

グルメ番組を用いた比較テキスト分析

一日台テレビ表現における差異と共通点ー

吉松 孝

(九州共立大学経済学部経済・経営学科准教授)

【要約】

日本と台湾の主要なグルメ番組における表現手法を、実際の番組から抽出したテキスト分析を通じて比較し、異文化間の違いと共通点を明らかにする。その結果、日本ではリアクションの後にラフ・トラックが頻繁に挿入されるのに対し、台湾では挿入されず、代わりに効果音や字幕が多用される傾向が見られた。日本では、「おいしい」「うまい」の言い方に変化をつけようとする傾向が見られる一方、台湾では、出演者同士の掛け合いが長く展開され、言葉上の足の引っ張り合いやツッコミが見られた。日本では、出演者が大袈裟なリアクションをし、効果音、字幕が付与されたことが分かった。日台とも出演者の発話ではカラフルな字幕が付与されるが、日本では、出演者や料理の内容の違いも考慮し、細かいフォントや色使いが設定されることが分かった。共通点として、多く食べること（大食い）の美化や司会者の立ち位置の違いが挙げられ、日台双方とも料理店経営者に低姿勢で話を聞くスタンスが取られた。

キーワード：グルメ番組、メディア、テレビコンテンツ、食

以美食節目為素材的比較文本分析

一日台電視表現之異同一

吉松孝

（九州共立大學經濟學部經濟與經營學系副教授）

【摘要】

本研究透過對日本與台灣主要美食節目的實際內容進行文本分析，探討兩國在電視表現手法上的異同，藉此揭示其文化差異與共通特徵。其研究結果顯示，日本的節目，在演出者表現出反應之後，經常會插入罐頭笑聲，而台灣的節目則傾向不使用，取而代之的是大量運用音效與字幕。日本傾向於在「好吃」「美味」等表達上做出語言變化；另一方面，台灣則是演出者之間的互動比較多，常會看到彼此在言語上挖苦、吐槽。日本節目中的演出者經常表現出誇張的反應，並會搭配音效與字幕。日台節目的演出者發言通常會配上色彩繽紛的字幕，但是發現日本也會考慮演出者、美食內容的不同，細分字體、設定色彩等。作為共通點，可以看出兩國節目皆傾向於美化「吃很多」（大胃王）的行為、主持人立場的差異；面對餐廳經營者時，日台節目都採取虛心請教的態度。

關鍵字：美食節目、媒體、電視內容、飲食

Comparative Text Analysis of Gourmet TV Shows: Differences and Similarities in Japanese and Taiwanese Television Expressions

Takashi Yoshimatsu

Associate Professor, Department of Economics and Management,
Faculty of Economics, Kyushu Kyoritsu University

【Abstract】

The methods of expression used in major gourmet TV shows in Japan and Taiwan are compared through text analysis of actual programs, revealing cross-cultural differences and commonalities. The results show that while in Japan, laugh tracks are frequently inserted after reactions, in Taiwan, they are not inserted and instead sound effects and subtitles tend to be used frequently. In Japan, there is a tendency to try to vary the way “delicious” is said, while in Taiwan, the participants have long exchanges and verbal sabotage is seen. In Japan, the participants react in an exaggerated manner and sound effects and subtitles are added. In both Japan and Taiwan, colorful subtitles are added to the speech of the participants, but in Japan, detailed fonts and color usage are set taking into account the differences in the participants and the contents of the dishes. Commonalities include the glorification of eating a lot and the difference in the position of the presenter, and it was found that in Japan and Taiwan, the presenter takes a humble stance and listens to the restaurant owners.

