

Session 6: 09:40-10:40, 4 December (Sunday) 2016

S6-A

09:40-10:40, Dec 4 (Sun.) Venue: WLB 201

廣告與社會

主持人：李雪峰

評議人：許靜、陳小桃

Advertising and Social Intervention---The Social Engagement of Solvertising in the Perspective of social design

廣告介入社會：以社會設計探討 Solvertising 的社會參與

Yu-chuan TSENG

曾鈺涓

A Study of the Impact Corporate Social Responsibility on Corporate Image, Organizational Identification, and Corporate's Ability to Attract Talented Applicants

企業社會責任之形象、求職者組織認同感與求職意願的關聯性研究

Jui-Yang NI

倪瑞陽

Examining the Social Influence of Facebook-Based Consumption Communities: The Moderating Effect of User Experience

檢驗 Facebook 消費社群之社會影響：使用經驗的調節效果

Ying-Yun CHEN and Cheng-Chieh HSIAO

陳映昀、蕭丞傑

The Analysis Framework of Children's Advertising Ethics and the Confirmatory Factor Analysis

兒童廣告倫理的分析框架的構建及驗證性因素分析

Bei ZHENG

鄭蓓

S6-B

09:40-10:40, Dec 4 (Sun.) Venue: WLB 202

戰略危機處理

主持人：劉曉程

評議人：樊傳果、胡遠珍

The Formation and Deconstruction of Reflux Mode in Baidu's Brand Crisis – The Event of Wei Zexi Triggers Trustful Crisis in Baidu

百度品牌危機回流模式的形成與解構：以“魏則西事件”引發百度信任危機為例

Xiaohong WAN and Juanjuan YU

萬曉紅、余娟娟

How the Philanthropy Enhance Corporate Image in Crisis?

危機中的企業慈善公益對企業形象影響之研究

Cheng-Neng LAI

賴正能

Negativity and Countermeasures of Internet Search Engine industry logic: Starting from Wei Zexi 's Event

互聯網搜尋引擎產業邏輯的負面性及應對措施探析：從魏則西事件談起

Lan JIANG

江瀾

Competing Voices: How Foreign Media Select News Sources in Reports about Chinese Corporations' Overseas Crisis

海外危機中的聲音競爭：中國企業海外²⁸危機報導中的消息來源研究

Ouyang CHEN and Shujing WENG

陳歐陽、翁書婧

S6-C

09:40-10:40, Dec 4 (Sun.) Venue: WLB 203

傳媒體制與報導框架

主持人：徐明華

評議人：張景雲、殷俊

The Changes of the Media System of the Soviet Union in Gorbachev's Period---From the Reform's Tool to "The Fourth Power"

戈巴契夫時期蘇聯傳媒體制的變遷：從改革工具到“第四權力”

Lerong JIA

賈樂蓉

Comparative Analysis on the Developmental Track and Characteristics of Chinese and Western Audiences' Outlook on Rights

中西方受眾權利觀發展軌跡及特點比較分析

Wei TAO and Liulin WU

陶薇、吳柳林

Analyses the 10 New Dimensions of Olympic Reports

理析奧運報導的 10 個新維度

Jianxin LI

李建新

Counter-terrorism, or Being Terrorist? On the Apple Daily(HK)'s Animation News Framing of the China's Counter-terrorism Law

自反恐不恐？香港《蘋果》日報報導中國反恐法的動新聞框架分析

Yan WANG

王彥

S6-D

09:40-10:40, Dec 4 (Sun.) Venue: WLB 207

科技與傳播

主持人：陶麗萍

評議人：李貞芳、譚志強

Research on the Impact of Smartphone Usage on College Students' Life Style

智慧手機使用對大學生生活方式的影響

Tingting YU and Guanghua DOU

于婷婷、竇光華

數字化的下一代：中國大學生的社交媒體使用行為研究

Cheng FANG

方誠

Effective Communication Strategies among Two Dimension Otaku People in Mainland — Based on the Characteristics of Age

大陸“二次元禦宅族”傳播策略研究：以世代分析的視角

Jiayi WANG and Yuxiang LV

王嘉旂、呂宇翔

A Study on the Public Relations Strategies of Internet Stars Who Earn Profit through Electronic Business

電商類“網路紅人”的公共關係策略研究

Ya SU and Yuxiang LV

蘇亞、呂宇翔

S6-E

09:40-10:40, Dec 4 (Sun.) Venue: SCC 202

應用傳播研究

主持人：肖玉琴

評議人：李驚雷、吳玉蘭

On the Current Situation and Development Trend of Static New Infographic Design in China

中國靜態新聞圖表設計發展現狀與趨勢研究

Shaolin XU

徐少林

The Study on the Effectiveness of TV Product (Brand) Placement: Varied Programs, Place Techniques and Place Locations

電視節目置入性行銷效果之研究：節目類型、置入手法暨置入位置之影響

Chien-Tu LAI and Pei-Fen LI

賴建都、黎佩芬

Research on the Intertextuality of Discourse Text in Modern TV Media

現代電視媒體話語文本互文性研究

Liulin WU and Wei TAO

吳柳林、陶薇

Study on the Influence of Drawing Element in Advertising of Luxuries: A Case Analysis on the Print Ads of 2014 Collection of Hermes

奢侈品廣告中繪畫性元素的研究：以愛馬仕 2014 年全季平面廣告為例

Yiqun CHEN

陳軼群

S6-F

09:40-10:40, Dec 4 (Sun.) Venue: SCC 203

Corporations and Leadership

Chair/Discussant: Elira TURDUBAEVA

Examining Network Effects and Impact of Topical Diversity on CEOs' Social Influence on Twitter

Lei HUANG and Tien Ee YEO

Corporate Identity Shaping through Intertextual Practices in Corporate Leaders' Messages

Sing-Bik Cindy NGAI

Developing CSR through Servant-Leadership

Alison FELDMAN

Alternative Financial PR: Identifying Strategic Pathways for Practice & Research in China & the West

Mai Anh DOAN and David MCKIE

S6-G

09:40-10:40, Dec 4 (Sun.) Venue: SCC 204

New Issues in Media Studies

Chair/Discussant: Celine SONG

When the Boundary is Blurred: the Impact of Native Advertising on the Credibility of News Organizations

Yiqian ZHAN

Reading Together, Profit Together? A Case Study of Media Convergence at Bingodu

Xiaoqin Lisa LI and Xiaojing Yvonne GONG

How to Choose Foreign Questioners? A New Integrated Framework to Explain Premiers' Journalist-selection Behavior at Press Conferences in Mainland China

Feng WU

A Departure from the Two-Step Flow? Examining Influence in Twitter

Young Soo BAE