

## **1<sup>st</sup> PRSC & 9<sup>th</sup> PRAD Conference**

The 1<sup>st</sup> Annual Conference of the Public Relations Society of China (PRSC) and the 9<sup>th</sup> International Forum on Public Relations & Advertising (PRAD) and the 3<sup>rd</sup> Strategic Communication are jointly held at Hong Kong Baptist University in Hong Kong on December 3-6, 2016. The conferences are co-organized by the Hong Kong Baptist University, City University of Hong Kong and the Public Relations Society of China.

This year, the conferences have three keynote speeches given by Professor Timothy Coombs, Professor Don Stacks and Professor Ansgar Zerfass. There are a total of 163 papers being presented at the conferences. Paper presenters come from Mainland China, Hong Kong, Taiwan, Macao, South Korea, Sweden, the United States, Australia, Slovak Republic, Germany and Kyrgyzstan.

### **Conference Themes**

As local environments (i.e., political, economic, technological, media, cultural and social systems) in greater China are rapidly changing, the existing theories and practices of communication and its related disciplines (public relations, journalism, advertising, etc.) should be closely reviewed. The theme of the 9<sup>th</sup> conference is “Reconceptualization and Refinements: From Journalism to Strategic Communication” and that of the 1<sup>st</sup> PRSC conference is “Constructing Public Relations in the Chinese Context.” Both themes are, therefore, aimed at conceptualizing and refining the theories and practices of strategic communication in this region.

This year’s conference papers cover 15 research areas in strategic communication: advertising, branding, crisis communication, health communication, image building, journalism (data journalism and media convergence), marketing, media effects, persuasion, political communication, public affairs, public diplomacy, public relations, social media, and storytelling.

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# **Strategic Communication in the Age of Digital Naturals: Strategy Still Matters**

## **Prof. W. Timothy COOMBS**

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Today the interest in digital communication for strategic communication is almost an obsession. The attention given to social media is intense. At times you would think there were no other communication channels available. It would be a mistake for strategic communication professionals to ignore digital communication channels. Such channels can be very useful in helping to achieve organization objectives—the channels can facilitate strategic communication. However, it is equally problematic to over use and to misuse digital communication channels. The greatest danger is to mistake a digital communication channel for a strategy or to assume that is an age of instant communication that strategy has gone out of style. Strategy never goes out of style for communication professionals but can be forgotten in the rush to embrace digital communication channels.

In this presentation I want to highlight the notion of the digital naturals and the implications for strategic communication. The digital naturals are driving the need to embrace social media and other digital communication channels. However, we must be true to the roots of strategic communication and not confuse tactics with strategy. In the first part of the presentation I will link digital naturals to strategic communication. The second part of the presentation will explain the dangers of replacing strategy with tactics. The final section will discuss key points communication professionals must remember as they enter the digital world.

### **Digital Naturals and Strategic Communication**

The idea of digital naturals was developed by Swedish strategic communication researchers who were unhappy with the artificial distinction between digital natives and digital immigrants. Digital natives are born into the technology and it is a natural part of their lives. Digital immigrants were born before the technology was created and have learned how to use it. The Internet is a perfect example. People born before the Internet was created are immigrants while those born after its creation are natives. The implications are that the immigrants never really embrace the new technology and natives are inherently



superior in their ability to utilize the technology. The idea of digital naturals is that anyone, no matter when they were born, can be part of the digital environment. People of all ages are comfortable, to varying degrees, with the digital environment and engage it daily, what Young and Åkerström (2015) call digital naturals. The key characteristics are that people are using the digital environment because they have the skills (some are more skilled than others) to work in and are comfortable (some more so than others) in the digital environment. The way older adults increasingly are using various social media and with most adults making smart phones an extension of their own bodies, supports the existence of digital naturals.

The target audiences for strategic communication will increasingly become digital naturals. That means communicators need to consider how they might use digital channels as part of the media mix they use to achieve organizational objectives. Consider the simple example of a product launch. While tradition media are still used to reach potential customers, various social media channels might be useful as well. A growing segment of our target audiences rely heavily upon social media for information. We cannot ignore that fact nor can we ignore that depending entirely upon digital channels can be problematic. Strategic communication requires considering how each communication channel that is used can contribute to achieving organizational objectives.

### **Tactics Do Not Replace Strategy**

I have read professionals comment that the speed of the modern communication environment means strategy is obsolete. That is a very dangerous and reckless idea for communication professionals. Strategy guides your actions so that you can achieve your objectives. Yes, strategy requires planning but most importantly it demands you understand the objectives your communication is intending to achieve. It is the planning aspect of strategy that results in people claiming speed makes strategy obsolete. What good is being fast with a message if it serves no strategic function? Simply executing a tactic is not enough to reach an objective or to justify the use of strategic communication to other managers in an organization. Let us consider an example of why people may believe speed replaces strategy and the mistakes that can create.

Many organizations have a desire to be part of “the conversation” in social media. Roughly the idea is that stakeholders are creating content on social media and the organization benefits from being part of that content. This has a direct parallel to the rationale for publicity—it is beneficial for an organization to appear in the news media. Organizations and agencies are creating monitoring centers for social media (Coombs, 2015).

The monitoring includes traditional media as well to help identify how an organization might fit into conversations. People on social media might be talking about holiday parties and a food company will want its product in the discussion. Or a new event might break about a power outage and an appliance company might want people to talk about the value of its flashlights.

Speed is required to be part of the conversation but so too does strategy. In the two examples I created, the company must enter the conversation while it still ongoing. However, the company must also know why it is entering the conversation—what organizational objective is being pursued by the conversation. In turn, the organization can determine what type of information it should try to insert into the conversation. The food company might supply a recipe using its products while the appliance company might discuss the reliability of its flashlights. In each case the company is not reacting without thought. On the contrary, the organization is creating a flash or micro-campaign. There is no specific planning documents for micro-campaigns but the messages are designed to help achieve specific organization objectives. In the two examples the objectives are to support the sales of products but other objectives can be pursued through social media as well.

We can return to the parallel with publicity at this point. Communication professionals now know that simply getting media coverage is not enough. Media coverage is part of a process and not the desired outcome. The desired outcome is what the media coverage should accomplish. Should the news stories bolster the company's reputation for outstanding management or clarify a misconception about a product? Publicity is a means to an ends. Similarly, social media is a means to an ends as well.

WeChat and Weibo are popular social media channels here in China. But each channel is a tactic not a strategy. We should not accept using WeChat or using Weibo as a strategy. Channels are the tactics we use to help enact strategy and to achieve objectives. A channel is tactic that is used strategically by communication professionals and should not be confuse with strategy.

### **Key Consideration for the Digital Naturals**

People will increasingly use digital channels for their information needs. New channels we keep emerging and some established channels will fade away. So what are the key questions to ask when considering a specific digital channel?

The first question to ask is “Why should we be using this channel?” or “Why are we using this channel?” If you are already using a digital channel, you should know (1) what

organizational objectives it helps to achieve and (2) what specific target audiences it is reaching. By knowing the objectives and target audiences for a channel, you have a foundation for evaluating the utility of the channel. It is easy to be seduced by the numbers of users in a particular channel or the argument that all the other companies are using that channel. But these are not strategic reasons for using a particular channel. Remember, just because three million people use a channel does not mean that many people will see a message you post to your account. Moreover, you should know whether or not those three million people are relevant to your objectives—part of your target audience.

There is a myth that social media (most digital channels) are free. Unlike advertising, you do not pay for its use. What managers forget is that you have to pay people to monitor and to create content for the social media channel so it is not free. In addition, the more you become involved with a channel, the more time and money you must spend on that channel. As an example, say your organization is on Weibo because it is an effective way to monitor what customers are saying about your organization and an effective way to reach actual and potential customers. You decide to increase customer engagement by becoming more interactive with customers. The more you engage, the more you will pay for using Weibo. Also the more successful you are at stimulating engagement, the more time and money you will need to commit to your Weibo effort. It becomes important that you know how that engagement should benefit specific organizational objectives and that you have metrics to assess the effectiveness of those efforts. Simply knowing the number of followers is not an outcome objective that provides useful information. It simply lets you know the number of people who might see your message and is similar to knowing the readership of a newspaper. The information is useful but is not an evaluation measure.

If a channel does reach the right people and can help achieve an objective, a final consideration is content creation. Different digital channels have varying expectations for how often content should appear. For instance, blog posts appear far less often than messages on a microblog such as Weibo. You must answer the question, “How often can we produce meaningful content?” You will lose followers if you post too infrequently or the content is uninteresting or lacks relevance to their lives.

Southwest Airlines in the U.S. is an excellent example of an organization that carefully considers these important digital channel questions. Southwest tracks each digital channel it uses, when it will post to the channel, and how the content connects to specific organizational objectives. They track all this information on spreadsheets. They also conduct

periodic assessments to determine how well the digital channel is helping to achieve specific objectives.

A last consideration is the quality, not the quantity, of your followers. Ideally, digital channels are part of a multi-step flow of communication. That means your followers relay your message to their followers and those followers relay to their followers and so on. The consideration is not how many followers you have but how many followers do your followers have and what do they do with your messages. This is a process check and not an outcome evaluation. You should be aware of how often your messages get repeated and the size the audience for those repeats of the messages.

One final point of discuss is phone apps. Mobile devices are the primary interface for most digital channel users. One way to reach stakeholders directly is through your own mobile app that people download to their devices. The challenge is getting space on the mobile device because most people have 30 to 40 apps on their phones. To be included on phones, your app will need to add value to people's lives. It is a small number of organizations that can create an effective app. One example is the running app created by Nike. It helps people to log runs and provides them with health and fitness dashboards that runner find useful. Also Kia has an app that reminds you of when vehicle maintenance is needed and can call for help if your vehicle breaks down.

## **Conclusion**

Digital naturals are a reality for strategic communication. Because stakeholders increasing are using digital channels, communication professions must find a way to integrate these channels into their strategic communication efforts. However, professionals should not sacrifice strategy in the rush to digital channels. While the time to implement a communication action may be shrinking, strategy can still be used to inform these micro-campaigns. Preparation and planning still exist, the process is just different. Communication professionals must never forget to ask "Why are we using this channel?" That "why" question reminds communicators to think about what organizational objective is being pursued, who is the target audience for that objective, and how well the digital channel helps to achieve that objective. Strategy never goes out of style because it is foundation for effective strategic communication efforts.

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## About the Author

Professor W. Timothy Coombs, PhD, is a full professor in the Department of Communication at Texas A&M University and an honorary professor at Aarhus University in Denmark. His research areas include crisis communication, activist use of the Internet to pressure organizational change and issues management. He is past recipient of the Jackson, Jackson and Wagner Behavioral Research prize from the Public Relations Society of America and the 2013 Pathfinder Award from the Institute of Public Relations. Those awards reflect the applied nature of SCCT and how it has helped to improve the practice of public relations. In 2014 Dr. Coombs received the Business Impact Award from the Association for Business Communication and USC Marshall School of Business, Center for Management Communication. That award is given to the most cited article in business communication over the past five years. His book *Ongoing Crisis Communication: Planning, Managing, and Responding* is in its fourth edition and has been translated into Korean and Chinese. His co-authored crisis research has won multiple PRIDE awards from the Public Relations Division of the National Communication Association for both books and research articles.

Dr. Coombs was elected to membership of the Arthur W. Page Society in 2014 and was a Fulbright Scholar in Estonia in the spring of 2013. In fall of 2013 he was the named NEMO Professor at Lund University, Helsingborg Campus. In May of 2014 he taught a crisis course at Tsinghua University in Beijing, China. Dr. Coombs worked with governments, corporations, and consulting firms in the U.S., Asia, and Europe on ways to improve crisis communication efforts for themselves and their clients.

His articles have appeared in a variety of international journals and his book chapters have appeared in major works in the field of public relations, including the *Handbook of Public Relations* and *Encyclopedia of Public Relations*. His crisis books include the award-winning *Ongoing Crisis Communication*, *Code Red in the Boardroom* and he co-edited *The Handbook of Crisis Communication* with Sherry Holladay. His other books include *Public Relations Strategy and Application: Managing Influence*, *Managing Corporate Social Responsibility: A Communication Approach* and the award-winning *It's Not Just PR* (all co-authored with Sherry Holladay). He is currently the editor of *Corporate Communication: An International Journal*.

# Understanding Standards and Practices in Social Media Research and Evaluation

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Public relations and corporate communication *research* has expanded exponentially since the turn of the century. Moving from a focus on producing outputs, the needs of the client—internal or external—have forced the profession into new ways of thinking, practicing, and evaluating the outcomes of campaigns aimed at modifying or sustaining client positions on a variety of matters across a number of channels. This has led to advances in theory, methodology, analysis, and evaluation. This presentation examines the reasons for such change, what that change means to the profession, and where we should be heading. The main premise is that the profession has finally moved beyond a best practices focus and into the realm of standardization, a realm whereby comparison against norms—standards if you will—provides a way to evaluate how well a communication campaign has done. The presentation will look at data, data acquisition methods, best practices, and the move toward standards, especially in the social media milieu.

At least two independent groups started focusing on measuring and evaluating public relations outcomes (Stacks & Michaelson, 2010). The Institute for Public Relations Commission on Public Relations Research and Evaluation (now the IPR Measurement Commission) and the Association of Media Evaluation Companies (AMEC, a trade association) both began examining the relationship between outputs, outtakes, and outcomes. The IPR Measurement Commission focused on a broad range of problems, to include research and measurement but also expanded its mission to examine how and why research is, was, and should be conducted. AMEC's focus has primarily been on measurement and evaluation. The IPR Measurement Commission started focusing on best practices and standardization in the late 1990s and produced the first standardized use of terminology in the *Dictionary of Public Relations Measurement and Research* (Stacks, 2002, 2006; Stacks & Bowen, 2013).

Academic contributions to public relations research and measurement began to form

with Brody and Stone's (1989), *Public Relations Research*; followed quickly by Broom and Dozier's (1999), *Using Research in Public Relations: Applications to Program Management*; Stacks' (2002, 2011, 2017), *Primer of Public Relations Research*; and Stacks and Michaelson's (2010), *A Practitioner's Guide to Public Relations Research, Measurement, and Evaluation*, and Michaelson and Stacks' (2014, 2017), *A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation*. The first actual focus on best practices and standardization was introduced by Stacks (2010) and Stacks and Michaelson (2010) and Michaelson and Stacks (2014, 2017).

### **Standardization**

What is a standard and why are standards important to public relations research? First introduced by Michaelson and Stacks (2011) in a discussion of measurement and assessment, standards were assessed as being important yet not well-developed in public relations research. In the *Primer of Public Relations Research* Stacks (2017, p. 40) argues that:

A standard is what needs to be done to ensure that the best practices followed meet established criteria. The key here is to understand that established criteria, stated as standards, are agreed upon criteria and may change over the lifespan of a researcher's career. As defined by the *Oxford English Dictionary* (n.d.), a standard is "an idea or thing used as a measure, norm, or model in comparative evaluations." For instance, measurement by the metric system is a standard measurement system in almost all countries today and for those countries that employ different standard systems, comparison can be made between systems (e.g., an Imperial mile versus a metric mile in distance).

As such, standards provide a way to gauge the performance of communication campaigns to ascertain success or failure, comparison to campaigns or programs in businesses or industries. Standards tell us whether or not we have planned, conducted, assessed, and evaluated correctly and appropriately. The move toward standardization takes us from research best practices of research, measurement, assessment, and evaluation to a higher level, one that can examine against set criteria and provide comparison against other campaigns.



## Changes in the Business Environment

As public relations' has shifted from a primary role of publicity to marketing to counseling, the need for research standardization has increased. It is no longer enough to demonstrate output pickup, the profession must now demonstrate that output had outcomes that advanced the client's goals and objectives. Since the vast majority of public relations campaigns or programs are focused on business, a relationship to business goals and objectives becomes paramount. In this regard, Stacks (2007, 2010, 2017; Stacks & Michaelson, 2010, Michaelson & Stacks, 2014, 2017) has advocated a shift from simple counts to more sophisticated to forms of analysis. Broom and Dozier (1999) argued that any public relations objective should be *measurable*, a position that Grunig (1976) and Grunig and Hunt (1984) first introduced. That is, an objective should be stated with an outcome in mind. Stacks (2007) went beyond this and noted that all public relations objectives should take the form of three phases: informational (did the messages get out, were they recalled, were they recalled correctly); motivational (cognitive, affective [emotional], and connotative [intended behavior]; and behavioral (actual meeting of objective and goal).

