

Session 1: 10:30-11:30, December 3 (Saturday) 2016

S1-A

10:30-11:30, Dec 3 (Sat.) Venue: WLB 201

公共關係的理論發展

主持人: 胡百精

評議人: 明安香、張景雲

Defining PR: A Model in Which Elements Interact

定義公關：要素互動的公關模式

Hong FAN

范紅

Relationships. Communication. Net: Theoretical Propositions on Public Relations Conception

關係.傳播.網絡：關於公共關係概念的理論命題

Xianhong CHEN

陳先紅

Path Differences and Orientation Distinction: The Crisis Communication Research of America and Japan Maps and Expands to China

路徑差異與取向區別：美日危機傳播研究的中國映射與拓展

Xiangwu LAI

來向武

The Situational Factors Influencing the Public Communication Behavior: The Perspective of Problem-Solving Theory

影響公眾傳播行為的情境因素：基於問題解決情境理論的視角

Zhenfang LI and Xinzi FANG

李貞芳、方新子

S1-B

10:30-11:30, Dec 3 (Sat.) Venue: WLB 202

公共事務與戰略傳播

主持人: 張昆

評議人: 常江、張明新

The Communication Opportunity: The Critical Constituents of the Responsiveness of the Government in the Social Media World

傳播機遇：新媒體環境中政府回應性的關鍵要素研究--以 P 區反燒事件為例

Ning ZHANG

張寧

Applications of Strategic Communication Theories in Chinese Food Safety Risk Communication

戰略傳播與中國食品安全風險交流

Jing XU

許靜

The Dissenter Activist's Media Strategy and Its Impacts in the Process of Self-Empowerment: Based on A Case Study on Inland Nuclear Power Disputes in China

利益方自我賦權的媒體策略及其社會影響：基於內陸核電爭議中反方異見人士的考察

Lifeng DENG

鄧理峰

The "Discourse Cracking" between Official Media and Public Receiver: An Empirical Research Based on SNOWDEN EVENT

官方媒體與民間受眾的“話語斷層”：基於斯諾登事件的媒體外交受眾效果研究

Ruolin FANG

方若琳

S1-C

10:30-11:30, Dec 3 (Sat.) Venue: WLB 203

數碼媒體與政治傳播

主持人：董天策

評議人：余明陽、郭小安

Contextual Intelligence and Discourse Strategies: Smart Communication on Public Diplomacy of the United States A Case Study on Micro-blogs of the United States Embassy in China

語境智力與話語策略：美國公關外交的巧傳播：以美國駐華大使官方微博（2013-2015）為例

Jianping HE and Yiou WANG

賀建平、王一鷗

Research on the Effects of Personification Communication of the Governmental Microblog and Their Improvement

政務微博擬人化傳播策略的效果測評及優化對策研究

Fang ZHANG

張放

Biao Qingbao: Political Expression As a “Meme”

表情包：作為“文化因數”的政治表達

Yipeng XI and Ziwei WANG

郝藝鵬、王紫薇

From Old Effects Rationality to a New Media Affect Sensibility: The Shifting of Visual Rhetoric in Political Communication

從舊日理性到新時感性：移動互聯網時代下的政治傳播中的視覺修辭流變

Jing LIU

劉晶

S1-D

10:30-11:30, Dec 3 (Sat.) Venue: WLB 207

公共關係與媒體

主持人：殷俊

評議人：陳一香、蔡美瑛

Media Governance: Issues and Mechanisms of Strategic Communication in the Context of Governance

媒介治理：治理語境下戰略傳播的議題與機制

Yuanzhen HU

胡遠珍

The Study of Deteriorating Communication of Culture of Web Celebrity—From the Perspective of Media Ecology

“網紅文化”傳播異化反思研究：媒介環境學的視角

Qin LIU

劉琴

Pursuing Truth, Practicality and Kindness:

The Practice Ethics of Public Relations in the New Media Environment

求真、務實、為善：新媒體環境下組織公共關係實踐倫理

Yingyi LI

李穎異

Corporate Brand Sustainability Model and MarTech

企業品牌永續模型與行銷科技

Mao-hung Holmes CHEN and Hsiu-lun Sharon WU

陳茂鴻、吳秀倫

S1-E

10:30-11:30, Dec 3 (Sat.) Venue: SCC 202

Public Relations Theory and Practice

Chair/Discussant: Ka Ying Angela MAK

“Ethics Begin Where The Law Ends”: Legal and Ethical Perspectives on Smear Campaigns

Margalit TOLEDANO

Comparative Research in International Public Relations Scholarship: Current State of the Art and Directions for Future Research

Sophia Charlotte VOLK

A Public Relations Practitioner's Engagement with Journalists: A Stakeholder Engagement Perspective

Liane LEE, Lislle YIP and Paul TSUI

Adaption and Recommendation: The Public Relations Management of UN in China

Peng ZHANG

S1-F

10:30-11:30, Dec 3 (Sat.) Venue: SCC 203

Crisis Communication

Chair/Discussant: Hyun Jee OH

Testing the Role of Situational Theory of Problem Solving in A University Crisis

Alessandro POROLI and Lei HUANG

Can Corporate Social Responsibility (CSR) Be A Corporate Crisis Insurance? Exploring the Role of Prior CSR Record, Crisis Incidence, and Motive Attribution

Chen Joanne LYU

Factors Influencing Relational Outcomes in Mediatized Crises

Yue HU

Contextual Factors and Crisis Attribution: Revisiting the Concept of “Modifier” in Situational Crisis Communication Theory

Hui ZHAO

S1-G

10:30-11:30, Dec 3 (Sat.) Venue: SCC 204

Media and Society

Chair/Discussant: Colin SPARKS

Do the Media We Use Affect our Values: Evidence from the World Values Survey

Qiongyao HUANG and Lina WANG

“The Voice from the Party:” Party Media Discourse on Entertainment: A Text-Mining Analysis of People's Daily's Coverage of Reality Shows, 2005-2015

Xinzhi ZHANG

Who Wants to Be a Journalist?! Motivations for Studying Journalism in Kyrgyzstan

Elira TURDUBAEVA

The Issue of Media Reflection on Socio-Cultural Recognition and Global Change

Martin SOLIK and Ján VISNOVSKY