Keywords: Gourmet programs, media, television content, food

〈参考文献〉

- 呉佳華、2013「日台の飲食店におけるグルメ客のブランド消費行動に関する研究—日本の鹿児島市と台湾の高雄市を例に—」鹿児島国際大学経済学研究科博士論文。
- Wu, Jafa. 2013. “Nittai no insyokuten ni okeru gurume kyaku no burando syouhi koudou ni kansuru kenkyu-nippon no kagosimashi to taiwan no takaoshi wo reini-” [A Study on Brand Consumption Behavior of Gourmet Customers in Japanese and Taiwanese Restaurants: A Case of Kagoshima, Japan and Kaohsiung, Taiwan]. Ph.D. diss., Graduate School of Economics, Kagoshima International University.
- NHK「紅白歌合戦」、<https://www.nhk.or.jp/kouhaku/index.html> (閲覧日：2025/2/12)。
- NHK. “Kouhaku uta gassen” [Red and White Song Battle] (Accessed on February 12, 2025).
- ザトラウスキー、ポリー、2021「テレビの料理番組での視聴者が食べたくなる食べ物の評価、五感で楽しむ食の日本語」：139-162、くろしお出版。
- Szatrowski, Polly. 2021. “Terebi no ryori bangumi deno shichousya ga tabetaku naru tabemono no hyoka, gokan de tanosimu syoku no nihongo” [Evaluation of Foods That Viewers Want to Eat in Television Cooking Programs: The Japanese Language of Enjoying Food Through the Five Senses]. pp.139-162. Kuroshio Publishing.
- チャルディーニ、ロバート（社会行動研究会訳）、2014『影響力の武器—なぜ、人は動かされるのか』第3版、誠信書房。
- Cialdini, Robert. B., trans. by Association of Social Behavior Research. 2014. *Eikyoryoku no buki-naze, hito ha ugokasareru no ka* [Influence: The Psychology of Persuasion]. Third Edition. Seishin Shobo.
- TBS「バナナマンのせっかくグルメ!!」『TVer』、<https://tver.jp/episodes/epizp6f8um> (閲覧日：2024/10/31)。
- TBS. “Bananaman no sekkaku gurume!!” [Bananaman’s Special Gourmet!]. *TVer* (Accessed on October 31, 2024).
- TBS「ベストコングルメ〜ベストコンディションで最高の瞬間を!」『TVer』、<https://tver.jp/series/sr611aau3o> (閲覧日：2024/9/16)。
- TBS. “Besukon gurume: besuto kondishon de saiko no shunkan wo!” [Best Condition Gourmet]. *TVer* (Accessed on September 16, 2024).
- 中園篤典、2024「ミルクボーイの漫才は何を『行ったり来たり』しているのか—ディベートとの類似点と相違点—」『笑い学研究』第31号：68-69。
- Nakazono, Atsunori. 2024. “Miruku booi no manzai ha nani wo ‘ittari kitari’ siteiru noka-dibeto tono ruijiten to souiten” [What Does Milk Boy’s Manzai ‘Go Back and Forth’ About?: Similarities and Differences with Debate]. *Waraigaku Kenkyu*, No. 31: 68-69.
- 長山智香子、2024「フードポルノにおける食のメディア化—フード・ネットワークから『映えグルメ』まで」『メディア研究』No. 104：7-18。
- Nagayama, Chikako. 2024. “Fudo poruno ni okeru syoku no mediaka-fudo network kara

