

Session 4: 15:10-16:10, 3 December (Saturday) 2016

S4-A

15:10-16:10, Dec 3 (Sat.) Venue: WLB 201

數位敘事與呈現

主持人：陳小桃

評議人：余明陽、孫娟

***Journey to the West* and Its Journey to the West: Narratives of Chinese Mythology and Their Cross-cultural Reception**

《西遊記》的“西遊記”：傳統中國神話敘事及其跨文化接受

Jiang CHANG

常江

A Study on the Formats of Carousel Ads on Instagram using the theory of Digital and Interactive Narrative

以數位互動敘事探索 Instagram 輪播格式廣告之呈現形式

Bao-Nian CHEN

陳保年

The Change of Visual Identity Style of Taiwan Presidential Election 2000-2016

台灣競選主視覺風格之轉變：2000 年至 2016 年總統大選

Pei-I CHEN

陳佩怡

Participatory Generating of Social Life: An Analysis of the Nature of Multi-media Storytelling from the Perspective of Cultural Studies

社會生活的參與式“生成”：文化研究視野下跨媒體敘事的本質探析

Hangyi ZHOU

周航屹

S4-B

15:10-16:10, Dec 3 (Sat.) Venue: WLB 202

公共關係治理與倫理

主持人：許靜

評議人：曾鈺涓、張寧

Marketing Public Relations of Advertisers in the Digital Era

數字時代廣告主行銷公共關係研究報告

Guoqing DU, Yi CHEN and Yueyue LI

杜國清、陳怡、李月月

**The Research of Professional Cognitions of PR Practitioners in Agencies:
Based on Profession System and Q Methodology**

職業系統視野下的公關代理公司從業者職業認知研究：一項基於Q方法的測量

Di WANG and Yujie ZHANG

王迪、張宇杰

**The Moral Orientation and Strategy Orientation of the Enterprise PR
Policy Makers**

企業公關決策者的德治追求與術治取向

Huajun LI and Wanning ZHANG

李華君、張婉寧

The Change of PR Firm Organizational Mechanism in the Age of Social Media

社交媒體世代下公關公司組織機制的變革

Changhai YE and Jiayan XU

葉長海、徐嘉彥

S4-C

15:10-16:10, Dec 3 (Sat.) Venue: WLB 203

社交媒體與社會行動

主持人：蔡美瑛

評議人：張雲、張莉

Theoretical Analysis on the "Media Event"

傳媒事件的理論分析

Tiance DONG, Yi GUO, Chenxi LIANG and Xu HE

董天策、郭毅、梁辰曦、何旭

Study on the Construction of Network Governance Model In the "Internet plus" Era

“互聯網+”時代網路治理模式構建研究

Chuanguo FAN

樊傳果

The Rational and Emotional Strategy Choice of Resistance Mobilization in China ---- Based on a Typological Analysis of 133 Protest Cases over the Decade (2007-2016)

中國抗爭動員的理性與情感策略選擇：基於十年 133 起抗爭案例的類型學分析(2007-2016)

Xiaoan GUO

郭小安

China 's Network Media Events Mirror and Social Action in the Past Decade

近十年中國網路媒介事件鏡像及社會行動勾連

Meilan ZHANG

張梅蘭

S4-D

15:10-16:10, Dec 3 (Sat.) Venue: WLB 207

公共關係與廣告理論之探討

主持人：賴正能

評議人：涂光晉、吳秀倫

Brand Theory Research: Context and Orientation

品牌理論研究：脈絡與取向

Jingyun ZHANG, Yongbo SUN and Xi ZHANG

張景雲、孫永波、張希

“Target of Critique” and “Critical Theory”: Reviews and Expectations of Critical Public Relations Research

“批評的物件”與“批判的理論”:公共關係批判研究的回望與展望

Xiaocheng LIU and Dongxue QIN

劉曉程、秦冬雪

Emotional Energy and Rational Choice of Opportunity Community

機會社群的情感能量與理性選擇

Jinglei LI

李驚雷

Macau's City Image on Social Media

社會媒體上的澳門城市形象

Chi Keung TAM and Ching Man YIP

譚志強、葉靜雯

S4-E

15:10-16:10, Dec 3 (Sat.) Venue: SCC 202

社交媒體與(大)數據

主持人:吳政

評議人:紀華強、李貞芳

The Social Image of Advertising Generalization in the Era of Big Data

大數據時代廣告泛化的社會鏡像

Juanjuan YIN and Haiyan HUANG

殷娟娟、黃海燕

Research of On-line Public Opinion: The Usages And Challenges Of Big-data Technology

網路輿情研究中的大資料技術使用與問題

Xiu-cai YU and Qingqing LI

余秀才、李青青

Research on Hierarchy of Public Needs based on Case Analysis

基於案例分析的公眾需求層次理論研究

Yadi SHU and Buyun BAO

束亞弟、鮑步雲

WeChat Marketing Case Study: Social Media Communication Model and Message Strategy

社交媒體傳播模式及行銷策略：微信互動之行銷體驗

Fei FAN

樊斐

S4-F

15:10-16:10, Dec 3 (Sat.) Venue: SCC 203

PR in China and Hong Kong

Chair: Yi-Hui Christine HUANG Discussant: Joanne Chen LYU

Business is Business? Stakeholders and Power Distributions in Guanxi-Related Practices in the Chinese Public Relations Profession: A Comparative Study of Beijing and Hong Kong

Fang WU, Zhuo CHEN and Di CUI

Public Relations Changing Landscape in Hong Kong: 20 Years after the Handover

Ka Ying Angela MAK, Yi-Ru Regina CHEN, Hyun Jee OH and Lennon TSANG

Social Media in the Frontline Practices: Cases Study and Reflection in Hong Kong

Yin ZHANG and Daniel WU

The Impact of Innovative Customer Relationship Technologies on Hong Kong Public Relations Industry

Tak Wing TSUI, H. C. Arron PANG and W. F. Jasmine CHENG

S4-G

15:10-16:10, Dec 3 (Sat.) Venue: SCC 204

"Being Social" As Strategic Communication

Chair/Discussant: Maggie FUNG

How Social Marketing Changes and Will Change Strategic Communication?

Yujiao FU

Strategic Public Relations Management in China

Cen YUE

Dealing with an Overdose of "PC" Discourse: Strategic Communication of Social Media Accounts in Political Crisis

Chunxue OUYANG

Public Relations Practiced by University Academic Staff – A Literature Review

Lennon TSANG