Further, as demonstrated in Figure 1, these objectives are sequenced. That is, if informational objectives are not met, then motivational objectives are problematic and any behavioral outcomes will be random. Further, in terms of a research timeline (see Figure 2), informational objectives should be assessed and if not met a backup strategy employed. Similarly, if motivational objectives are not met, informational objectives should be revised. Additionally, a baseline(s) against which the objectives are evaluated must be set prior to campaign or program kickoff.

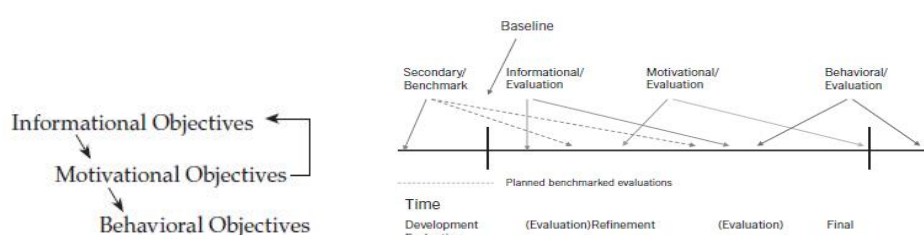


Figure 1.

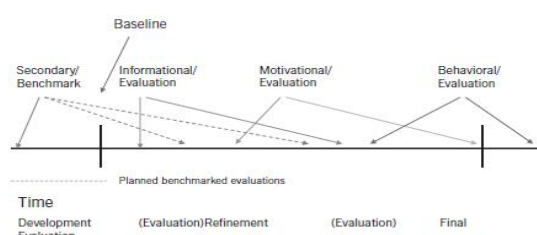


Figure 2.

A second way of looking at this has been suggested by Michaelson (Michaelson & Stacks, 2011, 2017) by interpreting the campaign from a communication lifecycle (BASIC: see Figure 3). This lifecycle should be evaluated before the campaign to assess where target audiences or publics are from a communication perspective they are at. Is the

audience aware of the campaign object? If so, do they have enough knowledge to make decisions? If aware and knowledgeable, is the object relevant to them? Are they ready to initiate action (connotative objective)? And, at the last stage will they advocate for the client or product? Note that the BASIC model is a never-ending cycle. There will be times when the object is new and awareness must be built; over time an audience that once advocated for the object may change and awareness must be rebuilt. Also, at any given time counter-objects will appear as no public relations campaign exists in a vacuum. Hence, the BASIC model can be further broken in the three objectives in any action: Awareness and Knowledge (Informative), Relevance and Initiation of Action (Motivational), and Advocacy (Behavioral).

### Communication Objectives

- **BASIC** communication objectives for public relations efforts:

- **B**uild awareness
- **A**dvance knowledge
- **S**ustain relevance
- **I**nitate action
- **C**reate advocacy



Figure 3.

Further, these objectives must include *non-financial predictors* of behavioral outcomes. Non-financial variables are those that deal with audience perceptions; financial variables, of course, focus on the actual audience behavior. Stacks (2007, 2011, 2017; Stacks & Bowen, 2013), based on communication theory and persuasive theory in particular, argues that all communication campaigns—and public relations campaigns in particular—focus on five non-financial variables: credibility, confidence, relationship, reputation, and trust. The five variables are as we might suspect, highly inter-correlated, but provide a model for public relations outcomes as shown in Figure 4 and reduced to the following equation:

$$Outcome = \beta \pm [Credibility \pm Relationship \pm Reputation \pm Trust] \pm Confidence + error.$$

These variables can be found in the public relations literature influencing behavioral outcomes through what Stacks calls Return on Expectations (ROE). Stacks further argues that each variable can be created through appropriate operational definitions and measured with reliable and valid results employing traditional social science attitudinal measurement theory.

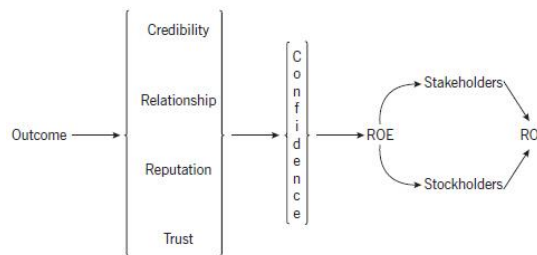


Figure 4.

### Accountability

Given this logic, public relations professionals should have the ability to provide clients with outcome expectations that influence behavioral outcomes, thus adding to the clients' bottom lines and providing data on public relations return on investment (ROI) in its activities. This is far different than what has been done in the past—starting with the clipbook and ending in advertising value equivalencies (AVE). The use of clippings will never die, nor should it. Clippings provides actual proof that outputs were seen, picked-up, and communicated to various audiences via communication channels. It does not, however, assess reader or viewer knowledge or relevance or whether third-party influencers (Michaelson & Stacks, 2007) have picked up and advanced the campaign's objectives. AVE is really an "opportunity to see" (OTS) employed by advertisers in an attempt to demonstrate some impact and based on circulation; however, AVE as based on OTS, is dependent on the channel circulation as set by the channel owner of where the output has been placed.<sup>1</sup> Public relations research employing traditional social science research methodology of sampling and surveying perceptions of the non-financial variables is one way to test ROE impact on ROI. Unfortunately, much of public relations research has focused on how the outputs influence other non-financial variables.<sup>2</sup> However, in many instances the non-financial indicators are the only indicators of financial output available and when they are tied back to the BASIC model as predictors of financial outcome. In a recent book by Li and Stacks (2015), the ROE non-financial variables were found to influence company bottom line financial outcomes. The study, which looked at the Top Fortune 500 companies uses of four social media platform KPIs as redefined into credibility, relationship, reputation, trust, and confidence, supported Stacks' (2007) model on all but

<sup>1</sup> The problem is that circulation statistics are often misleading. For instance, circulation may be based on the "average" family of 5 (husband, wife, a teen, adolescent, and child) in addition to what page/view it was placed on/in and that all members of that family will see it.

<sup>2</sup> This is understandable in theory testing for variable relationships, but is also understandable when considering that public relations researchers have seldom asked for financial data at the beginning and across a communication campaign, even though we have had the means to do so but often not due to costs of obtaining the data and an inability to use inferential statistics.

confidence impacting on accounting financial variables. This suggests that company GAP (generally accepted procedures) such as profit/loss ratios can be correlated with non-financial variable increases/decreases.<sup>3</sup>

A major problem with research often stems from a lack of understanding of what is being measured. By this we mean a clear definition of what is being studied as it relates to the desired outcome and audience perceptions. For this, we already have a standard against which to evaluate research definitions in the *Dictionary of Public Relations Measurement and Research* (Stacks, 2002, 2007; Stacks & Bowen, 2013). A dictionary provides a base for understanding in that it has taken terms and concepts and through an editorial board created standardized definitions (referred to as “reportative” definitions. Where such definitions do not appear to fit a particular research campaign, operational definitions that specify what is different from the standard definitions should be stated (referred to as “stipulative” definitions). Of importance here is not whether someone else agrees with this definition (except during the developmental stage, of course), but that they can understand how or why results may not be what were expected based on the way in which the variables are stipulated. For instance, Stacks’ definition of trust is not the same as Edelman’s in the Trust Barometer. Knowing that allows us to better understand why certain outcomes differ.

### **Accountability Standards**

Thus several research standards can be advanced.

- First, a common set of definitions should be used in any campaign.
- Second, research should be conducted on a timeline continuum from developmental through refinement to evaluation.
- Third, all audiences place in the BASIC communication lifecycle should be assessed.
- Fourth, all research should have goals and objectives that (a) are related to the client’s goals and objectives as found in public relations informational, motivational, and behavioral objectives and (b) are measurable. And,
- Fifth, all campaigns should establish baseline data against which to evaluate campaign progress and final outcomes.

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<sup>3</sup> For instance, reputation increase or loss would correlate profit/loss ratios.

## Data and How We Operationalize and Analyze It

Strategic public relations is dependent on data—observations—that can be used to (a) set baselines and benchmarks, (b) establish when communication strategies are working, and (c) demonstrate in either quantitative or qualitative approaches the impact that the strategies have on target audiences (Stacks, 2017). As noted earlier, objectives should be measurable and have an intended outcome associated with them. Broken into the three objectives, data is used to assess the impact, generally through three classes of data: **outputs**, **outtakes**,<sup>4</sup> and **outcomes**. Each class is closely associated with specific public relations objectives, as further defined by the BASIC communication lifecycle model.

Outputs, as defined by the *Dictionary of Public Relations Measurement and Research* (Stacks & Bowen, 2013), are “What is generated as a result of a PR program or campaign that may be received and processed by members of a target [stakeholder] audience” (p. 21). Outputs are what is produced as tactical materials to support the campaign. As such, are usually counted as a categorical (yes, no) and continuous (number of pickups, likes, retweets, etc.), data. They serve to demonstrate communication penetration, awareness, recall, and knowledge of the campaign object. Outtakes, take this one step further. They measure intermediate results and are often seen in terms of share of voice, sentiment, accuracy, intent to behave, and advocacy; thus, outtakes provide data at the refine phase of the campaign and measure third-party advocacy and sampled communication from targeted stakeholder groups. Finally, outcomes measure the final result of the campaign. They focus on stakeholder *behaviors* and define campaign success or failure.

While data provides key information in term of key performance indicators (KPIs), data themselves have no actual meaning.<sup>5</sup> Meaning is interpreted via descriptive and inferential statistics. Descriptive tools include dashboards, tables, figures, and graphs. They are either categorical (reported as category percentages and frequencies) or continuous (reported as means, medians, modes, and standard deviations). As indicated in Figure 5, they provide a visual snapshot of the data collected and help in distinguishing trends and differences, such as among competitor products or services. Descriptive statistics only present the data as observed and interpretations are basic: reporting of percentages, frequencies, proportions, means, medians, modes, etc.

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<sup>4</sup> Outtakes may be defined in various ways, but in our approach an outtake focuses on midterm campaign effectiveness.

<sup>5</sup> For more on this, see: Stacks (2011, 2017) and Michaelson and Stacks (2010, 2017).

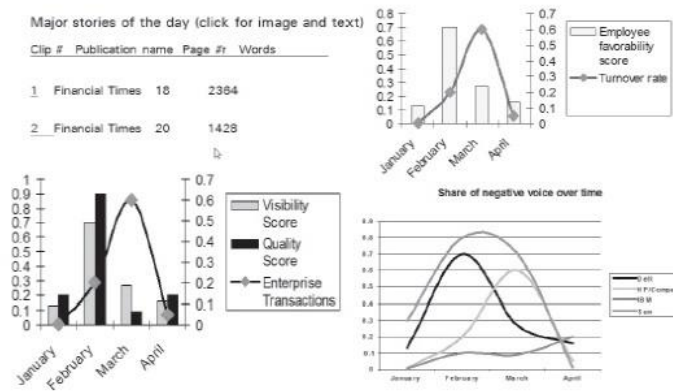


Figure 5.

Inferential statistics allow us to interpret the descriptive data. This class of statistics provides evidence of differences or trends based on probability of error in the data and participants (e.g., stakeholders). Basically, inferential statistics are interpreted on the base of how much error the researcher is willing to accept, usually set at the 95<sup>th</sup> confidence level, or stated as a probability:  $p < .05$ . When inferring from the data to the benchmark or final evaluation, the base of that interpretation is determined by how well you believe the results are caused by the variables under study (e.g., stakeholder sex, income, type of tactic employed).

Finally, nomenclature for what constitutes a data set should be made clear. Stacks (2017) notes that data sets can be classified into three classes, each defined by what the data can do and by the structure of that data set. “Small data” sets are generally under 1,000 cases (observations), with limited variables, and are in a fixed or static, spreadsheet structure. These data sets are used primarily in social scientific research that tests hypotheses and research questions based on theory. “Large data” sets are much larger, usually between 1,000 and 500,000 cases (truly huge), with hundreds of variables, and are also in a fixed, spreadsheet structure. “Big data” sets are large data sets “on steroids” (Stacks, 2017), with the number of cases and variables set only by computing ability. Further, “big data” sets are not static, that is they are not confined to the variables that were collected by researchers (Stacks differentiates this as “human input”) but the data can create its own variables and thus are artificially-generated, machine-derived variables. Bowen (2016) postulates that big data outcomes may be the beginnings of even higher-order interactions between machine and human (e.g., brain-machine), bringing in further questions of ethical research standards.

Typically, small and large data are used primarily in social scientific research that tests hypotheses and research questions based on theory. Big data sets look for new variables to help explain and predict, but to be effective the researcher has to have some idea (or theory)

of what the expected outcomes will be. As David Michaelson (2015) so aptly put it: “You have a better chance of finding a needle in a haystack without some understanding of what the results will be in your analysis. “In other words, using Big Data sets first requires a reason for their use and then an understanding of what you are looking for. Data for data’s sake will not solve problems in a structured, scientific way.” Put differently, “think of Big Data analytics as a big hammer pounding out the analyses but not the finesse that might be found in Large Data sets or better yet, Small Data sets collected with an overall strategy in mind” (Stacks, 2017).

### **Data Standards**

Based on this discussion several data and analytical standards can be stated:

- First, data should be gathered *across* the campaign timeline, beginning with development, advancing through refinement, and ultimately as determined in evaluation stages.
- Second, data must be described and interpreted.
- Third, descriptive statistics serve to provide simple comparisons as data snapshots and reported as percentages, frequencies, proportions, means, medians, standard deviations and so forth.
- Fourth, inferential statistics should provide public relations professionals the ability to interpret the descriptive data for differences or trends across the campaign timeline.
- Fifth, data should be used to test against baseline data to establish campaign success across the campaign timeline and final behaviors against baseline.
- Sixth, data sets should be created with a clear purpose in mind and data expectations explicitly stated.
- Sixth, communication campaigns should set their confidence in results at the 95<sup>th</sup> confidence level, or the probability of error at 5% ( $p < .05$ ).

### **Best Practices**

How public relations professionals approach research, measurement, and evaluation can be assessed by the practices followed in conducting research. As defined in the Dictionary of Public Relations Measurement and Evaluation (Stacks & Bowen, 2013), best practices are “The technique, method, or process that is more effective than any other” (p. 3). Three elements of best practices are common to any public relations research: **ethics, research methodology, and research analysis, interpretation, and evaluation.**

## Methodological Best Practices

Best practices were first discussed by Michaelson and MacLeod in 2007 and focused primarily on methodological approaches. As shown in Figure 6, public relations best practices take in the entire communication research timeline and provide the researcher strategies focusing on *how* to conduct the research, what tools and methods are most appropriate given the campaign goals and objectives. Note that this portion of best practices focuses on specific key variables: organizational values and objectives, key messages, output analysis, outtake analysis, outcome analysis. Additionally, it adds to the mix the impact of communication mediating factors—the non-financial variables discussed earlier.

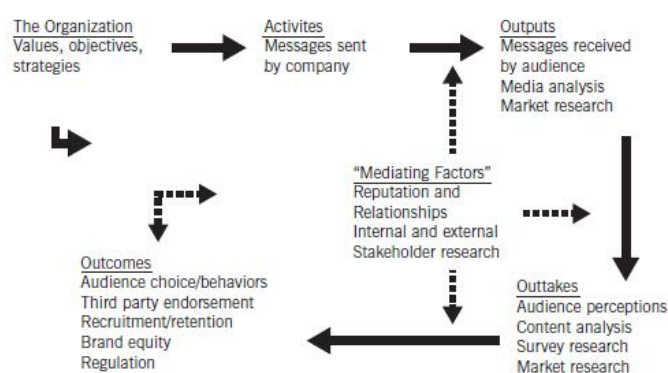


Figure 6.

## Ethical Best Practices

Methodology best practice was the focus of communication researchers until 2010, when the Institute for Public Relations Measurement Commission began to examine the ethical nature of research. Ethics, as defined in the *Dictionary of Public Relations Measurement and Evaluation* (Stacks & Bowen, 2013), is “The approach to acting with rectitude, reflection and responsibility in the public relations context; also, treating research participants, data gathered, and sponsor/client results with rectitude and deliberation” (p. 11). Stated differently, “**ethics** can be defined for public relations as *how we ought to decide, manage, and communicate* [emphasis in original]” (Bowen, Rawlins, & Martin, 2010, p. 130). Ethics has been around since the time of Aristotle but has taken on more critical analysis in the later part of the 20th century and early decades of the 21st (see: Bowen & Stacks, 2013a, 2013b; Martin & Wright, 2015). Ethical research best practices focus on doing the right things while conducting the research itself. The IPR Measurement Commission states this action in terms of its principles:

“The duty of professionals engaged in research, measurement, and evaluation for public relations is to advance the highest ethical standards and ideals for



research. All research should abide by the principles of intellectual honesty, fairness, dignity, disclosure, and respect for all stakeholders involved, namely clients (both internal and external), colleagues, research participants, the public relations profession, and the researchers themselves. (n.d.)