- ‘bae gurume’ made” [Mediatization of Food in Food Porn: From Food Network to ‘Bae Gourmet’]. *Japan Journal of Media, Journalism and Communication Studies*, No. 104: 7-18.
- 早川文代、2016 「おいしさ表現と擬音語・擬態語」『おいしさの表現辞典』：74-75、東京堂出版。
- Hayakawa, Fumiyo. 2016. “Oishisa hyougen to giongo gitaigo” [Expressions of Deliciousness and Onomatopoeia/Mimesis]. *Oishisano hyougen jiten [Dictionary of Expressions of Deliciousness]*, pp. 74-75. Tokyo Hall Publishing.
- 増子保志、2020 「食メディアにおけるグルメ評価に関する一考察—肯定的・否定的側面を中心として—」『国際情報研究』17 (1)：32-39。
- Masuko, Yasushi. 2020. “Syoku media ni okeru gurume hyouka ni kannsuru ichi kousatsu-kouteiteki hiteiteki sokumen wo chusin toshite-” [A Study on Gourmet Evaluation in Food Media: Focusing on positive and negative aspects]. *Kokusai Joho Kenkyu*, No17, pp.32-39.
- CCTV 節目官網「舌尖上的中國」、<https://tv.cctv.com/2017/01/19/VIDAtIyRXSWBaJGZ1itGdZFE170119.shtml> (査閲時間：2025/2/8)。
- CCTV.com. “Shejian shang de zhongguo” [A Bite of China] (Accessed on February 8, 2025).
- TVBS、2023 「食尚玩家、必比登推介真好吃？台南高雄入選店家！」『Youtube』9月22日、<https://www.youtube.com/watch?v=gz-0YXZh6Ao> (査閲時間：2024/11/2)。
- TVBS. 2023. “Shishang wanjia, Bibideng tuijie zhen haochi? tainan gaixiong ruxuan dianjia!” [Super Taste: Bib Gourmand Recommendations-So Delicious! Selected Restaurants in Tainan and Kaohsiung!]. *Youtube*. September 22 (Accessed on November 2, 2024).
- 三立都會台「愛玩客」官方網站、<https://www.settv.com.tw/program/iwalker-wednesday> (査閲時間：2025/2/9)。
- Sanlih E-Television (SET). “Ai wanke” [iWalker]. Official Website (Accessed on February 9, 2025).
- 三立都會台「青春好7淘」官方網站、<https://www.settv.com.tw/program/delight> (査閲時間：2025/2/9)。
- Sanlih E-Television (SET). “Qingchun hao qi tao” [The Burning Youth Tours]. Official Website (Accessed on February 9, 2025).
- 三立新聞網「臺灣尚青」、<https://www.setn.com/Klist.aspx?ProjectID=1639> (査閲時間：2025/2/8)。
- Sanlih E-Television (SET). “Taiwan shang qing” [Taiwan Gorgeous Delicacy] (Accessed on February 8, 2025).
- 三立都會台、2024 「型男大主厨、亞洲舞王羅志祥來啦！演技考驗表情做好做滿狂飆泰文跟城哥玩黑白猜太激動」『Youtube』9月3日、<https://www.youtube.com/watch?v=8a6LdQRXi3w> (査閲時間：2024/11/2)。
- Sanlih E-Television (SET). 2024. “Xingnan da zhuchu, yazhou wuwang Luozhixiang lai! yanji kaoyan biaoqing zuo hao zuo man kuangbiao taiwen gen Chengge wan heibai cai tai

