

Session 2: 11:30-12:30, 3 December (Saturday) 2016

S2-A

11:30-12:30, Dec 3 (Sat.) Venue: WLB 201

中國公眾與公共關係/廣告

主持人：陳先紅 評議人：涂光晉、賴正能

Phantom, Acting and Value-Cocreation: The Public Identification and Imagination of Public Relations

幻影、行動與價值共創：公共關係對公眾的想像

Baijing HU and Ge GAO

胡百精、高歌

Carding and Reflection on the Development Network Public Relations in China

對我國網路公關發展歷程的梳理及反思

Hengzhi SHANG and Hebin ZHANG

尚恒志、張合斌

The Social Interaction Mechanism of Unethical Corporate Public Relations

企業非倫理公共關係的社會互動機制

Huajun LI and Congying DOU

李華君、竇聰穎

基於說服知識理論的稀缺訴求廣告說服力研究

Tingting WU

吳婷婷

S2-B

11:30-12:30, Dec 3 (Sat.) Venue: WLB 202

政府戰略傳播

主持人：張寧

評議人：李興國、董天策

Imaginary Adversary: National Image of China and the United States by Comparative Perspective and Its Intercultural Interpretation

想像的對手：比較視野中的中美國家形象及其跨文化解讀

Kun ZHANG and Mingxin ZHANG

張昆、張明新

The Construction and Evaluation of Police Credibility

警察公信力建設與評價

Juan SUN and Xiaotian WU

孫娟、吳肖天

Analysis of the Main Body of a PR Think Tank

公關智庫的主體形態分析

Dongsheng HUANG

黃東升

Understanding and Interactive Cognition of ‘the other’ Culture in Intercultural Communication: the Image of Major European Countries in the Mind of Chinese Public and Its Influential Factors

跨文化傳播中他者文化的理解與互動認知：中國公眾心目中的歐洲國家形象及其影響因素

Wei CHEN

陳薇

S2-C**11:30-12:30, Dec 3 (Sat.) Venue: WLB 203****變動的媒體**

主持人: 胡遠珍 評議人: 紀華強、張放

Media Convergence and the Reconstruction of News Production Routine: A Case Study on "The Paper"**媒體融合與新聞生產流程再造：以“澎湃”為例**

Nan LU, Haiyan WANG, Colin SPARKS and Yu HUANG

呂楠、王海燕、科林·斯巴克斯、黃煜

From Media Convergence to Converged Media: Approach of Media Development**從媒體融合到融合媒體：媒體的進路**

Yanni MA and Jun YIN

馬燕妮、殷俊

Mobiled-Transformation Path and Communication Strategies of Traditional Media in Mobile Internet Era**移動互聯網時代傳統媒體“移動化”轉型路徑及策略探究**

Jiayi TANG

唐嘉儀

The Structural Changes of Community Media and the Reflection of Traditional Media's Transition**社區媒體的結構性變化與傳統媒體的轉型反思**

Yuanyuan REN and Haitao WANG

任媛媛、王海濤

S2-D**11:30-12:30, Dec 3 (Sat.) Venue: SCC 202****廣告與行銷戰略**

主持人: 范紅 評議人: 張雲、呂維霞

Community·Co-creating·Sharing: The City Brand Marketing Strategy in 3.0 Times - "Hangzhou experience" As A Case**社群·共創·共用：3.0 時代的城市品牌行銷戰略：以“杭州體驗”為例**

Chunhui HE

何春暉

An Analysis of the Advertising Business Model Based on the Reputation Mechanism

基於聲譽機制的自媒體廣告商業模式探析

Huizi ZHANG

張慧子

Active Role of Greetings Communication in Brand Relationship Ecological Construction

網路寒暄傳播對品牌關係生態建構的積極作用

Hui YIN

殷卉

The Moderating Role of Consumer Affective State on the Effectiveness of Nostalgic Advertising

消費者情緒狀態對懷舊廣告效果的調節作用

Liangqi DENG

鄧靚琪

S2-E

11:30-12:30, Dec 3 (Sat.) Venue: SCC 203

Crisis Communication and Culture

Chair/Discussant: Cindy Sing-Bik NGAI

Crisis Communication in China: A Social Constructionist Approach

Hui ZHAO, Jesper FALKHEIMER and Mats HEIDE

Understanding Chinese Publics on Weibo in a Trans-Border Crisis: A Case Study of Chou Tzuyu's Flag Incident

Yingru JI, Sora KIM and Yanmengqian ZHOU

Exploring Effect of Post-Crisis CSR on Reputation Restoration from the Public's Perspective: A Comparative Study of China and South Korea

Hyun Jee OH, Yi-Ru Regina CHEN and Flora HUNG-BAESECKE

Emotion also Matters: A Dual-Factor Model of Crisis Communication

Yuanhang LU

S2-F

11:30-12:30, Dec 3 (Sat.) Venue: SCC 204

Strategic Communication Effects

Chair/Discussant: Xinshu ZHAO

Is Awareness a Good Indicator in Evaluating an Integrated Communication Campaign? Case Study of Brands in China

Daniel NG

Strategic Communication to University Students on Money Management Kara CHAN and Nai Chi Jonathan YEUNG

Invention and Re-Invention of the Social Label of “Garbage Teens”: A Study of Youth Square's Public Service Advertisement in Hong Kong
Lai Yee MA

Revisiting the Relationship between Public Relations and Marketing in the Digital Era
Suk Chong TONG and Fong Yee CHAN