Thus, best practiced research is research that protects the entire research process, from development through refinement and ends at evaluation.

### **Analytical Best Practices**

The third set of best practices deals with data analysis. How we plan on using the data often drives the type of data analytic tools that should be used. Generally, descriptive tools help establish the stakeholder norms associated with the public relations program. Its purpose is to establish parameters, such as mean and standard deviation. Inferential tools serve several purposes. First, the data can be parsed into different groupings (e.g., sex=male, female) and tested for differences via the parsing variable(s). Second, the data can be used to predict simple outcomes based on linear and nonlinear regressions. Third, the data can be explored with an idea of obtaining direct and indirect influences that different variables may have with different stakeholder groups. Best practices should be based on the following: The research question (or hypothesis) stated directs the research to the appropriate research methodology to collect the data, which, in turn, specifies the analytic process(es) to be used, which determines the data interpretation, evaluation, and advice given on that data.

### **Moving Toward Standardization**

Standardization has been a problem for public relations research. Part of this comes from the nature of public relations practice—it is competitive both between firms and even within companies. Compounding this is the practice many firms and organizations seem to follow: moving to the sound of the latest innovation (i.e., social media and big data). Further compounding this is what public relations has traditionally used as a non-financial variable: advertising value equivalency (AVE), a discredited metric but one that is easy to “calculate” (or guess) and not very expensive; clients still ask for it and until we come up with an equivalent it will continue to provide reliability and validity problems for public relations campaigns.

Very little work has been done on public relations research standards. The exceptions can be found in the work of several academics and associations. As noted earlier, definition is being standardized. This does not mean that the profession agrees on these definitions, but it is a healthy dialogue that has begun to reach critical mass. Secondly, some of the

non-financial variables of interest have been demonstrated to have business impact as a public relations impact variable. In particular trust (Hon & Grunig, 1999; Li & Stacks, 2015) and credibility, relationship, and reputation (Stacks, 2017; Li & Stacks, 2015) have been demonstrated to impact on stakeholder expectations and correlated with financial variables that establish public relations return on investment (ROI). Third, a model of campaign excellence has been developed and tested in several cases (Michaelson, Wright, & Stacks, 2012; Stacks, Wright, & Bowen, 2014). As shown in Figure 7, the basic level of campaign success found in five variables. A basic campaign that proves successful must include each; failure to include one generally indicates lack complete success (note: the variable metric can be 1/0 for employed/not employed or could be based on a more complicated metric, such as a 1 to 5 measure indicating how well the variable was employed in the campaign, thus giving a more complete interpretation with on a 5-25 (or 1-5) basis. If the basic level has been successfully run, then the intermediate level examines how the campaign used stakeholder connections, received support from client/company leadership, and the campaign's level of creativity. If the intermediate level requirements are met, then an advanced or excellent campaign has been conducted when others start using the same strategy. Further, at the advanced level, public relations now helps to set company or client communication strategy. Stacks, Wright, and Bowen (2014) demonstrated how IBM's *Smart Planet* campaign met the criteria for campaign excellence.

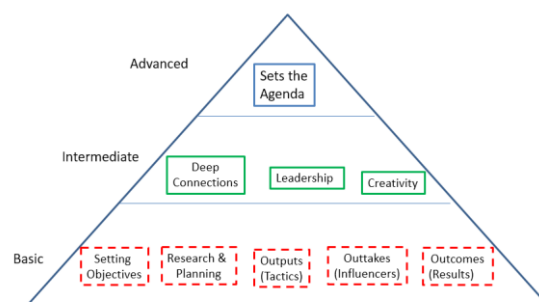


Figure 7. The excellence pyramid.

As noted earlier in this manuscript standardization allows researchers to make comparative evaluations. That is, if research follows agreed upon standards, that research can be compared per- and posttest campaign to *establish success or failure*. It also has the advantage of setting *professional norms* for expected researcher, research, and campaign behavior. As such, standards establish the ethical standards against which public relations research and researchers can be evaluated. Data and data analytic standards provide a means

to ensure that *results are truly the result of strategic campaign* for a client. Finally, research standards will provide better interpretation of the data and evaluation the variables that are being manipulated and observed results. This, in turn, allows the research to counsel the client in terms of continuing strategy or use extant results to establish future client campaigns.

### **Summary**

The move toward standardization in public relations research is the next step in establishing professionalism and providing clients with valid and reliable evaluation of research findings. Bowen (2006) noted that professionalism should provide greater influence and inclusion for public relations professionals in corporate dominant coalitions and as outside consultants when public relations firms take on client problems and/or opportunities.

Based on the previous discussion several sets of proposed standards have been derived. This begins the standardization process upon which profession can establish how it impacts on the client's return on the investment of time and money with the public relations function or firm. Standardization is a long-term process, something that requires agreement on what should be standardized and how that standardization should be put into play. We have started on the long haul with academic and professionals operating a dialectical exchange of ideas and strategies. We have a dictionary that can serve to provide standard terms and definitions. We have several associations looking at standardizing how requests for research proposals (RFPs) should be addressed and processed. Established best practices have led to proposed models of campaign evaluation. Finally, standards have been proposed that set values, principles, and testing to establish the ethical decisions researchers must make. Already, groups are working with each other to further advance and test potential standards and report on how such standards provide the public relations professional with reliable and valid data and analysis that can be evaluated against other research to better counsel clients to better communication campaigns.

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## About the Author

Don W. Stacks, Ph.D. University of Florida (1978), is Professor of Strategic Communication in the Public Relations Program in the School of Communication at the University of Miami, Coral Gables, FL. Stacks has written more than 200 scholarly articles, chapters, and papers. His awards include the "Pathfinder Award;" the University of Miami's "Provost's Award for Outstanding Research and Theory"; the Public Relations Society of America named him "Outstanding Educator" and the Jackson Jackson & Wagner Behavioral Science Prize; "Outstanding Professor" by University of Miami students. He also holds the 2014 Dorothy Bowles Public Service Award from the Association for Education in Journalism and Mass Communication. Stacks was elected as an Eastern Communication Association "Distinguished Research Fellow" and "Distinguished Teaching Fellow" and was inducted into the Institute for Public Relations first "Research Fellows" class.

Stacks has authored or coauthored eight books on communication topics, to include the award winning *Primer of Public Relations Research*, the National Communication Association's PRIDE award and was named the Measurement Standard's "measurement tool" for 2003. He edited and co-edited the 2002, 2006, and 2013 (w/Shannon A. Bowen) *Dictionary of Public Relations Research and Measurement*. He and co-author David Michaelson received a second PRIDE award for *A Practitioner's Guide to Public Relations Research, Measurement, and Evaluation*, in 2011. He was inducted into the *PRNews Measurement Hall of Fame* in 2012. Stacks is currently the editor of *Communication Research Reports*. Stacks serves on the Boards of the Institute for Public Relations, the Arthur W. Page Society, and the International Public Relations Research Conference of which he is CEO/Executive Director.

# **Creating Value in Strategic Communication**

## **Prof. Dr. Ansgar Zerfass**

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Strategic communication is commonly understood as “the purposeful use of communication by an organization to fulfill its mission” (Hallahan et al., 2007). It comprises all planned communication activities within organizations and between organizations and external stakeholders (i.e. internal communications, financial communications, market communications, public relations, public affairs) and might utilize numerous channels like advertising, corporate media, social media, events, press and media relations, sponsoring, etc. (Zerfass, 2008). Based on this understanding, strategic communication needs to serve the overall goals of the organization that commissions such activities, e.g. of corporations (Argenti, 2016; Van Riel & Fombrun, 2007; Zerfass, 2008). Creating value for the corporation is key. It is the main rationale that justifies investments for communication from a managerial point of view.

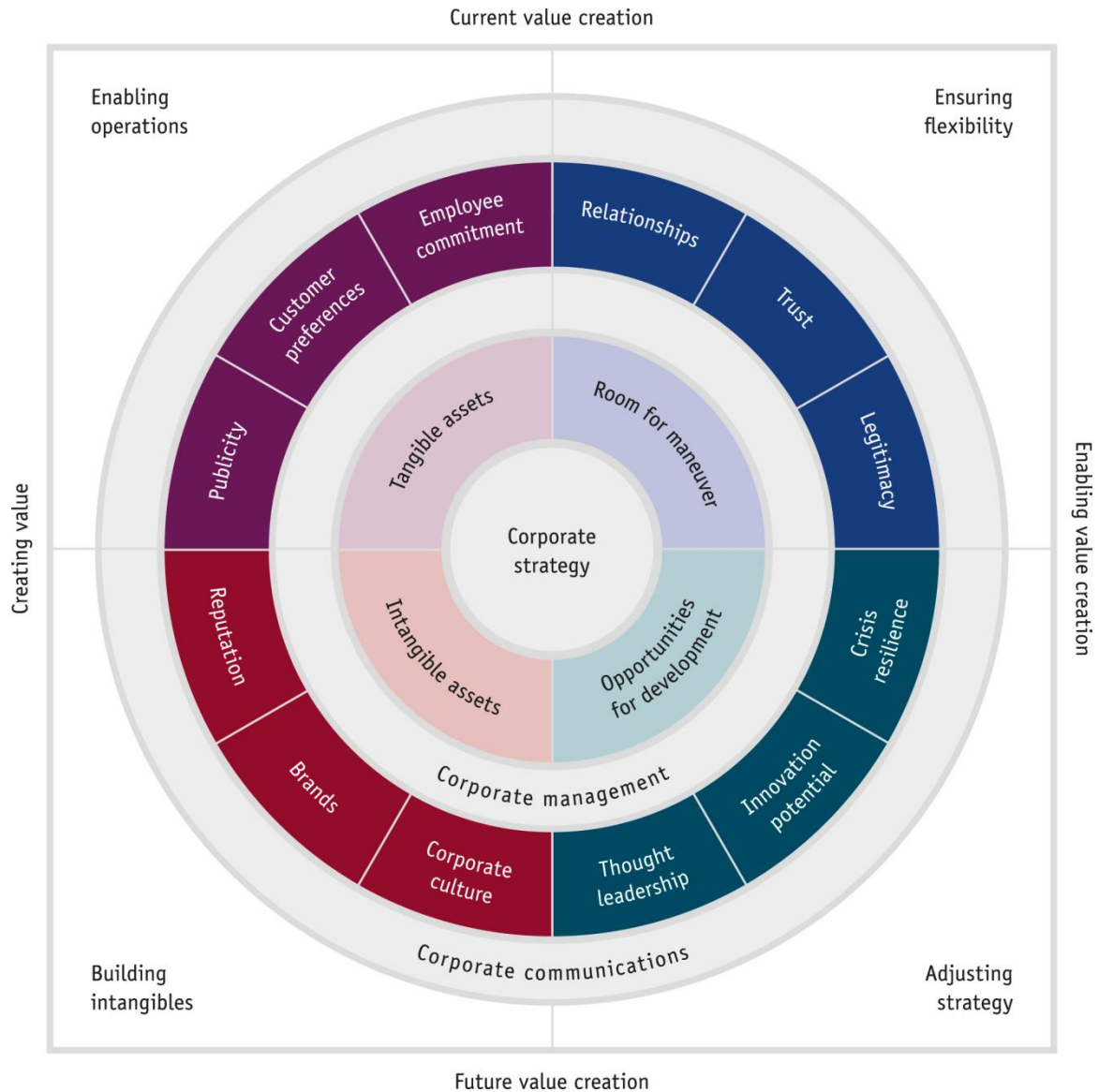
However, explaining the value of communication for organizations continues to be one of the most important challenges for professionals and scholars alike. Empirical surveys across Asia-Pacific and Europe show that communication professionals use varying rationales to explain the value of their work to top executives (Macnamara et al., 2015; Zerfass et al., 2015). These range from building reputation, brands and identity (Balmer et al., 2013) to gaining thought leadership or boosting sales and employee motivation. Others claim that organisational listening linked to crisis prevention and innovation are most relevant contributions of communication to the bottom line (Macnamara, 2016). The multitude of stories told by the profession creates uncertainty among leaders in organizations and hinders institutionalization of corporate communication. The problem is reinforced by academic research traditions which tend to ask similar questions in various disciplines (marketing, human resources, communication science, ...) and provide solutions without reflecting insights derived in other fields (Dühring, 2016).

The keynote identifies the roots of this problem and presents the Communication Vale Circle as a solution that can be used in planning processes in strategic communication



practice. An extensive literature review across several disciplines (public relations, marketing, leadership research, etc.) identified different notions of *value creation through communication*: value can be defined as the effects of messaging, as intangible assets, or as potential for success leveraged by the reflective function of communication. At the same time, value can be defined in various ways from a corporate standpoint: as profitability, long-term shareholder value or stakeholder value which includes notions of legitimacy and societal support.

These different perspectives were combined into an original framework: the *Communication Value Circle*, depicted in Figure 1 (Zerfass & Viertmann, 2017). The framework illustrates the process of value creation on two levels: the corporate management level and the level of communication management. The starting point of value creation is corporate strategy, which typically supports four generic business objectives: creating tangible assets, intangible assets, room for manoeuvre, and opportunities for development. This matrix of corporate values can be interpreted in different dimensions (current/future and actual/potential value creation). All corporate functions have to align their strategic goals toward the creation of value in these four dimensions. The second level of the framework encompasses 12 generic goals of communication that also can be interpreted using these different perspectives. Communication contributes to overall objectives by enabling operations through publicity, customer preferences, and employee commitment; by building intangibles through reputation, brands, and corporate culture/identity; by ensuring flexibility of a corporation through establishing and maintaining relationships with stakeholders, and building trust and legitimacy; and by adjusting strategy through thought leadership, innovation potential, and crisis resilience. All communicative objectives can be linked to established sets of measurement tools (stakeholder surveys, media and social media analyses, cost analyses) and performance indicators (share of voice, reputation index, brand value, etc.). The value dimensions vary in their importance according to intervening variables, such as type and size of corporations, functional areas and departments, stakeholders, and situational context. As such, the framework can be used as a management tool to identify, discuss, structure, and agree on value drivers and performance indicators in corporate communications.



**Figure 1: The Communication Value Circle**

The Communication Value Circle can be used as a management tool to identify, discuss, structure, and agree on value drivers and performance indicators in corporate communication. It enables communication professionals to discuss their work with superiors and business partners. It can also be used to evaluate current priorities and budgets for communication and adjust where necessary. The framework contributes to the *strategic alignment of communication* with overall organizational goals. Applying this tool helps to make corporate communication more transparent and manageable. Consequently, this can assist in improving the use and acceptance of communication measurement in corporate practice.

The framework should not be misunderstood as a normative representation of communication goals. Rather, it is linked to the unique strategies of specific corporations or business units. In order to apply the Communication Value Circle it is necessary to adapt the framework to the multitude of possible variables and situations in the business world, such as:

- Type and size of corporations (start-up company, SME, corporate holding, etc.),
- Functional areas and departments (communication department, marketing department, etc.),
- Field of action (public affairs, public relations, innovation communication, etc.),
- Stakeholders (customers, employees, journalists, etc.),
- Situational contexts (product launches, crises, post-merger integration, etc.).

As these variables change, so does the significance of the four dimensions of value creation. As mentioned above, strategies differ—even within the same company—depending on the scope and focus. Consequently, not every single communication goal is relevant for each function or department. For example, communication professionals working for a small start-up company might focus mainly on goals such as building a brand among customers and establishing a reputation among investors and potential partners. In contrast, a blue-chip corporation with a unique history and listed on the stock market can probably leverage the value of communication much more by adjusting strategies through a consistent system for corporate listening and thought leadership. At the same time, a subsidiary of the same listed corporation in another country could rank other values more highly, for example, supporting sales in the local market through consistent marketing communications and developing a culture of partnership with retailers on the ground. Depending on the goals to which they aspire, different structures and competencies are required. This shows that strategic corporate communication is inevitably linked to the core set-up, character, and identity of the focal organization, and any attempts to generically define the best ways in this field will miss the point.