- jidong” [Stylish Man the Chef: Asia’s Dance King Show Lo Is Here! Acting Challenge with Full Expressions, Rapid-Fire Thai, and an Overexcited Rock–Paper–Scissors Game with Brother Cheng]. *Youtube*. September 3 (Accessed on February 8, 2025).
- 王士崇、2013 「美食旅遊節目觀眾的收看動機與滿足、節目可信度、行為意圖之研究」南華大學旅遊管理學系旅遊管理碩士班學位論文。
- Wang, Shih-chong. 2013. “Meishi lüyou jiemu guanzhong de shoukan dongji yu manzu, jiemu kexindu, xingwei yitu zhi yanjiu” [The Research on the Relationship among the Motivation, Program Credibility, gratification and behavioral intention of Gourmet and Travel TV Programs’ Audience]. MA thesis, Department of Tourism Management, University of South China.
- 吳宣盈、2020 「美食節目《一家一味》節目創作企劃分析」國立臺灣師範大學圖文傳播學系碩士班學位論文。
- Wu, Hsuan-ying. 2020. “Meishi jiemu ‘yijia yi wei’ jiemu chuanguo qihua fenxi” [Analysis of a TV program production: the case of gourmet Series “A Taste of Home”]. MA thesis, Department of Graphic Arts and Communications, National Taiwan Normal University.
- 非凡電視台、2023 「非凡大探索、天母超人氣越南麵包&兄妹同心藥頭排骨湯」『Youtube』11月12日、https://www.youtube.com/watch?v=8_DvY1EAPDo (查閱時間：2024/11/1)。
- Unique Satellite Television. 2023. “Feifan da tansuo, tianmu chao renqi yuenan mianbao&xiongmei tongxin yaotou paigutang” [ustvfood: Tianmu’s Super Popular Vietnamese Bánh Mì & Brother-and-Sister ‘Tongxin’ Yaotou Pork Rib Soup]. *Youtube*. November 12 (Accessed on November 1, 2024).
- 非凡大探索官方網站、<https://news.ustv.com.tw/program/7> (查閱時間：2025/2/7)。
- Feifan da tansuo [ustvfood] Official Website (Accessed on February 7, 2025).
- 食尚玩客官方網站、<https://supertaste.tvbs.com.tw> (查閱時間：2025/2/8)。
- Shishang wanjia [Super Taste] Official Website (Accessed on February 8, 2025).
- 浙江衛視「爽食行天下」『樂視視頻』、<https://www.le.com/zongyi/52235.html> (查閱時間：2025/1/30)。
- Zhejiang Satellite TV “Shuang shi xing tianxia” [Travel the World with Refreshing Food]. *le.com* (Accessed on January 30, 2025).
- 張亞亘、2018 「吃飯、有什麼好看？吃飯直播的文化分析」國立交通大學客家學院傳播與科技學系碩士班學位論文。
- Chang, Ya-hsuan. 2018. “Chifan, you sheme haokan? chifan zhibo de wenhua fenxi” [Why do people enjoy watching Muk bangs? A cultural analysis of Taiwanese live streaming eating show]. MA thesis, Department of Communication and Technology, College of Hakka Studies, National Chiao Tung University.
- 湖南衛視「中國有滋味」『芒果TV』、<https://www.mgtv.com/b/566090/19932676.html?cxid=95kqkw8n6> (查閱時間：2025/6/25)。
- Hunan Satellite TV. “Zhongguo you ziwei” [A Delicious Guess]. *MangoTV* (Accessed on

June 25, 2025).

焦志方、2020「從烹飪到綜藝：台灣美食節目的製播發展探索」國立政治大學傳播學院碩士在職專班碩士學位論文。

Chiao, Chih-fang. 2020. “Cong pengren dao zongyi: taiwan meishi jiemu de zhibo fazhan tansuo” [From Cooking to Entertainment: Exploring the TV Cooking Shows’ Development in Taiwan]. MA thesis, College of Communication (Part-time Program), National Chengchi University.

楊雅茹、2015「美食節目閱聽人特性、收視行為與行為意圖之研究—以計畫行為理論探討」國立中山大學行銷傳播管理研究所碩士學位論文。

Yang, Ya-ju. 2015. “Meishi jiemu yueting ren texing, shoushi xingwei yu xingwei yitu zhi yanjiu-yi jihua xingwei lilun tantao” [Food Program Audience Characteristics, Viewing Behavior and Behavioral Intentions-An Investigation of Theory of Planned Behavior]. MA thesis, Institute of Marketing Communication, National Sun Yat-sen University.

潘姿伶、2015「美食節目的語言表現考察」東吳大學日本語文學系碩士學位論文。

Pan, Tzu-ling. 2015. “Meishi jiemu de yuyan biao xian kaocha” [Analysis of Language Performance of Gourmet Shows]. MA thesis, Department of Japanese Language and Culture, Soochow University.

