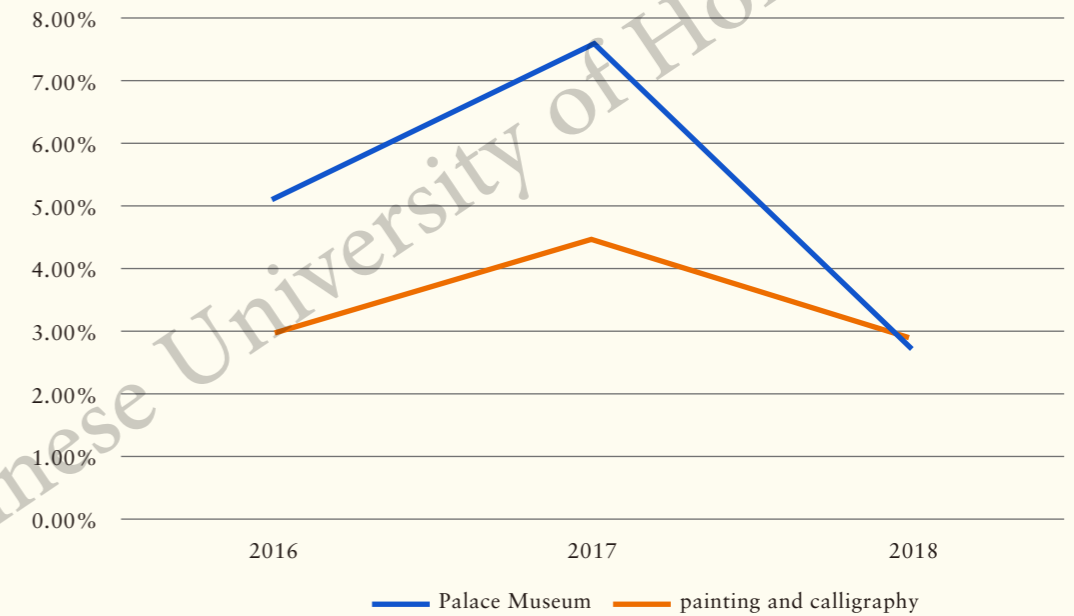
- 地點（香港作為展覽、事件的出現地點）
- 專有名詞的一部份（如香港藝發局、香港賽馬會）
- 展覽、作品名稱
- 身份（如「香港藝術家」）
- 主體（「香港」被視作一種「主體」）