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Dr. Zerfass has received the Pathfinder Award by the Institute of Public Relations, New York, the Jackson Jackson Wagner Award by the PRSA Foundation, numerous best paper awards at academic conferences, and was named “PR head of the year” in Germany. He holds a graduate degree and a doctorate in business administration from the University of Erlangen-Nuremberg, Bavaria, and a habilitation (second doctorate) in communication sciences from the same university. After completing his first studies, he worked for 10 years in corporate communications and political consulting and held an executive management position at a public company responsible for IT and media development in the German state Baden-Wuerttemberg.

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

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## **Abstract**

Social networking sites have become one of the most popular destinations online, and are ranked among the top ten most visited sites in the world<sup>1</sup>. As the popularity of social media continues to grow, it has also raised some interesting questions regarding their impact on democratic citizenry. Recent cases illustrate that during times of political upheaval, social networking sites functioned as an effective tool for citizen communication, to the extent that their use increased the odds of citizens' participation in protests<sup>2</sup>. While these and other research efforts have highlighted the significant potential of social media as a new venue for political communication, the nature of political discourse in online social networks still remains to be explored.

The fundamental question motivating this research is whether the newly emerged social media platforms can create an egalitarian public sphere that is fundamentally open and embodies a decentralized structure of participation<sup>3</sup>. In exploring this question, this study tests whether the rise of social media prompt a departure from the traditional two-step flow, in which the opinion- leader would moderate the flow of information in social networks. With a large dataset of Twitter, the current study examines the structure of information sharing to understand how users with different levels of influence shape the flow of information in online social networks. In addition, by exploring the participants in conversations over an extended period of time on Twitter, this study sheds light on the concentration of political discourse among users in social media.

Previous research has put forth different ways of measuring personal influence in the context of social interactions. For instance, the socio-metric method asks all members of a community to report about to whom they go for advice and information about an idea. This method requires a full report of the whole network, and is less suitable for sample designs. On the other hand, the self-designating method would ask the respondent to report on the degree to which they perceive themselves to be an opinion leader. This accuracy of this

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<sup>1</sup> Alexa.(2013). Global top sites. Retrieved Aug 2013, from <http://www.alexa.com/topsites/global>

<sup>2</sup> Tufekci, Z., & Wilson, C. (2012). Social Media and the Decision to Participate in Political Protest: Observations From Tahrir Square. *Journal of Communication*, 62(2), 363-379.

<sup>3</sup> Habermas, J. (1989). *The Structural Transformation of the Public Sphere*. Cambridge, MIT Press

method would depend heavily upon the respondents' self-images, and therefore the validity of the measure would remain questionable. While the two ways of measuring influence provide insight into the respondents' perceptions of influence, both are subjective. Thus, a more objective way of measuring influence was proposed, in which the researcher identifies and records all of the flow of information.

The social media environment provides a new environment to study influence. The availability of big data set that document the number of individuals following others, as well as the number of times a piece of information has been shared with others, create an opportunity for research to unobtrusively measure the reach and impact of individuals. As a beginning step, this study operationalizes influence in the Twitter context, and explores the following research questions.

RQ1: Do users with different levels of influence in social media exhibit different patterns of information sharing?

RQ2: Do social media facilitate equal participation in political conversations?

# Strategic Public Relations Management in China

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## Abstract

Although China is an economically powerful country and is experiencing an increase in the public relations market, academic research in Chinese public relations is lagging behind. Only a handful of empirical studies have been dedicated to understanding the big picture of strategic public relations management and the status of public relations in China (Chen, 1996<sup>1</sup>; Ngai & Ng, 2013<sup>2</sup>). The purpose of this study was to explore the current state of strategic public relations management in China.

This study is the first to apply the generic principles of excellent public relations – notably developed by scholars such as James Grunig, Larissa Grunig, and Dejan Vercic – to study the strategic public relations management in China. It aims to expand the body of knowledge in global public relations by studying whether public relations is managed strategically in China and whether it contributes to organizational policy making. This study enriches scholarship in global public relations and strategic communication by gathering empirical evidence from a different cultural setting than what is currently considered in the literature.

The following five research questions have been developed for this study:

RQ 1: To what extent are Chinese public relations practitioners involved when organizational policies are made?

RQ 2: What kinds of reporting lines do public relations departments in China have with members of the dominant coalition?

RQ 3: Which communication models do Chinese public relations practitioners employ?

RQ 4: What knowledge potential do public relations practitioners in China possess to facilitate practicing the managerial role and two-way communication?

RQ5: What challenges do Chinese public relations professionals face in terms of

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<sup>1</sup> Chen, N. (1996). Public relations in China: An introduction and development of an occupational field. In H. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 121-154). Mahwah, NJ: Erlbaum.

<sup>2</sup> Ngai, C. S., & Ng, P. P. (2013). Transforming into the new era: Public relations industry in Hong Kong and China. *Public Relations Review*, 39, 575-577.



practicing strategic public relations management and contributing to policy making?

For this study, both survey questionnaires and in-depth interviews were used to gather data to address the research questions. I applied both quantitative and qualitative methods in hopes of (1) answering the questions above and (2) determining the principle factors underlying the answers we found. A total of 228 questionnaires were distributed through Qualtrics; the number of questionnaires valid for analysis was 92 (a 30% response rate). Of these respondents, 43 worked for corporate public relations departments, 14 for government agencies, 4 for NGOs/NPOs, and 14 worked for public relations agencies. A total of 20 public relations practitioners participated in the qualitative interviews. They were from a wide range of sectors whose major responsibility was in communication or public relations.

The evidence suggests that strategic public relations management is scarcely conducted in China. The findings from the first research question revealed that public relations was mostly evident in the technician role – taking orders from the top management – rather than being involved in organizational policy making.

In terms of the second research question, it was found that public relations was not a member of the dominant coalition nor did it have a convenient reporting line to senior management. Compared to marketing and public affairs, public relations was placed in a low position and not valued by the senior managers.

The third area of this study intended to discover which public relations models are predominantly practiced by organizations in China; all of the four public relations models were used, with the press agency model used most prominently. This finding is consonant with literature that suggests press agency's popularity around the world.

Regarding professional knowledge, the results implied that public relations practitioners in China had a lot to learn in terms of how to practice managerial roles in public relations. Managerial knowledge and industry know-how was positively related to public relations' involvement in organizational policy-making, indicating well-rounded knowledge was the key to increasing public relations' value in organizations.

Public relations in China should tackle challenges vis-a-vis lack of talent. It is hoped that practitioners with a formal education in public relations and an understanding of strategic public relations management can bring bottom-up renovation.

Theoretically, this study has enriched the area of global public relations and strategic management scholarship.

The study was the first to explore the current state of strategic public relations management in China by applying the generic principles to the Chinese public relations industry. This study has implications for practice; it has pinpointed the major challenges standing in the way of enhancing public relations as a strategic management function.

# An Exploratory Analysis of the Congruence between Placement Context and Placed Product Attributes

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## Abstract

Product placement, or the integrating of brands and products into media content, has grown at an exponential rate over the past several decades. Previous research has made a range of significant contributions to the field and has focused mainly on its impact on consumer behaviour<sup>1</sup>. Comparatively fewer studies have examined the nature of product placement execution especially with regards to the placement context. A review of previous literature shows a total of sixteen studies which have analyzed the content of brand appearances in television programs<sup>2 3</sup>, films<sup>4 5</sup> and music<sup>6</sup> though none has explored the linkage between placement context and placed product attributes.

Building on the economics of information theory (EOI)<sup>7</sup>, media congruence hypothesis<sup>8</sup> and message matching model<sup>9</sup>, this study attempts to examine their applicability in analysing products placed in television programs. Although EOI has significant implications in marketing, it is discussed more frequently in economics than in marketing literature<sup>10</sup>. This study represents the first to examine brand appearances from this perspective. The alternative product classification has been widely employed to examine the role of

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<sup>1</sup> Chan, F.F.Y. (2012). Product placement and its effectiveness: A systematic review and propositions for future research. *The Marketing Review*, 12(1), 39-60.

<sup>2</sup> La Ferle, C., and Edwards, S.M. (2006). Product placement: How brands appear on television. *Journal of Advertising*, 35(4), 65-86.

<sup>3</sup> Wouters, M., and De Pelsmacker, P. (2011). Brand placement in scripted and non-scripted Belgian and US programs on Belgian prime time television. *Journal of Marketing Communications*, 17(5), 299-318.

<sup>4</sup> Chan, F.F.Y. (2016). An exploratory content analysis of product placement in top grossing films. *Journal of Promotion Management*, 22(1), 107-121.

<sup>5</sup> Devlin, M., and Combs, J. (2015). From Apple to Omega: An analysis of brand placement in 2010 top-earning films. *Journal of Global Scholars of Marketing Science*, 25(1), 75-90.

<sup>6</sup> Burkhalter J.N., and Thornton, C.G. (2014). Advertising to the beat: An analysis of brand placements in hip-hop music videos. *Journal of Marketing Communications*, 20(5), 366-382.

<sup>7</sup> Stigler, G.J. (1961). The economics of information. *Journal of Political Economy*, 69(3), 213-225.

<sup>8</sup> Wright, A.A. and Lynch, J.G. (1995). Communication effects of advertising versus direct experience when both search and experience attributes are present. *Journal of Consumer Research*, 21(4), 708-718.

<sup>9</sup> Lieberman, Y., and Flint-Goor, A. (1996). Message strategy by product-class type: A matching model. *International Journal of Research in Marketing*, 13(3), 237-249.

<sup>10</sup> Lieberman, Y., and Flint-Goor, A. (1996). Message strategy by product-class type: A matching model. *International Journal of Research in Marketing*, 13(3), 237-249.

information and its link to traditional advertising<sup>11</sup> though it is seldom applied in research examining product placement. In the current study, products placed in television programs were categorized as possessing predominantly search, experience convenience and experience shopping product attributes based on EOI<sup>12</sup>. A search product is a product which consumers are able to acquire its information before purchasing it whereas experience products are products which consumers could evaluate and make judgement only after the purchase. This study explores the congruence between these product attributes and the placement context.

A large scale content analysis of brands appearing in Hong Kong prime-time television programs was conducted. A total of 225 hours of 62 prime time television programs were analyzed and 1225 brand appearances were identified. Among all the placed products, 46% were about search products, 25.5% were experience convenience goods while the remaining 28.5% were experience shopping products. A number of hypotheses were tested with regards to the congruence between the product attributes and placement context, brand awareness, prominence in portrayal, and the extent of character interaction. Consistent with our anticipation, search products were placed with more details included; usually the logo and the brand name of the product could be clearly seen on the screen. It was also found that search products were more likely to associate with emotional or very emotional context while the majority of experience goods were portrayed neither rationally nor emotionally. The majority of experience shopping products placed tended to have a higher level of brand awareness. Results of the analysis provide useful insights into the attributes of the placed product, and its connection and disconnection to existing literature on product placement and traditional advertising at large.

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<sup>11</sup> Micu, A.C., and Pentina, I. (2015). Examining search as opposed to experience goods when investigating synergies of internet news articles and banner ads. *Internet Research*, 25(3), 378-398.

<sup>12</sup> Franke, G.R., Huhmann, B.A. and Mothersbaugh, D.L. (2004). Information content and consumer readership of print ads: A comparison of search and experience products. *Journal of the Academy of Marketing Science*, 32(1), 20-31.

# **Strategic Communication to University Students on Money Management**

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## **Abstract**

Hong Kong is a consumer society. Young people are constantly bombarded with persuasive marketing communications that ask them to enjoy life through consumption. Hedonistic themes such as luxury and prestige were often portrayed in Hong Kong ads<sup>1</sup>. A semiotic analysis of personal loan advertisements found that advertisers admitted the danger of credit card debts problems among young adults and encouraged debtors to use personal loan to “solve” credit card debts<sup>2</sup>. However, credit card debt problems were trivialized and were attributed to carelessness in money management in personal loan advertisements<sup>3</sup>. There is a lack of responsible bank and finance advertising that encourage young people to manage their money wisely through budgeting as well as distinguishing wants and needs.

A study by the Investor Education Center in 2014 found the following:

- 1) 82% of people in Hong Kong had financial goals that they wish to achieve, of which only 42% took actions to realize their goals. In other words, over half of all Hong Kong citizens either did not have financial goals or did not take action to pursue these goals.
- 2) 48% of people in Hong Kong did not have a personal budget to allocate income and expenses. In addition, 43% of people did not put aside emergency funds in case of unexpected financial needs.
- 3) Many people had misconceptions or misunderstandings about the fundamentals of

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<sup>1</sup> Tse, D., Belk, R., & Zhou, N. (1989). Becoming a Consumer Society: A Longitudinal and Cross-Cultural Content Analysis of Print Ads from Hong Kong, the People's Republic of China, and Taiwan. *Journal of Consumer Research*, 15(4), 457-472.

<sup>2</sup> Chan, K. and Cheng, H. (2009) Materialism and consumer socialization: Semiotic analyses of personal loan advertisements, *Communicative Business*, 2(1), 60-79.

<sup>3</sup> Chan, K. and Cheng, H. (2009) Materialism and consumer socialization: Semiotic analyses of personal loan advertisements, *Communicative Business*, 2(1), 60-79.

financial products. For instance, 27% thought that IPO subscription was mostly profitable, and 55% considered that investing in RMB guaranteed value appreciation. Moreover, 33% of those who had investments investors expected to have over 20% for their annual investment returns.

4) 40% of people in Hong Kong did not have any idea about the interest rates and fees charged by credit card companies<sup>4</sup>.

Parent plays an important role in introducing money management concepts to children. According to a qualitative study of parents with children aged 12 to 18, the four themes about money management most frequently communicated to children are “handle money wisely”, “importance of saving”, “develop saving habits”, and “value of money”. There was little financial education provided at home about budgeting, sensible borrowing, or investment tools<sup>5</sup>.

The Investor Education Centre launched a new communication campaign titled “The Chin Family” to encourage Hong Kong people to improve their financial literacy and to manage their financial resources wisely and effectively. The campaign adopted television commercials, poster advertisements, mobile applications, and a new web site to achieve the campaign objectives.

University students are one of the target groups. The web site includes stories of university students in engaging the target audience.

To evaluate the effectiveness of the strategic communication, a face-to-face interview with university students will be conducted. Participants will be asked about their current money management practices, family communication about money management, and perception of the Chin family campaign as well as specific communication elements such as the money management apps. Analysis will enable the advertiser to improve on its communication strategies and practices.

**Keywords:** social marketing, campaign evaluation, young adults, qualitative interviews

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<sup>4</sup> Investor Education Centre (2014). IEC Research: Knowledge, Attitudes and Behaviour towards Money and Debt Management, April, Investor Education Centre, Hong Kong.

<sup>5</sup> Chan, K. (2016). Children and banks: family's choice and decisions. Decision Making for Children and by Children. A paper accepted for presentation at the Workshop chaired by Brucks, M., Cambell, M.C., and Albuquerque, P., The 10th Triennial Invitational Choice Symposium, Lake Louise, Alberta, Canada, May 14-17.

# **Online as Warm and Offline as Competent: A Cross-Media Effect Analysis in China**

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## **Abstract**

This study investigates how cross-media advertising strategy affects brand personality in the fast-digitizing Chinese market. Using insights from schema theory and media-as-message paradigm, we posit that a brand's personality is affected by its choice of online versus off line advertising efforts. Additionally, ad content strategies (social interactivity and reputability) are expected to influence brand warmth and competence. Results from a controlled experiment and area l-life consumer brand data base confirm that online and off line advertising efforts exert salient effects on brand warmth and competence, respectively, and these effects are enhanced by appropriate message content. Brand warmth and competence further impact purchase intention and brand financial performance.

Driven by social media proliferation, global consumer brands are increasingly shifting their advertising budgets towards online media<sup>1</sup>. Compared with traditional offline media, online ads transcend restrictions of time and location, enabling firms to increase their touch points with consumers<sup>2</sup> and to meet those consumers' dynamic and diverse media

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<sup>1</sup> Nielson(2014). The pace is quickening: Marketers' use of digital brand advertising. Retrieved from <http://search.proquest.com.eproxy1.lib.hku.hk/psycarticles/docview/1794472955/fulltextPDF/FBC0F412BDA4420PQ/1?accountid=14548>

<sup>2</sup> Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business horizons*, 53(1), 59-68.

habits<sup>3</sup>. Given that most firms are resource challenged, a change in media portfolio softens implies the need for a more strategic advertising budget allocation.