劉江盈、2016「以資料探勘分析台灣同質性電視節目之收視行為—以旅遊美食節目為例」國立臺北科技大學經營管理系碩士學位論文。

Liu, Chiang-ying. 2016. “Yi ziliao tankan fenxi taiwan tongzhi xing dianshi jiemu zhi shoushi xingwei-yi lüyou meishi jiemu weili” [Applying data mining approach to study the viewing behavior of homogeneous TV programs: An Application of Tourism and Food Program]. MA thesis, Department of Business Management, National Taipei University of Technology.

衛視中文台「旅行應援團之一起出發吧」『Youtube』、<https://www.youtube.com/playlist?list=PLJVhrG2fvqToguyPDU-H6jaJdFwdcptNQh> (查閱時間：2025/6/27)。

STAR Chinese Channel. “Lüxing yingyuantuan zhi yiqi chufa ba” [Travel Support Group: Let’s Set Out Together]. *Youtube* (Accessed on June 27, 2025).

緯來綜合台、2023「大胃王來了、狂吞基隆 4.3 公斤鮮蝦豚平燒！10 人份海鮮燉飯輕鬆掃光」『Youtube』11 月 5 日、<https://www.youtube.com/watch?v=nNkZxyyxQ1g> (查閱時間：2024/11/3)。

Videoland ONTV. 2023. “Daweiwang laile, kuangtun jilong 4.3 gongjin xianxia tun pingshao!10 renfen haixian dunfan qingsong saoguang” [Big Eater Arrives: Devours 4.3 kg of Fresh Shrimp and Pork Teppanyaki in Keelung! Easily Finishes a 10-Serving Seafood Risotto]. *Youtube*. November 5 (Accessed on November 3, 2024).

緯來綜合台、2024「爆食姐妹、爆食姐妹前進校園第五站！狂掃北科大學生推薦 8 家美食」『Youtube』6 月 22 日、<https://www.youtube.com/watch?v=kzPOgZDK1YE> (查閱時間：2024/10/31)。

Videoland ONTV. 2024. “Baoshi jiemei, baoshi jiemei qianjin xiaoyuan di wu zhan!

- kuangsao beike daxuesheng tuijian 8 jia meishi” [Foodie Sisters: Big-Eating Sisters March into Campus, Stop No. 5! Sweep Through 8 Food Spots Recommended by NTUT Students]. *Youtube*. June 22 (Accessed on October 31, 2024).
- 闕子絮、2015「觀眾收視旅遊美食節目對消費意願與消費動機之影響」玄奘大學大眾傳播研究所碩士班學位論文。
- Kan, Tzu-Chieh. 2015. “Guanzhong shoushi lüyou meishi jiemu dui xiaofei yiyuan yu xiaofei dongji zhi yingxiang” [The Effect of Food and Travel Channels on Consumers’ Purchasing Motivation and Willingness]. MA thesis, Institute of Mass Communication, Hsuan Chuang University.
- Ajzen, Icek. 1991. “The theory of planned behavior.” *Organizational Behavior and Human Decision Processes*, 50(2): 179-211.
- Cialdini, Robert B. 1984. *Influence: The Psychology of Persuasion*. Harper Collins e-books.
- Netflix. “Fresh, Fried and Crispy.” <https://www.netflix.com/watch/81260008?trackId=255824129&tcx=0%2C0%2Cfd6e3b69-e13a-4a5b-94dc-98d2506f0bf8-10732594%2Cfd6e3b69-e13a-4a5b-94dc-98d2506f0bf8-10732594%7C2%2C%2C%2C%2C81223142%2CVideo%3A81260008%2CdetailsPageEpisodePlayButton> (Accessed on October 19, 2024).
- Food Network. “Top Kansas City Eats on #DDD with Guy Fieri. Diners, Drive-Ins, and Dives.” *Youtube*. <https://www.youtube.com/watch?v=3h7sC7OOH64&list=PLpfv1AljenVO8kwgeqkC8FzeIxx0jr9fO&index=4> (Accessed on October 19, 2024).