就比例分佈而言，作為地點和主體所佔比例最高，接近30%，其次是專有名詞和展覽/作品名稱，各接近20%，最低的為身份，只佔5.7%。

表一 報章標題所出現「香港」的不同性質之統計

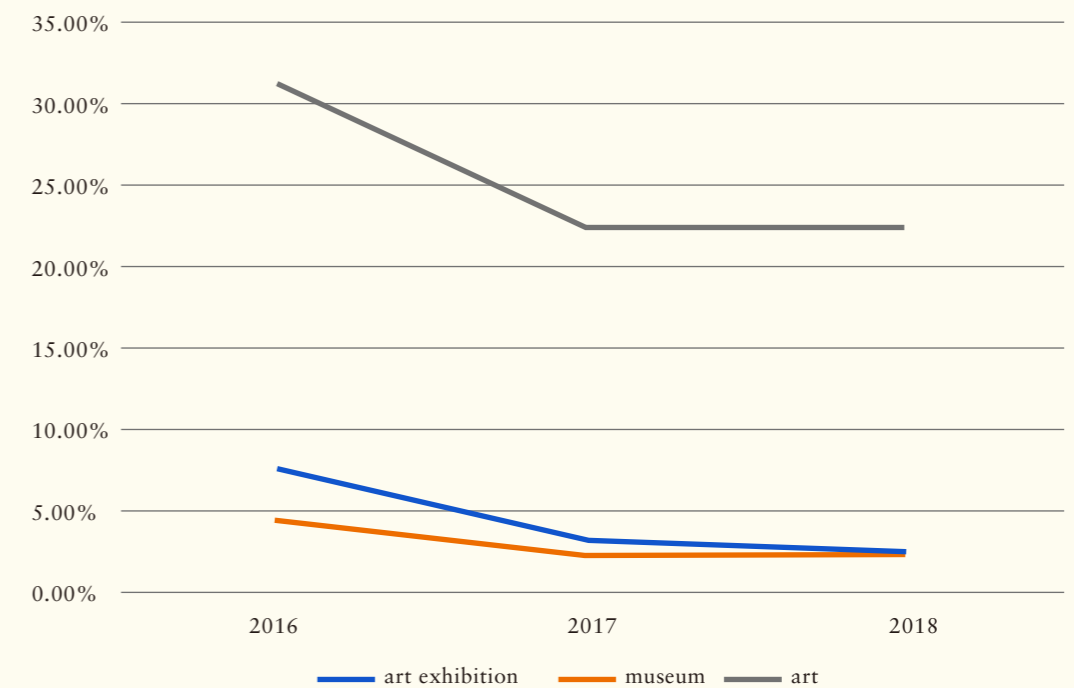
	頻次	比例
主體	102	29.2%
地點	98	28.1%
專有名詞	67	19.2%
展覽/作品名稱	62	17.8%
身份	20	5.7%
總計	349	100.0%

Chart 1 High-frequency words X Year



And the frequency of “art,” “exhibition,” and “museum” drop after 2016.

Chart 2 High-frequency words X Year (Cont’)



香港作為主體，常見的包含以下幾種：

(1) 香港+媒介（如香港設計、香港油畫、香港水墨、香港漫畫）

報章	作者	日期	版面	標題
明報	Ire Tsui	2017-06-18	P28	香港設計係點樣？四城巡迴設計展
大公報	不詳	2017-01-25	B11	香港漫畫法國展出

(2) 以香港為對象

報章	作者	日期	版面	標題
明報	簡一鋒	2016-01-16	D02	建築師鍾情水墨 簡筆香港自然美
明報	CHUNG	2018-01-13	D02	本地畫家以愛畫出香港

(3) 香港作為城市主體（與其他城市對比）

報章	作者	日期	版面	標題
成報	伍婉婷	2017-07-17	A10	Art Actually：屬於香港和布魯塞爾的雙城文化想像

(4) 難以納入以上類別，但主體感強烈的詞條則包含以下：

報章	作者	日期	版面	標題
香港商報	陳柳燕	2016-09-04	T01	從古建變身博物館 活化的香港記憶
信報	黃傑瑜	2016-09-29	C04	聽我講香港輪迴故事……
明報	梁仲禮	2017-01-01	P04, P05	在故宮找香港 說的不是回鄉證，是話語權
明報	黃雅婷	2016-03-25	D07	香港在哪裏？看Sigg 展覽有理由？
明報	阿三	2016-09-28	D04	藝術——能為香港做什麼——記第十一屆 光州雙年展
成報	不詳	2017-11-05	A01	本土陶藝家展現香港精神 李慧嫻捏出 茶餐廳親切感
大公報	王豐鈴	2018-06-13	B12 文化	廖東梅繪寫「香港精神」
文匯報	朱慧恩	2017-09-01	A30	麥錫恩嶺南畫派技法展現「香港味」

4. Comparison across years and newspapers

Table 5 is a combination of the results of the two ANOVA analyses.

Table 5 Cross-comparison on significance with regard to both year and newspaper

	Newspaper - significant	Newspaper - insignificant
Year - significant	art painting and calligraphy museum art exhibition	Palace Museum
Year - insignificant	ink art culture Hong Kong exhibition West Kowloon	artist artwork

The results show that there are no significant differences for “artist” and “artwork,” neither across newspapers nor years. From this, it could be inferred that the words of “artist” and “artwork” respectively maintain a steady and regular appearance across the major local Chinese newspapers over the course of the last three years.