While there is a growing body of literature that supports cross-media effects<sup>4</sup>, these effects give rise to questions that have yet to be answered through vigorous research with real-life data<sup>5</sup>. First, media-as-message, along-standing paradigm, is a salient consideration when firms adjust their budgets in favor of online media. Online ads cost less than offline (particularly TV) ads to produce and air. Yet it is doubtful whether online ads carry the same brand stature as TV ads do<sup>6</sup>. The second issue is related to the boundary conditions of multi-media effects. While recent studies establish the interacting role of media-sequencing across media<sup>7</sup> and the moderating effect of content fit<sup>8</sup>, other salient effects, such as message styles that are crucial to copy strategy, warrant exploration.

This study provides several contributions on cross-platform advertising strategy. First, it integrates insights from schema theory and media-as-message paradigm to conceptually delineate how online and offline media affect personality dimensions of a brand. Second, it represents a pioneering effort to empirically examine how a cross-platform strategy affects two core brand personality dimensions and subsequently, brand buying intent. Third, it examines the extent to which different ad message styles enhance cross-platform effects on brand personality. Finally, by employing China as the study context, the study provides additional managerial implications to firms in a country where reliable data is known to be scarce.

This study's context is China's consumer product market, a highly competitive and vibrant market in which global and local brands consistently use on and offline advertising efforts<sup>9,10</sup>. Study 1, designed to establish the main effects of multi-platform efforts, is conducted in a controlled laboratory setting with mainland Chinese consumers as subjects to ensure internal validity. In Study 2, the authors partner with a global research firm to collate

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<sup>3</sup> Naik, P. A., & Raman, K. (2003). Understanding the impact of synergy in multimedia communications. *Journal of Marketing Research*, 40(4), 375-388.

<sup>4</sup> Assael, H. (2011). From silos to synergy. *Journal of Advertising Research*, 51 (150th Anniversary Supplement), 42-58.

<sup>5</sup> Voorveld, H. A., & Valkenburg, S. M. (2015). The fit actor: The role of fit between ads in understanding cross-media synergy. *Journal of Advertising*, 44(3), 185-195.

<sup>6</sup> Sheehan, K. B., & Doherty, C. (2001). Re-weaving the web: Integrating print and online communications. *Journal of interactive marketing*, 15(2), 47-59.

<sup>7</sup> Voorveld, H. A., Neijens, P. C., & Smit, E. G. (2012). The interacting role of media sequence and product involvement in cross-media campaigns. *Journal of Marketing Communications*, 18(3), 203-216.

<sup>8</sup> Voorveld, H. A., & Valkenburg, S. M. (2015). The fit factor: The role of fit between ads in understanding cross-media synergy. *Journal of Advertising*, 44(3), 185-195.

<sup>9</sup> Group M (2014). Group M revises 2014 global ad spend forecast downward to 3.9% growth. Retrieved from <http://www.groupm.com/news/groupm-news/groupm-revises-2014-global-ad-spend-forecast-downward-39-growth>

<sup>10</sup> Hung, K., Tse, C. H., & Cheng, S. Y. (2012). Advertising research in the post-WTO decade in China. *Journal of Advertising*, 41(3), 121-146.



a real-life database on 194 consumer brands using three independent data sources. The database uses data at both the consumer level (i.e., a brand perception survey for each brand) and the brand level (i.e., objective online and offline media expenses). This helps to ensure the external validity of the findings.

We draw insights from media-as-message and schema theory to delineate how media format, experience, editorial control, and audience engagement make up the unique features of online and offline media. These media features then operate as contextual cues that precipitate a subconscious impression onto brands when their ads are placed on these platforms. Online media help to project an image of friendliness and warmth on brands that use them to advertise, while offline media carry a one-way, authoritative image that encourage consumers to perceive brands as more competent. Using a controlled experiment and a real-life database of 194 consumer brands, we validated the cross-platform effect and verified the enhancing (moderating) effects of copy style.

Our findings provide several managerial implications. The distinctive roles played by online and offline media enable advertisers to strategize and improve the effectiveness of their advertising budgets, a message that will certainly be welcomed in today's resource-tight economy. Our study also has special implications for firms operating in the China market, where international brands strive to resonate more with local consumers, while local brands aim to align their quality with that of global brands. It also shows that in China, traditional offline media remain a crucial avenue in the communication mix to convey brand competence, a message welcomed by domestic brands in combating their underdog image in China.

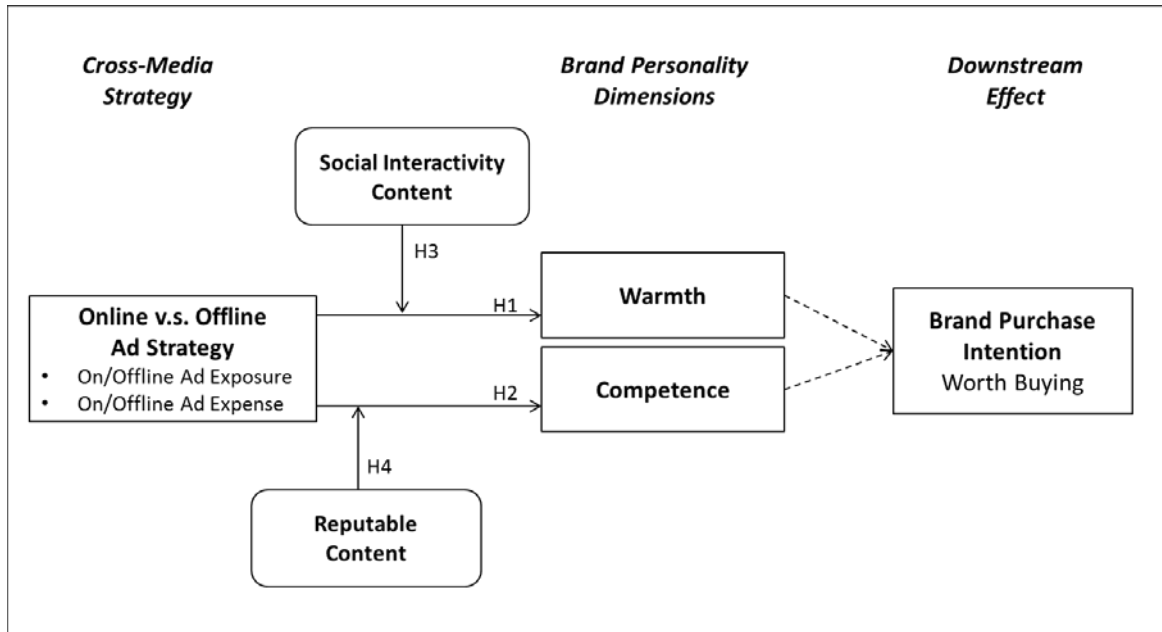


Figure 1. Conceptual Framework of Cross-Media Advertising Effect and Brand Personality

**Keywords:** Cross-Platform Advertising, Brand Personality, Message Style, Schema Theory

# ***Journey to the West* and It's Journey to the West: Narratives of Chinese Mythology and Their Cross-cultural Reception**

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## **Abstract**

This paper offers an examination of the cross-cultural reception of *Journey to the West*, one of the so-called Four Great Classical Chinese Novels. The research starts with a comprehensive textual analysis of the novel and its film and TV adaptations in an effort to explore its narrative potential transcending cultural boundaries. The issues are then discussed in in-depth interviews with thirty Western readers/viewers in order to reveal the mechanism allowing cross-cultural readings of *Journey*. The qualitative data thus derived from the narrative analysis and the interviews is then reviewed within the framework of global communication of Chinese culture with an aim at sketching out a meta-narrative model for “telling Chinese stories.”

# **Exploring the Memory Network Change in Synergy: The Effect-based Concept Map Approach**

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## **Abstract**

Since the early 1990s, integrated marketing communication (IMC) has become a widely accepted concept in the marketing communications field (Lee & Park, 2007, p. 238). Synergy is the core idea behind IMC. Many scholars believe that synergy is evidenced when well-coordinated messages lead to desired changes in consumers' brand memory network (Heckler, Keller, Houston, & Avery, 2012; Keller, 1996; Moriarty, 1996). According to spreading activation theory, brand memory involves two basic components: nodes and links. Memory is structured like a network where one node (i.e., concept) links to the other associated nodes. Nodes with stronger links are located closer to one another in the network (Collins & Loftus, 1975). Therefore, an adequate method for brand memory network should be able to precisely observe the number and strength of nodes and links such total number of nodes or average strength of links. Nonetheless, there is a lack of adequate method for memory network.

Traditional measures of memory are related to the combined, not precise, effect of nodes and links. Free recall measures the production of a list of all information to which one is exposed without any retrieval cue (Eveland Jr., Cortese, Park, & Dunwoody, 2004; Grabe, Kamhawi, & Yegiyan, 2009). Cued recall was used in synergy studies such as Jin, Suh, and Donovan (2008b). It reflects how much information an individual stored in the memory relating to the retrieval cue (Eveland Jr., Cortese, et al., 2004; Grabe et al., 2009). Recognition shows the ability to pick the correct answer out of a list (Eveland Jr., Cortese, et al., 2004; Grabe et al., 2009; Lang, 2006). The dichotomous density measure developed by Eveland Jr., Cortese, et al. (2004) and Eveland Jr., Marton, and Seo (2004) asks participants to provide a list of topic-related concepts they freely recalled. These traditional measures of memory show the combined effect of the number of nodes, the number of links, and the strength of links of the brand memory network (French & Smith, 2013; Keller, 1993;

Krishnan, 1996).

Recent studies apply the image-based concept map technique to examine brand memory network (John, Loken, Kim, & Mong, 2006; Oakenfull & McCarthy, 2010). The concept map technique was originally developed by Novak and Gowin (1984) as an educational tool to help people learning how to learn more effectively. The technique was introduced by Joiner (1998) to the field of marketing. It has since been applied to various domains such as marketing strategy (Stillman, Hoang, Linton, Ritthiphakdee, & Trochim, 2008), segmentation (Carrillat, Riggle, Locander, Gebhardt, & Lee, 2009), and tourism marketing (Brandt, Mortanges, & Pahud, 2011; Ivanov, Illum, & Liang, 2010). It has also been applied to different product categories such as services, consumer durables, and non-profit organizations (French & Smith, 2013). The procedure, however, does not involve any brand messages. The scoring system also does not reflect the possible changes in memory network suggested in previous synergy studies (Lim, Ri, Egan, & Biocca, 2015; Voorveld, Neijens, & Smit, 2011).

Therefore, this paper aims to develop an effect-based concept map technique for synergy and empirically tests whether subsequent brand message changes memory network through the proposed effect-based concept map technique (Heckler et al., 2012; Keller, 1996; Moriarty, 1996). The study contributes to the marketing communication literature in following aspects: (1) articulating the relationship between synergy and memory network change on the basis of spreading activation and connected theories; (2) develop and validate the effect-based concept map technique; and (3) evidence memory network change resulting from synergy through the effect-based concept map technique.

# **A Study on the Formats of Carousel Ads on Instagram Using the Theory of Digital and Interactive Narrative**

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## **Abstract**

Under the trend of digital mobilization, applications with social community features have become the main battlefield of brand marketing due to the capability of direct contact with users and the characteristics of sharing real-time communication. Among the popular applications, Instagram has over five hundred million users worldwide. In September 2015, Instagram launched three advertisement features: image ads, video ads and carousel ads, providing brands to deliver their ideas and stories to the users through the purchase of ads and further display ads to target users more accurately based on the data analysis.

In the format of carousel ads, the limit of conveying the brand characteristics through mere five images with diverse expression styles and narrative structures has been a challenge to the advertisement producers. By adopting the theory of Digital and Interactive Narrative by Ryan (2001)<sup>1</sup> as the theoretical basis, this study used the content analysis method to analyze and summarize the formats of carousel ads, and further explored the image narrative characteristic of carousel ads to have a thorough understanding, hoping to be used as a reference for production with the image narrative focuses of carousel ads provided in this study.

**Keywords:** Instagram, carousel ads, format of advertising, interactive narrative

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<sup>1</sup> Ryan, M. L. (2001). *Narrative as virtual reality: Immersion and interactivity in literature and electronic media*. Baltimore, MD: Johns Hopkins University Press.

# **How Medium Type and Crisis Type Affected Crisis Communication in Enterprise Crisis**

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## **Abstract**

In the present paper, we conduct an experiment to contrast effects of medium and crisis type in enterprise crisis. The experiment had a 2 (crisis type: intentional vs. victim crisis)  $\times$  3 (media type: online newspaper vs. Weibo vs. Wechat) between-participants design. The research results indicate that: 1.intentional crisis resulted in a lower reputation and more secondary crisis reaction than victim crisis; 2.In intentional crisis condition, crisis communication via Weibo and Wechat lead to a higher reputation and less secondary crisis reactions than in newspaper condition; 3.In victim crisis condition, crisis communication via online newspaper lead to a higher reputation and less secondary crisis reactions than in social media condition;4.secondary crisis communication was higher in the newspaper condition than in social media condition in both crisis type.

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

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**Shujing Weng**

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## **Abstract**

This study focuses on Chinese voice in international opinion completion about Chinese corporations' overseas crisis. Applying the conceptual framework of "news-source involvement," this study tries to examine how foreign media select news sources in their reports about Chinese corporations' overseas crisis, and how the news sources selections affect Chinese corporations' image. Based on a content analysis of 268 news items, this study argues how to improve the Chinese corporations' overseas crisis communication through choosing the right speakers.

**Keywords:** overseas crisis communication, news sources, corporation image



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

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## **Abstract**

The style of visual identity and the symbol represent brand image of presidential candidate's in election. Thus, this research focus on "visual identity" design style change which influence the candidate's advertising style. Analysis of the presidential elections for the visual identity in 2000, 2004, 2008, 2012 and 2016. In addition, this study also analyses some of the visual identity of the mayor election which focus on visual identity in recent years.

The visual identity means a style of candidates in the whole election. The image presented by the candidate revealed the voters' preferences, the social atmosphere of Taiwan and the social values at that time. In this study, trying to figure out the social changes by studying the visual identity of campaign in Taiwan in recent years. For example, the three candidates' main vision of the presidential election in 2016 use the flat design, so they show a fresh feeling to voters, indicating that the voters want an enlightened president rather than conservative.

# **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**

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## **Abstract**

Intercultural Communication is a multi-structure, multi-level and multi-channel system, has been influenced by the interactive cognition of native culture and ‘the other’ culture. Through the analysis of the annual national survey data from the Collaborative Innovation Center on State Communication Strategy in 2015, this paper investigates the image of major European countries in the mind of Chinese public, in terms of cultural distance, intercultural awareness, intercultural experience and understanding. Under the background of global economic integration and the European refugee crisis, this paper also analyzes the strategies to improve intercultural understanding and communication from the perspective of the government, the public, media and culture.

# **Relationships. Communication. Net: Theoretical propositions on Public Relations Conception**

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## **Abstract**

This study focuses on the Nature of Conceptualization of Public Relations. Which is a complex concept of multi-level and multi-dimension, and it is the core content of the study of public relations theory.

Following the Gary Goertz ontology concept research path, this study put forward the public relations "three level concept for academic use": Public Communication, Public Relationships, Ecological Network. These three levels constitute three dimensions of public relations definition, formulating three research perspective: relationships perspective communication perspective and ecology perspective.

Relationships perspective focus on how organization build best relationships with stakeholders. In other words, people try to trust others or manipulate others in situation. Communication perspective tries to answer the question that how organization communicates. In their viewpoint, monologue and dialogue locate on a continuum of meaning. Process of public relations is a communicating process moving from monologue to dialogue. Ecology perspective concentrates on how ecology net of organization is influenced by public relations strategy and how these strategies impact organization-public-environment net. Basing on above, this paper proposed strategic wheel model of public relations, including four types of public relations strategy and six propositions.

As a result, this paper creatively developed "public relations strategy wheel model" and six theoretical propositions based Ontology of public relations.

# **The Building and Communication of China's National Image under the Media Agenda-Setting: A Case Study of APEC Meetings**

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## **Abstract**

China's comprehensive national strength has rapidly improved and became the world's second largest economy after 30 years of reform and opening up. But China's national image does not match the economic strength and a considerable degree of misreading and misunderstanding of China and other issues still exists in international community. In order to establish a national image to match our national strength, we need to master the news agenda and propagation characteristics of domestic and foreign media. The three APEC meetings after Xi Jinping served as president has been widely reported in the global media, which provide an important study opportunity on how agenda-setting influence the national image. This article selects 16 domestic and foreign media reports in the three APEC meetings since 2013 to 2015 and by comparing the data and content analysis of media's agenda to find out the achievement and inadequate results to propose solutions. On the one hand, we can learn from Western media reports and agenda-setting mode. On the other hand, we should strengthen the pertinence and initiatives of agenda-setting; develop international media cooperation to understand the international audience better as well as deepen the content of news for providing agenda-setting experience for the future APEC meeting and other major international meetings.

**Keywords:** National image; APEC; agenda-setting

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

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## **Abstract**

Recently, Facebook-based consumption communities (e.g., Facebook sale groups) have become prevalent in social commerce. These communities are helpful to facilitate a user's purchase behavior through his or her information exchange and social interaction with community members. So far, the social influence of Facebook consumption community has been less studied. Therefore, this study draws upon social influence theory and social media literature to investigate the effects of informational social influence, normative social influence, and social media engagement on users' continuance intention in Facebook-based consumption communities. The moderating effect of user experience is also examined.

After analyzing 290 user data collected from a famous Facebook sale group, the results showed that both informational social influence ( $\beta=0.19$ ) and normative social influence ( $\beta=0.32$ ) had positive effects on social media engagement, respectively ( $p < 0.01$ ), which in turn to affect continuance intention positively ( $\beta=0.49$ ,  $p < 0.01$ ). This study also found that these relationships were dependent on the extent of user experience. Finally, this study provides social media managers with several marketing implications for effective social commerce.

# **Study on the Influence of Drawing Element in Advertising of Luxuries (a Case Analysis on the Print Ads of 2014 Collection of Hermes)**

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## **Abstract**

The advertising content improves gradually along with the development of the social media and the aesthetic demands of the public. The high-level brands begin to introduce the elements of the literature and art, and the original symbol where the directivity is simple and definite has not met the public's aesthetic demands yet. Numerous high-level brands start to attach the artists or the value of the artwork to their own brands. In this study, painting elements will be brought into the consideration of plane advertisement of luxuries, and analyze the visual connotation of luxuries' advertisement by the prospective of Codes and Images. Hermes, whose painting element is regarded as the brand logo, is a representative. Among the published advertisements of Hermes, the advertising pictures of the 2014 Spring-summer and Autumn-winter series was a good sample for its painting element applied. There are several research methods being used in my study, they are literature review, image deconstruction and interview method. Lastly, a brief future trend analysis will be discussed in the end of this article.

**Keywords:** Hermes, Advertising, Painting, Luxury brands, Visual images

# Online Engagement in Health Fitness Learning: Exploring the Social Utility of Facebook for Health Communication

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## Abstract

This paper presents an exploratory study of social media intervention to enhance college students' learning of health fitness. The purpose of the current study is to investigate how Facebook may facilitate online engagement in learning and knowledge construction. The study composes a part of the joint research project - "A cross-cultural study of physical fitness: exploring knowledge construction from a social networking perspective," funded by the Ministry of Science and Technology of the Republic of China, Taiwan.

Facebook is one of the most popular platforms for online social networking in Taiwan. According to its self-proclaimed description, Facebook is defined as "a social utility that helps people share information and communicate more efficiently with their friends, family, and coworkers" (facebook.com). Its application in higher education and learning is researched and well-documented<sup>1</sup>. Studies show that the social utility of Facebook is best utilized in social interaction and relationship management online.

Consequently, Facebook encourages participants of the online learning community to interact and engage, to communicate, collaborate and share. Its online social networking environment provides opportunities to strengthen the participants' sense of learning community and help develop learning competence.

A core premise of utilizing social media for learning purpose lies in the social interaction generated in a social networking environment. Garrison, Anderson, and Archer<sup>2</sup> and colleagues have long studied communication and technology in higher education and proposed the Community of Inquiry (CoI) framework. Rather than taking an interest in

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<sup>1</sup> Kabilan, M. K., Ahmad, N. & Abidin, M. J. Z. (2010). Facebook: An online environment for learning of English in institutions of higher education? *Internet and Higher Education*, 13 (2010), 179–187.; Mazman, S. G. & Usluel, Y. K. (2010). Modeling educational usage of Facebook, *Computers & Education*, 55(2010), 444-453.

<sup>2</sup>Garrison, D. R., Anderson, T. & Archer, W. (2000). Critical inquiry in a text-based environment: Computer conferencing in higher education, *Internet and Higher Education*, 2(2–3), 87–105.; Garrison, D. R., Anderson, T. & Archer, W. (2010). The first decade of the community of inquiry framework: A retrospective, *Internet and Higher Education*, 13, 5- 9.

learning outcomes, the CoI framework focuses on the learning process that is defined as a sense-making process and critical to knowledge construction.<sup>3</sup> The CoI consists in three interrelated and overlapping presence elements: cognitive presence, social presence, and teaching presence. Studies about online learning have shown a robust interrelationship between social and cognitive presence<sup>4</sup>. Evidence indicates that social presence is positively related to cognitive presence, and the relationship held independently from the effect of teaching presence.

In the CoI framework, social presence is defined as the degree to which participants in an online learning community feel affectively connected to one another. It involves a process of maintaining relationships, engaging in meaningful communication, and identify with the learning community. Being characterized as such, social presence is contingent upon the components of emotional expressions, open communication and group cohesion.<sup>5</sup>

Emotional expression, referred as interpersonal communication in the context of inquiry community, serves specifically as the foundation for the learning community.

Open communication requires mutual and courteous communication between and among participants, and group cohesion demands a sense of community and belonging. Social interactions and relationships play a significant role in communication and group cohesion, which thus contribute to the enhancement of social presence and are meaningful and beneficial for learning and knowledge construction.

Cognitive presence is defined as the degree to which participants in an online learning environment can construct and validate meaning based on critical and continuous communication and thinking<sup>6</sup>. Based on the CoI framework, cognitive presence is a problem-solving process, comprising an iterative and cyclical move through a triggering event presenting problem, exploration of ideas, integration, and resolution phases. In other words, learning is a series of cognitive efforts that demand the participants to be actively engaged in the subject to be learned. Participants' engagement in online learning should

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<sup>3</sup> Akyol, Z. & Garrison, D. R. (2011). Assessing metacognition in an online community of inquiry, *Internet and Higher Education*, 14, 183-190.; Swan, K., Garrison, D. R., & Richardson, J. (2009). A constructivist approach to online learning: The community of inquiry framework, In C. R. Payne (Ed.) *Information technology and constructivism in higher education: Progressive learning frameworks*. Hershey, PA: IGI Global.

<sup>4</sup> Kozan, K. & Richardson, J. C. (2014). Interrelationships between and among social, teaching and cognitive presence, *Internet and Higher Education*, 21, 68-73.; Lee, S. (2014). The relationships between higher order thinking skills, cognitive density, and social presence in online learning, *Internet and Higher Education*, 21, 41-52.

<sup>5</sup> Garrison, D. R., Anderson, T. & Archer, W. (2000). Critical inquiry in a text-based environment: Computer conferencing in higher education, *Internet and Higher Education*, 2(2-3), 87-105.

<sup>6</sup> Garrison, D. R., Anderson, T. & Archer, W. (2000). Critical inquiry in a text-based environment: Computer conferencing in higher education, *Internet and Higher Education*, 2(2-3), 87-105.



produce interactive experiences between the participants and the subject to be taught, and other members of the online learning community<sup>7</sup>. Brodie, Hollebeek, Juric, and Ilic<sup>8</sup> argue that participant (customer) engagement is experiential as the participant immerses in topic-related, context-specific interactions. In line with the proposition stated above, interactive experiences of online learning should be formed and characterized by specific cognitive, emotional and behavioral activities.

The purpose of the current study is twofold: (1) to examine the influence of Facebook social interaction on learning and knowledge construction, and (2) to focus on the learning process of health fitness by observing participants' online engagement, including cognitive, emotional and behavioral activities. Based on the framework of CoI, the current study created a Facebook page for health fitness education intervention. The study adopted a field experiment and administered to freshmen of Shih Hsin University (at the time of execution). The method selected was qualitative research methodology, which was to analyze the student participants' posts and online activities by using NVIVO software. The study expects to draw implications relating the social utility of Facebook to online learning engagement and knowledge construction.

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<sup>7</sup> Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis, *Journal of Business Research*, 66, 105-114.

<sup>8</sup> Brodie, R. J., Hollebeek, L. D., Juric, B., and Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research, *Journal of Service Research*, 14 (3), 252-271.

# **Social Media as Crisis Mobilizer in China-Hong Kong Dispute: Revisiting Crisis Communication in Online Confrontations against Profit-making Organizations**

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## **Abstract**

Much literature has demonstrated the role of social media as crisis mobilizer in organizing social and political collective actions (e.g. Bennet & Segerberg, 2012<sup>1</sup>). Initiators call for large- scale support from the non-traditional protestors, marking a paradigm shift for the mobilization of oppositional events. Leverage of the Internet has brought us into an era that online mobilized confrontational crises can happen at lower cost, shared responsibility, easier resource mobilization, resulting in unprecedented larger scale. In particular to postcolonial Hong Kong after handover to China, the rise of online mobilization was echoed with the growing number of public demonstration and sit-ins from 1,900 in year 2005 to 6,818 in year 2015 in Hong Kong (Public Order Event Statistics, 2015<sup>2</sup>). At the political level, the 2014 Umbrella Movement sparked off online mobilized social movement that urges the Hong Kong government to call off the electoral reform. At the social level, the 2015 Yuen Long Retrocession was the recent online mobilized campaigns turning into offline protests against mainland Chinese parallel traders. On the organizational level, the Dolce & Gabbana photo fiasco and Laneige's discriminative sales incident in Hong Kong highlighted the mobilizers' use of the social media to spread the company's discriminatory treatment towards local citizens over Mainlanders, putting organizations' reputation at risk.

Despite the popularity of social media used as mobilizing tool during large-scale confrontation, scholars remain inconclusive on its role and effect. Although some research remains conservative on online mobilization as a complement rather than a substitute for traditional social movement, emerging studies empirically argued that recent netizen mobilized confrontations were unprecedented at size, organization, and participation, made

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<sup>1</sup> Bennett, W. L., & Segerberg, A. (2012). The logic of connective action: Digital media and the personalization of contentious politics. *Information, Communication & Society*, 15(5), 739-768.

<sup>2</sup> Public Order Event Statistics (2015). Retrieved March 3, 2015 from The Government of the Hong Kong Special Administrative Region, Hong Kong Police Force Web site: [http://www.police.gov.hk/ppp\\_en/09\\_statistics/poes.html](http://www.police.gov.hk/ppp_en/09_statistics/poes.html)

possible only because of the rise of social media. Additionally, majority of the current literature focus primarily on online mobilization at political and social levels, online mobilized confrontation crisis specific to organizational level is rarely studied. Specifically addressing the above research gaps, this study examines the evolvement and closure of online mobilized confrontation against profit-making organizations, a context that is under-examined yet of theoretical implications.

Several important theories in organizational crisis communication and management have stressed that confrontational crises threaten an organizations' reputation. Many scholars highlighted that Concession Crisis Communication Strategy (CCS) and form of crisis response is symbolic resource that crisis managers can employ (Coombs, 1999<sup>3</sup>; Huang, 2008<sup>4</sup>). However, the conditions under when and how the concession crisis communication strategies should be used remain unexplored. Additionally, existing CCS and form of crisis response focus on a single organizational perspective, the logical bridge between organizational crisis communication, news media, and netizens evaluation remained unclear. The traditional evaluation measured by amount and tone of news coverage and online comments only reflect post strategy opinion formation rather than specific effectiveness in actual prevention on online mobilization in confrontation rises.

Against this background, the present study conceptualizes a revisited organizational crisis communication framework with integration of Conditions for Organizational Strategy Use, Concession CCS, and Form of Crisis Response. The concept of Perceived Degree of Crisis Responsibility Taking is proposed to fill the current research gap by explaining how news media and netizens evaluate after organizational strategy and before moving on to the opinion formation and online mobilization. This study mainly explores: How does the use of concession CCS and form of crisis response constitutes a positive degree of perceived crisis responsibility taking as assumed? Under what conditions is the use of organizational concession effective in preventing negative media and negative tone and online mobilization? Adopting triangulation of content analysis and in-depth interviews, two comparative cases were chosen about netizens mobilizing online against profit-making brands: Dolce & Gabbana photo fiasco and Laneige's discriminative sales incident, both accused of discrimination against local HK citizens over Mainland tourists. This study first contributes with an enhanced organizational crisis communication framework incorporating the

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<sup>3</sup> Coombs, W. T. (1999). Information and compassion in crisis responses: A test of their effects. *Journal of Public Relations Research*, 11(2), 125-142.

<sup>4</sup> Huang, Y. H. (2008). Trust and relational commitment in corporate crises: the effects of crisis communicative strategy and form of crisis response. *Journal of public relations research*, 20(3), 297-327.

condition of concession CCS use and proposed concept of perceived degree of crisis responsibility in online mobilized confrontation crises. Secondly, the present study suggests the relative significance between concession CCS and form of crisis response, and their relationship with perceived degree of crisis responsibility taking and the multi-dimensional crisis outcome. Lastly, this study addresses practical importance of the contextual sensitivity to organization crisis managers to work in postcolonial or multi-cultural society.

**Keywords:** social media, online mobilization, confrontational crisis, crisis communication, concession strategy

# **Respecting Animal Life VS Defending Dietetic Tradition: Confrontation Crisis in Yulin Dog Meat Festival in China and the Evolution Research of the Legitimacy Strategy of Its' Stakeholders**

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## **Abstract**

In the southwest of China, local residents have a traditional diet of eating dog meat for health in the summer, which has been followed by nearly 1000 years. The Dog Meat Festival in Yulin (DMFY), Guangxi Province of China, which is held at the end of June each year, is a representative of this traditional dietary habit. However, as China integrates into the global society, the value of animal protection has begun to spread among some social organizations and the public. DMFY began to be concerned and opposed by domestic animal protection organizations in China in 2011, which has triggered the confrontation crisis between respecting animal life and defending traditional diet custom. Local government, catering proprietors and animal protection activists (organizations) as well as their stakeholders have spread their positions' legitimacy in the crisis. This article adopts longitudinal case study methods, continuously tracking this confrontation crisis for 6 years (2011-2016). Through the application of legitimacy theory this study describes and analyzes different evolution processes of distinct stakeholders' strategies, as well as the role of the government in the crisis, in an attempt to reveal China's social communication features under the background of the conflict between universal values and Chinese dietetic

traditions.

**Keywords:** legitimacy theory, Yulin dog meat festival (DMFY), confrontation crisis, value conflict

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

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## **Abstract**

Nostalgia is a common advertising appeal, the effectiveness has been confirmed in previous studies. In addition to the effect of advertising appeal itself, how does the consumer's own affective state influence advertising effectiveness? Building from previous socio-psychological and nostalgia-based research findings, one empirical study was conducted. Employing different experimental priming procedures and advertising treatments, study employed a 2 (primed affective state: positive versus negative)×2 (ad appeal: nostalgic versus non-nostalgic) between-subjects factorial design, dependent variables for the studies included ad-evoked , brand attitudes and purchase intentions, the present study examines the moderating role of consumer affective state on individuals' responses to nostalgic and non-nostalgic advertising. Consistent with hypothesized expectations, the study findings indicate that when consumers are in a positive affective state they respond more favorably (i.e., report more positive memories and favorable purchase intentions) to nostalgic (versus non-nostalgic) ads. In contrast, one's negative affective state appears to play a limited role in affecting responses between ad types. The theoretical implications of these findings as they relate to nostalgic advertising effects are discussed, and recommendations for advertising practitioners are offered.

**Keywords:** Consumer Affective State, Nostalgic Advertising, Moderate

# **The Dissenter Activist's Media Strategy and Its Impacts In The Process Of Self-Empowerment: Based on a Case Study on Inland Nuclear Power Policy Disputes in China**

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## **Abstract**

One of frequently discussed issue in stakeholder management has been how to identify and evaluate the importance and salience of stakeholders, but the question of how stakeholders build up and strengthen their importance and salience to the managers by using public communication strategies has been an ignorance among the existing literature. The author tries to explore into the inland nuclear power disputes in China over the past five years and analyses how dissenters activist transformed from stakeholders neglected to salient ones who decision makers could afford to neglect, even the key opinion leaders in the inland nuclear disputes in China.