Appendix: A Mini Analysis on the Usage of “Hong Kong”

There are five types of usage of “Hong Kong” among the 349 news titles in which it appears:

- Location (Hong Kong as the location of an exhibition or event)
- Part of proper names (examples include “Hong Kong Arts Development Council,” “Hong Kong Jockey Club”)
- Part of the title of an exhibition, artwork, etc.
- As an identity (examples include “Hong Kong artist”)
- As a subject (Hong Kong as a kind of subject of its own)

In terms of distribution, the proportion of Hong Kong as “location” and “subject” is the highest, each amounting to nearly 30%. This is followed by Hong Kong as part of “proper names” and “title of exhibitions, artworks,” each close to 30%. The lowest is Hong Kong as an “identity,” with only 5.7%. Details can be found in Table 1.

Table 1 Distribution of the Types of Usage of “Hong Kong”

	Frequency	Distribution
Subject	102	29.2%
Location	98	28.1%
Proper Name	67	19.2%
Title of Exhibition/Artwork	62	17.8%
Identity	20	5.7%
Sum	349	100.0%

In particular, news titles that imply Hong Kong as a “subject” include the following:

(1) Hong Kong + media (such as Hong Kong design, Hong Kong oil painting, Hong Kong ink art, Hong Kong comics)

Newspaper	Writer	Date	Page	Title
<i>Ming Pao</i>	Ire Tsui	2017-06-18	P28	What does Hong Kong Design Look Like? A Design Exhibition Touring Four Cities
<i>Ta Kung Pao</i>	unknown	2017-01-25	B11	Hong Kong Comics Showcased in France

(2) Hong Kong as an object

Newspaper	Writer	Date	Page	Title
<i>Ming Pao</i>	Jian Yifeng	2016-01-16	D02	Ink-loving Architects Outline Hong Kong's Natural Beauty with Simplistic Strokes
<i>Ming Pao</i>	CHUNG	2018-01-13	D02	Local Painters Draw Hong Kong with Love

(3) Hong Kong as a city (usually in parallel with other cities)

Newspaper	Writer	Date	Page	Title
<i>Sing Pao Daily News</i>	Wu Wanting	2017-07-17	A10	Art Actually: Cultural Imagination of Two Cities – Hong Kong and Brussels

(4) Uncategorized, but with a strong sense of subjectivity

Newspaper	Writer	Date	Page	Title
<i>Hong Kong Commercial Daily</i>	Chen Liuyan	2016-09-04	T01	The Memory of Hong Kong Revitalized: From a Heritage Building to a Museum
<i>Hong Kong Economic Journal</i>	Huang Jieyu	2016-09-29	C04	Allow Me to Tell a Story of Hong Kong's Reincarnation
<i>Ming Pao</i>	Liang Zhongli	2017-01-01	P04, P05	To Look for “Hong Kong” in the Palace Museum: We are Talking about Having a Say, Not a Travel Permit
<i>Ming Pao</i>	Wang Yating	2016-03-25	D07	Got a Reason to Go to the Sigg Exhibition? Where is Hong Kong?
<i>Ming Pao</i>	Chan Sai-lok	2016-09-28	D04	Art: What Can It Do for Hong Kong? On the 11 th Gwangju Biennale
<i>Sing Pao Daily News</i>	unknown	2017-11-05	A01	Hong Kong Spirit Showcased by Local Ceramic Artist: Rosanna Li's Works Present the Warmth and Cordiality of <i>Cha Chaan Teng</i>
<i>Ta Kung Pao</i>	Wang Fengling	2018-06-13	B12 Culture	“Hong Kong Spirit” as Drawn out by Liu Tung-mei
<i>Wen Wei Po</i>	Zhu Huien	2017-09-01	A30	“Hong Kong Flavor” Demonstrated by <i>Lingnan</i> Painter Kenny Mak through his Skills