More specifically, while using stakeholder salience framework as analytical tool and with case study, text analysis, and content analysis as the main research methods, this paper examines the media strategies and their social impacts by “Wang Jiang Si Lao” who are regarded as the most prominent activists in inland nuclear disputes in China, in particular this paper try to dissect how they use traditional and social media to earn social visibility and social influence among government agencies of different level, news media, and grassroots activists.

**Keywords:** Dissent Activist; Media Strategy; Self-empowerment; Social Impacts



# **Theoretical Analysis on the “Media Event”**

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## **Abstract**

This article revisits the notion of “media event” by defining the meaning of the concept and tracing comprehensively the development of its theories as well as research traditions in the context of academic terrain. The first section investigates the original and theoretical constellations of the “media event”. It argues there are two traditions of media events research. One of them came from Daniel Dayan and Elihu Katz’s classic research which mainly shed lights on the media representation of momentous historical events and their social impacts. In other words, it is the study on ritual communication of significant historical events which leads the classic communication research to focus on mass persuasion towards a new paradigm of cultural studies. The other tradition was derived from Daniel Boorstin’s “pseudo events” which was later addressed by Wilbur Schramm as a neutral tone word “media event”. This tradition was developed by Public Relations (PR) scholars and eventually forged into “media events planning” in PR practices; the planning of “media events” closely relates to journalistic practices. Section two demonstrates the

rationality and limits of media events planning. It specifically analyzes the differences between media events planning and the planning of news report from the perspective of PR, thereby explains the rationality of media events planning, and points out the ambivalent and competitive relation between media events planning and the objectivity rules of the press. The third section further analyzes media events planning and the concept of “media event” from the perspective of new media environment. It argues that it is theoretically incorrect to include the “new media event” into Dayan and Katz’s classic theory of media events, since the “internet public event” is a more precise notion than “new media event”. Therefore, Jürgen Habermas’s theory of public sphere and the public character of mass media should be adopted as theoretical framework for media events studies. The media events planning in context of new media environment foregrounds the news making on social media, emphasizing and amplifying the entertaining factors rather than public interests. This is prone to result in commercial sensationalization and even unfair competitions. Therefore, it is indispensable and urgent to foreground the media ethic of PR practices, particularly for media events planning in new media environment.

**Keywords:** media event, pseudo event, the planning of journalism, media events planning, new media event

# **Public Relation Communication of Advertisers in the Digital Era**

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## **Abstract:**

In the fiercely competitive market, advertisers' marketing communication investment kept going down, and the effect of media advertising has been weakening. For these reasons, public relation(PR) communication is becoming more and more remarkable for advertisers to construct the brand image and create the brand values so that PR communication investment has been rising steadily. In the digital era, PR communication is confronted with challenges from the accelerating social transformation, the rise of public power and the violent change of media environment, which also changes the constituent elements of traditional public relation.

This report depicts the status of PR communication operation of advertiser and PR market, led by 5W communication model, settled in the impact of digitalization on traditional PR communication elements which include aspects of organization, communication contents, communication channels, audiences and communication effects. Then, basing on the challenges of marketing communication in digital era, the major changes of digitalized PR communication strategies are concluded in this report, which are the consumer demand orientation, strategies integration orientation and marketing effectiveness orientation. In the digital age, advertisers become more independent on content creation instead of relying on agency. Simply conducting PR campaigns has been

replaced by integrating the communicating resources. Advertisers prefer to use earned media rather than paid media. This report is going to identify the advertisers' confusions on content creation, marketing pattern and media channel usage. At last, this report analyzes and prospects the future challenges and trends of PR communication to have an insight into the changes and development of PR market and to enrich the content and expansion of PR communication, ends with planning the developing route and indicating the future direction of PR communication. This report is basing on the qualitative researches on representative advertisers and PR agencies in Chinese market by using empirical studies.

**Keywords:** Advertiser, Public relation communication, The digital era

# **Study on the construction of Network governance model in the "Internet plus" era**

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## **Abstract**

"Internet plus" era, to strengthen the network management, we must build a scientific, rigorous network governance model. we must first clear the network governance and their respective responsibilities, take the main government under the leadership of the cooperative governance mode; must establish and perfect network management system, including legal system, network management system, technology the management system and operation mechanism.

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

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## **Abstract**

Social media have been increasingly prominent in international marketing and communication scene. Marketers and communicators are very eager to explore some effective ways to communicate with target audience with the help of social media. This article aims to propose a conceptual framework for the communication model of WeChat, one of the widely-used social media vehicles with instant messaging function in mainland China, and to recommend some feasible message solutions about how to do WeChat marketing in mainland China by the case study of how Hong Kong Trade Development Council employs WeChat marketing to enhance its brand awareness and improve the target audience's commitment to the brand in mainland China.

## **Defining PR: An Elemental Interactive Model**

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### **Abstract**

This paper examines the essence of public relations. The author uses the core elements of public relations and various elements involved in the hierarchy to construct a public relations research model.

The author states that public relations refer to “when an organization uses effective communication medium to influence stakeholders, in order to build the organization’s image and improve the organization’s reputation.” The four core elements of public relations include “organization”, “communication medium”, “stakeholder” and “influence”, and have different levels of meanings. In the process of communication, these elements perform continuous interaction and transformation.

The author believes stakeholders demand is the center of public relations research. Using country, city, corporation and university as example, to examine the subject characteristics and the demand of its stakeholders at different hierarchy; “A model which elements interact” was proposed, revealing the importance of public relations in image building and reputation management.

# **The “Discourse Cracking” between Official Media and Public Receiver: An Empirical Research Based on SNOWDEN EVENT**

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## **Abstract**

In the period of time characterized with high presence of new media, the influential impact of media is not only demonstrated on the diplomacy between countries but also motivate the public to participate in the international affairs. Foreign public has become one of the main targets of national diplomacy. Meanwhile, the internal public is able to make use of media to communicate with governors, which plays an important role of diplomacy policy making.

Nevertheless, there are rare empirical researches on the reaction of public in the media diplomacy. This thesis combines content analysis and textual analysis, explore the messages of 11 State-control national medias and 1 local media in Xinlang Micro Blog as well as the famous political forum named KaiDi Shequ. Eventually, we find out that a distinguished crack appeared between official and public discourses. “Agenda contestation”, “adversarial coding”, “discourse conflict”, “source management” and “counter position” are the four main strategies the public use to fight against the official discourse. In both practical and theoretical speaking, the public usage of new media results in the complexity of media diplomacy, comparing with the previous eras.

**Keywords:** Receiver analysis, media diplomacy, crack, official discourse, public discourse



# **Developing CSR through Servant-Leadership**

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## **Abstract**

Greater China's strong engagement in the global market brings with it increasing pressure for its organisations to perform, compete, and significantly advance national economic progress and growth. Sustaining long-term organisational stability in this context is becoming a significant business challenge. Where once maximising quality and performance of product or service was the cornerstone of organisational success in a global market, a complex mix of factors – both within, and external to the organisation's operating environment – now dictate organisational success. Significantly, Corporate Social Responsibility (CSR) has emerged as a strong platform for building organisational competitiveness and robustness.

Despite the significant contributions that organisations make through CSR, the continuing corporatisation of CSR has resulted in a narrowing toward a profit-gaining, often compliant- driven, focus for the organisation. The strategic orientation of contemporary CSR programs – designed to secure support needed to achieve organisational ends – has generated skepticism about the motives of organisations for making socially responsible contributions. Even where organisational CSR efforts exceed regulations, industry requirements, and community expectations, significant questions are raised as to the authenticity of organisational CSR commitments.

In the essay *The Institution as Servant*, Robert Greenleaf puts forward the view that organisations play a pivotal role in building a good society. Servant-leadership places focus on advancing the capacity of organisations to authentically and transparently care and perform as servant - an emphasis which is yet unexplored significantly in the scholarly work on the development of CSR in organisations. Greenleaf's work has continued to expand in its influence and impact, creating a 'quiet revolution' globally as organisations have discovered the power of releasing new regenerative forces operating within them to work to create a better society.

In this paper, the CSR journey of selected organisations is analysed in order to identify

critical markers of the institution as servant approach in the story of these organisations. Findings indicate that a servant-leadership approach has not only improved the caring and quality of these organisations, but has also firmly established them as successful, well-respected and embraced contributors and members of their communities.

# **How Social Marketing Changes and Will Change Strategic Communication?**

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## **Abstract**

Social marketing has emerged as an important area of study for both practitioners and researchers, reflecting the strategic communication-related problems to be solved in contemporary business organizations. This summary of how social marketing makes strategic communication a difference provides a framework to figure out the status and the trends of both social marketing and strategic communication.

In these years, social marketing has brought some changes to strategic communication. The social KOL (Key Opinion Leader), who is more like media having great influence to audience, is firstly to be regarded as PR channel, but it turns out to be both Ad & PR channel at the same time in practice. This phenomenon ties Advertising and Public Relations together and makes integrated marketing really possible.

With the great influence of social marketing, marketers pay more attention to people rather than media channel and the communication model changes. The traditional AIDA Model (Attention, Interest, Desire, Action) is a “filter”: each chance of conversion means as well as losing consumers at the same time, the base of consumers gets fewer in this flow. Social market has a new model, like a ripple: each person can be a dissemination node and there is no end of a flow. According to all the changes above, the future of social marketing and strategic communication can be seen. Firstly, social marketing will take more roles in strategic communication, not only PR and advertising, but also sales. Secondly, as everyone is a dissemination node, everyone will be a medium as well as a brand. As a result, the social communicating burden of people makes both marketers and consumers suffer, there is a good chance that big data will help to solve the problem. The biggest change is: data was and is serving marketing strategy, but it will be the prior purpose of strategic communication.

# What Hong Kong People Are Complaining about Advertising?

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## Abstract

### Background:

Hong Kong's advertising management system combines aspects of governmental regulation with industry self-regulation<sup>1</sup>, and has a laissez-faire approach to the advertising industry within business environment<sup>2</sup>. When an individual (as a member of the public) perceives a problem in advertising<sup>3</sup>, s/he may lodge a complaint. However, on the other hand, advertisers are under comparatively high pressure to reach its potential customers under the changed advertising environment with issues like media fragmentation<sup>4</sup>, the explosion of new media<sup>5</sup>, and fierce competitions in the market<sup>6</sup>. Some advertisers may opt for using advertising puff<sup>7</sup>, exaggerated claims<sup>8</sup>, and even substantial social issues to sell something trivial (Centaur, 2002) in their advertising message conveying process.

These advertisements might be deemed as misleading to average consumers; inappropriate to some socially conscious consumers<sup>9</sup>, whose reaction to complaints of the advertisement from a point of being angry and confused<sup>10</sup>, or from a sense of social responsibility. Day<sup>11</sup> suggests that consumer dissatisfaction acts as a trigger from which the consumer finds the voice to act on their feeling of dissonance.

### Purpose and Method

The purpose of this study is to investigate and form a comprehensive review of

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<sup>1</sup> Shaver, M. A., & An, S. (2014). The global advertising regulation handbook. Routledge.

<sup>2</sup> Chan, K. (2006). Advertising and Hong Kong Society. Chinese University Press.

<sup>3</sup> Lawson, R. W. (1985). An analysis of complaints about advertising. International Journal of Advertising, 4(4), 279-295.

<sup>4</sup> Douglas, T. (2002). The case for the self-regulation of broadcast advertising-on the ASA model-is persuasive. MARKETING WEEK, 17-18.

<sup>5</sup> Petty, R.D. (1992). The Impact of Advertising Law on Business and Public Policy. Westport, OT; London: Quorum Books

<sup>6</sup> Phillips, A. (2013). Journalism, ethics and the impact of competition. In Ethics of Media (pp. 255-270). Palgrave Macmillan UK.

<sup>7</sup> Lawson, R. W. (1985). An analysis of complaints about advertising. International Journal of Advertising, 4(4), 279-295.

<sup>8</sup> Greyser, S. A. (1972). ADVERTISING-ATTACKS AND COUNTERS. Harvard Business Review, 50(2), 22.

<sup>9</sup> Anderson W.T. Jr. and Cunningham W.H. (1972) - The Socially Conscious Consumer. Journal of Marketing, vol. 36, no. 3, July, pp.23-31.

<sup>10</sup> Dillard, C. (2004). False Advertising, Animals, and Ethical Consumption. Animal Law Review, 10,25.

<sup>11</sup> Day, R.L. (1980), "Research perspectives on consumer complaining behaviour", in Lamb, C. and Dunne, P. (Eds), Theoretical Developments in Marketing, American Marketing Association, Chicago, IL. pp.211-15.

complaints cases, procedures and regulations towards advertising in free broadcasting channels reported by Communication Authority (CA) in Hong Kong during 2014-15. Since CA is well-known by public regarding as one of the Governmental regulations body, and it issues code of practice for Hong Kong Advertising industry which they must comply. In 2014 and 2015, under the delegated authority of the Communication Authority, the Director-General of Communications (“DG Com”) dealt with 54 advertising-related cases of dissatisfaction, among which 15 cases were ad-related aired on TV and 4 cases were radio advertisements. The remaining 39 cases were television programmes, weather report and others. Content analysis of cases reported by CA are used among the context of complaints in order to find out commonality and pattern of what Hong Kong people are complaining about during the mentioned time-frame.

### **CA Complaint cases review**

In 2014 to 2015, the 15 advertising-related substantiated complaints reported and dealt with by CA. Most cases were related to indirect advertising (63%) within programme contents and extensive display of sponsorship material (6%). Some cases were related to misleading claims (19%) with the TVC and inappropriate presentation of children (13%). Furthermore, ad-related complaints by type of programme are Entertainment (33%), Advertisement (27%), Cooking (13%), Drama (13%), Cartoon (7%) and Tech and Gaming (7%). As a result of these, the Authority imposed a financial penalty, warnings, and advices to the relevant parties.

### **Conclusion and limitation**

In conclusion, official advertising complaint cases were not too serious compared to other countries such as Europe and US. Majority of the complaints lodged in Hong Kong within 2014 and 2015 are related to categories defined earlier as misleadingness and some on advertising to children. However, the complaint cases figures filed might not be able to reflect the true situation due to the radical transformation of our communication channels. New technologies and platforms emerged. The face and form of advertising is, at the same time, experiencing unprecedented changes. Expansion of new communication technologies and social platforms has enabled a more accurate and efficient matching between consumers and advertisers. As a result, children and teenagers, being the new users to the new media, may fall prey to the advertisers with less honorable intentions. Advertisers use online data of consumers to capture the market trend. This has heightened the concern of consumers’ privacy and put the advertising industry as well as the society in peril.

Furthermore, the absent legislations or regulations for online media may induce some advertisers to derive the short term benefit of the consumers at the expense of the long term benefit of the blooming industry. Online legislation shall be proposed to insure the consumers' welfare on the internet. In short, an extensive ASR program development would help to protect public, competitors, and ad industry<sup>12</sup>. Therefore, complaints can be channeled, organized and handled.

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<sup>12</sup> Harker, D. (1998). Achieving acceptable advertising: an analysis of advertising regulation in five countries. *International Marketing Review*, 15(2), 101-118.

# **A Formative Research for Designing Evidence-Based Adherence Promotion Campaigns for Patients on Peritoneal Dialysis**

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## **Abstract**

Non adherence to hand hygiene and aseptic regimen, dialysis environment guidelines, and catheter and exit-site care guide lines are risk factors of peritonitis. However, little is known about the psychosocial factors that account for the non adherent behavior of patients undergoing peritoneal dialysis (PD). Applying the health belief model, this study seeks to enhance the understanding of psychosocial influences on patients' non adherent behavior to the three regimen components. Through referrals by seven Hong Kong renal patient support groups, we surveyed patients undergoing PD treatment. A total of 244 Hong Kong PD patients completed the questionnaires. About 90% of the patients reported no deviation from catheter and exit-site care guidelines. However, the non adherence rates of hand hygiene and aseptic regimen and of dialysis environment guidelines were 30.3% and 23%, respectively. Longer time on PD treatment and lower family monthly income were associated with non adherence to dialysis environment guidelines. Employed patients

tended toward non adherence to catheter and exit-site care guidelines twice as much as unemployed patients. Of the five health beliefs, perceived benefits, perceived barriers, and efficacy belief were significant predictors of non adherence to the three regimen components. The findings of this study inform the design of intervention to change patients' behavior in regimen non adherence for preventing peritonitis. To identify the target audience for adherence intervention based on the three-regimen component, the results suggest dividing patients into subgroups according to their socio-demographic background. To foster behavioral change, health communicators should address patients' health beliefs when formulating intervention strategies.

**Keywords:** Patient non adherence, Psycho-socialfactors, Health belief model; Health care, Intervention, Peritoneal dialysis, Health promotion, Patient education



# How Trust Mediates Social Networking Engagement to Electronic Word of Mouth: Evidence from China

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## Abstract

Social networking sites (SNS) offer brands the ability to spread positive electronic Word of Mouth (eWOM) for the purposes of building awareness and acquiring new customers. Today, the sharp growth in the number of mobile registers and the social connecting potential that facilitated by mobile technology<sup>1</sup> and particularly, by mobile social networking applications (MSNAs)<sup>23</sup> have attracted considerable marketing resources in encouraging eWOM. China, with the world's largest smartphone population and fast-growing marketing opportunities, presents an ideal context for investigations on WOM<sup>4</sup>. More precisely, in the emerging Chinese market, mobile social networking applications, such as WeChat, have exceeded traditional computer-based SNSs (e.g. QQ, Renren.com, and Kaixin.com) and have recently emerged as the most influential channels for social networking and information exchange<sup>5</sup>. WeChat is not merely a mobile instant texting and voice messaging communication service as previous research focused<sup>6</sup>. Specific social networking functions such as “friending”, picture and location sharing, news feed posting, and group chatting, allow WeChat users to connect simultaneously<sup>7</sup> and therefore create a phenomenon of “perpetual contact” as called by Katz & Aakhus (2002). It is no

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<sup>1</sup> Humphreys, L. (2007). Mobile social networks and social practice: A case study of Dodgeball. *Journal of Computer-Mediated Communication*, 13(1), 341-360.

<sup>2</sup> Salehan, M., & Negahban, A. (2013). Social networking on smartphones: when mobile phones become addictive. *Computers in Human Behavior*, 29(6), 2632- 2639.

<sup>3</sup> Kaplan, A. M. (2012). If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. *Business horizons*, 55(2), 129-139.

<sup>4</sup> Chu, S. C., & Choi, S. M. (2011). Electronic word-of-mouth in social networking sites: a cross-cultural study of the United States and China. *Journal of Global Marketing*, 24(3), 263-281.

<sup>5</sup> CNNIC (2014). The 33rd Statistical Report on Internet Development in China. Retrieved from: <http://www1.cnnic.cn/IDR/ReportDownloads/201404/U020140417607531610855.pdf>

<sup>6</sup> Lien, C. H., & Cao, Y. (2014). Examining WeChat users' motivations, trust, attitudes, and positive word-of-mouth: Evidence from China. *Computers in Human Behavior*, 41, 104-111.

<sup>7</sup> Zhou, T., & Li, H. (2014). Understanding mobile SNS continuance usage in China from the perspectives of social influence and privacy concern. *Computers in Human Behavior*, 37, 283-289.

wonder that more and more global brands (such as Uber, Durex, Pizza Hut) adopt WeChat to engage Chinese consumers.

As more and more consumers adopt MSNAs to exchange information about particular products/services, rigorous investigation of the determinants that impact consumers' eWOM via MSNAs is becoming critical. Although a growing body of literature has shown that trust is positively related to eWOM<sup>8 9 10 11 12</sup>, most research has focused on one single trust construct and few have examined whether different constructs of trust may have differential implications for eWOM. As importantly, there has been a striking lack of research on MSNAs engagement and most research has focused on web-based social networking sites such as Facebook or Twitter<sup>13</sup>. This study aims to fill these gaps by examining how the engagement of a particular mobile-based social networking application, WeChat, relates to trust and eWOM. Specifically, two conceptual models that identify "trust in contacts" as an important mediator of the effects of social trust and MSNAs engagement on consumers' pass-along and opinion-seeking behaviors, respectively, were developed and tested. A self-administrated online survey of Chinese WeChat users (N=322) is conducted within a pure context (i.e. WeChat), adding incremental value to the findings given the contextual feature of the "trust in contacts" concept. Structural equation modeling was employed to verify and validate the research model. The outcomes confirm the path effects showing that social trust and MSNAs engagement positively influence trust in contacts and trust in contacts significantly affect opinion-seeking and pass-along behaviors. The research results shed light on the centrality of trust building in the context of online social marketing.

**Keywords:** social trust, network trust, WeChat, mobile social networking application, pass-along

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<sup>8</sup> Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *The journal of marketing*, 20-38.

<sup>9</sup> Gremler, D. D., Gwinner, K. P., & Brown, S. W. (2001). Generating positive word-of-mouth communication through customer-employee relationships. *International Journal of Service Industry Management*, 12(1), 44-59.

<sup>10</sup> De Matos, C. A., & Rossi, C. A. V. (2008). Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators. *Journal of the Academy of Marketing Science*, 36(4), 578-596.

<sup>11</sup> Ranaweera, C., & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. *Journal of Targeting, Measurement and Analysis for marketing*, 12(1), 82-90.

<sup>12</sup> Sichtmann, C. (2007). An analysis of antecedents and consequences of trust in a corporate brand. *European Journal of Marketing*, 41(9/10), 999-1015.

<sup>13</sup> Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75.

# **The Analysis on the Overseas Communication of Chinese TV Serials and National Image Construction**

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## **Abstract**

In the context of communication globalization, a good TV serial can be an important carrier of national image. Of the "overseas communication" strategy, Chinese TV serials construct national image from traditional culture, national spirit ethos, family ethics and other perspectives and have made some breakthrough in quality and quantity, but the image's influence is very limited due to the lack of the core values and cultural consciousness. Only based on the contemporary reality, achieving integration of national culture and modern expression, international perspective, showing the Chinese mainstream values, can China's national image gain wider international recognition.

**Keywords:** TV serial, overseas communication, national image, core values, cultural consciousness

# **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)**

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## **Abstract**

At present, the research on social protest is either focused on emotion or focused on rationality, and not too much research has taken a comprehensive contingency analysis on rationality and emotion into consideration. In the research methods, a lot of research concentrates on the case description and text analysis, and comprehensive analysis on multiple cases is relatively less. This paper combs the 133 cases of social protest in China for the last ten years, and uses statistical methods to analyze the emotional and rational mobilization strategy.

This study found that the current social mobilization tactics in China are emotionally oriented and protest incidents caused by abnormal death have the most intense emotional expression, among which, tragic narrative, taking the opportunity to rally, spreading rumors to create trouble are used most; Rational resistance strategy is showing growth, especially in right defending events that are closely related to public welfare and publicity such as environmental protection, strikes, transport outage etc; Protest events triggered by demolition occupy the largest number, in the way of the mobilization, these events showed a certain degree of complexity and contingency: the more individual rights protection behavior in the events, the more tragic struggle and performance-style protest tendency; In the media usage, the use of we media is positively related to the emotional mobilization, at the same time, mass media mobilization is positively related to rational mobilization.

**Keywords:** social protest, rational mobilization, emotional mobilization, strategy choice

# **Community · Co-Creating · Sharing: The City Brand Marketing Strategy in 3.0 Times----“Hangzhou Experience” As a Case**

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## **Abstract**

Based on the Hangzhou city for nearly 10 years “Hangzhou experience” city experience marketing as a case, this article investigates the omnimedia age, the transformation of city brand marketing and strategy.

With brand marketing changing from 1.0 to 3.0 times, community marketing, sharing economy and creative value necessarily become keywords. City management must be embedded in a whole new dimension of experience marketing, with consumer experience oriented, with the path of community marketing, with the idea of creative value as city brand marketing strategy, these should become new ideas and new thinking of city communication management under the New Normal. Through the "Hangzhou experience" field research, this article also hope to analysis the communication strategy of how to tell "China story" well in city communication management.

# **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 (2013-2015)**

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## **Abstract**

Bases on the theoretical framework of smart power proposed by Joseph Nye, this study takes the Sina.com micro-blogs of the United States Embassy in China from 2013 to 2015 as research sample. This research adopts the methodology of content analysis and discourse analysis, in order to show the overview of micro-blogs themes and find out the deeper meaning of the micro-blog texts.

This research has three questions: first, what are the agendas set by the United States Embassy in China in its Sina.com micro-blogs? And how to hide the smart power into these agendas? Second, what “contextual intelligence” and discourse strategies have been used by the United States in order to achieve the smart communication of public diplomacy? Third, how did the discourse strategies skillfully used to show the smart power of the United States?

Now the researchers are working on the data collecting and analyzing stage, the discourse analysis of the micro-blogs is in progress as well. The hypotheses are as follows: firstly, the themes of micro-blogs of United States Embassy in China will display the soft power (the culture, diplomacy, global issues) and hard power (advanced technologies, military strengths) of the United States. Secondly, the United States Embassy in China would adopt the discourse strategies of “blending the views into context” as well as contextual intelligence, which means using flexible and skillful communication strategies according to different situations, time and target audiences. Thirdly, as a part of public diplomacy of the US, the micro-blogs of United States Embassy in China is serving for the idea of “smart power diplomacy”, it aims to shape national image and convert the core values of the United

States.

**Keywords:** Contextual Intelligence, Discourse Strategy, Smart Communication and Public Diplomacy, Micro-Blogs of the United States Embassy in China

# Research on Public Relations Quality in the Era of Public Relations

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## Abstract

With the development of information technology, the Internet, big data, mobile network and other media technologies have developed rapidly, and has spread to all aspects of human life. Information dissemination structure into the "everywhere is the center, nowhere is the edge" of the new pattern. In this context, the elements of public relations have changed significantly, the public relations industry has entered the "everyone is the main body of public relations" in the era of public relations. Especially after the arrival of Web2.0, micro-blog, WeChat and other social media has become an important communication channel for people to study, work and life. Many cases show that the information published by the social media is very easy to cause widespread concern of public opinion, the public relations of social organizations and individuals have a broad and profound impact. Therefore, we should base on previous public relations defined in, pay attention to the connotation of "public", pointing to the public, redefining the connotation and denotation of "public relations", should be individuals into the category of the new public relations career. At the same time, it is a very urgent and realistic task to cultivate and improve the citizen's public relations quality. Public relations literacy is the knowledge and ability to deal with public affairs related to people in the process of dialogue. It includes not only the professional ability and professional level of public relations practitioners, but also the media reporters, film stars, government officials, entrepreneurs, network V, as well as the general public's modern public relations quality. This article from the connotation of "public relations era", this article discusses the importance of public relations quality. At the same time, combined with the recent case, analysis the connotation and extension of public relations accomplishments, and put forward my own opinions for the education, training and promotion of the quality of the whole people's public relations.

**Keywords:** public relations, the era of public relations, public relations quality



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

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## **Abstract**

The concept of public is the product of modern society, previously the masses were regarded as uncontrollable and undefinable crowds by sociologists. Entering into modernity, masses have already grown into public that can be organized, guided and even imagined. It is impossible to avoid talking public for public relations (PR), public opinion and actions arrived and touched the objective world always ahead of the concepts and models of PR theory, so it is helpful for PR research and practice to generate accurate identification and classification of public. This paper analyses the three sections of identification and imagination for PR's public conception: the first section is stem from the crowd theory of Jean Gabriel Tarde and Gustave Le Bon, and transforming into Manufacturing Consent which was promoted by Edward. L. Bernays, the well-known debate between Walter Lippmann and John Dewey also developed the perspective of public for PR, we regard this section as "phantom public" stage; the second section will introduce several representative PR theorists such as S. M. Cutlip, J.E. Grunig and their perceptions of public, they have extended PR's border of public identification and imagination, since then, PR attempts to acknowledge the positivity of win-win and co-acting, this section can be titled "acting public" stage; the third section is started from R.L. Heath and his rhetorical theory, integrating with communitarianism and community theory, this section has now reached a rather symmetrical state, Carl Botan advocated that PR should abandon its organization-centered perspective and turn to the public-centered dialogue paradigm, we

can define the section as "value-cocreational public" stage.

**Keywords:** public relations, public, dialogism, value-cocreation, social integration

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

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## **Abstract**

In different governance contexts of global governance, state governance and social governance, regard media governance as a new topic of strategic communication and analyze the basic logics and concrete meanings of media governance in strategic communication. Media governance can be seen from two main aspects: subject of governance and action of governance. As the subject of governance, media plays an important role of “good governance” in “common governance”. First, media as an important resource of the force, with its attributes of professionalism: credibility, ability to spread, influence, and leadership, has strong plasticity and ability to reconstruction in multiple governance relationships. Second, media as a control system has its own value elements and practical implication in the decision-making and governance process, economic and social development, spiritual civilization, national image communication and so on. As a governance action, media governance manifests itself as “self-governance” and “participation in governance”. “Self-governance” is a kind of institutional arrangement for the media to achieve “good governance”, through self-diagnosis, self-examination, and self-correction, to constantly improve itself. And “participation in governance” is the media as an important governance subject, in different governance context, its governance framework and method show different dimensions.

Strategic communication can be understood as a relationship communication. In global governance it mainly refers to the main state-to-state bilateral or multilateral relations, refers to the state influence and discourse power in international relations. In national governance it includes the relationship between multiple governance subjects and the relationship among national governance, government governance, and social governance. At the social governance level, it mainly refers to cooperating with multiple social powers under government-led initiatives to co-govern social public affairs. It manifests as how to

deal with different interests of different bodies in this relationship. Media governance has different strategic communication frameworks in strategic communication, or in relationship communication. In global governance, strategic communication framework of media governance focuses on the concrete manifestation of the sovereign will of the state. In the governance of the state, the legitimacy of the ruling party and the administrative functions of the government are used as the basic framework. In social governance, rights sharing, interest allocation, and value orientation of justice are major factors to consider. Although the framework of strategic communication is different in different governance contexts, the construction of media governance mechanisms is standardized and effective. The mechanisms are the ability to set up discussion topics, to build a common platform for the maintenance of common interests, to deal with and balance the various gaming relationships, and to resolve multiple conflicts/crises.

As a new analytic comprehensive concept of strategic communication, media governance also needs to further explore the standardization and optimization of its logical associations, and the evaluation and description of its practical implication.

**Keywords:** media governance; governance context; strategy communication

# **Factors Influencing Relational Outcomes in Mediatized Crises**

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## **Abstract**

Mediatized crises originating in mediatized society, differ to traditional conflicts or disasters in terms of their notable interaction with media. On the micro level, a mediatized crisis is marked with heavy and intensive media exposure, and media logic has soaked in its outbreak and solution process. Mediatization of a crisis may aggravate damage since the process is threatening the relationships between the subject of responsibility and its stakeholders and endangering its bottom line. On the meso level, mediatized crises mirror activation of social network and competition of power and resource in the conflicts or disasters. On the macro level, mediatization of crises reflect changes of culture and society, and urges organizations to adjust to the trend of openness and equality.

Dealing with mediatized crises, organizations involved began to make communicative efforts to prevent or reduce the relational damage caused by media influence in crises. Some achieved positive relational outcomes in crisis communication, yet some failed. This study aims to reveal factors influencing relational outcomes in mediatized crises. A national survey is conducted in summer of 2016, selecting stratified and proportioning samples from eight districts in China. The survey has collected 1500 valid questionnaires. Three types of mediatized crisis cases were described and organizations' communicative efforts were introduced in the survey marital. After the respondents read the marital, relational and demographic factors and relational outcomes in the cases were tested in self-administered questionnaires. Data were analyzed using linear regression with SPSS.

Findings show that respondents' perceived crisis attitude, perceived crisis responsibility, and perceived crisis managerial capabilities of the organizations can explain over fifty percent of the variation of relational outcomes in all three crises and F is over 300 which is significant at  $p < 0.001$ . To interpret the findings, results show that when respondents perceive that organizations have attach importance to the crisis, be concerned about the victims, have strong capabilities to solve the problem and take effective measures to prevent future crisis, their satisfaction, trust and support to the organizations are high. How does a

respondent perceive the crisis responsibility can also explain some variation of relational outcomes, though not as good as the other two relational factors. That is, the more respondents believe the crisis is caused by nature or other non-human reasons, the more likely they show satisfaction, trust and support to the organizations. Meanwhile, research finds that individual general political opinions are correlated with the relational outcomes in the cases. In details, when respondents have optimistic opinions towards the governing party, current political pattern and nation's political future, they are more likely to have positive relation with the organizations. Other demographic factors, such as age, gender, income, ethnicity or residence are not correlated with the dependent variables in this research. Applications of the research findings are discussed.

# **Analysis of the Main Body of a PR Think Tank**

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## **Abstract**

A think tank for public relations (PR) focuses on sharing expertise with different management teams about the current PT trends and theories. The core for building a PR think tank is to enable a group of PR professionals to update the current PR systems based on real life situations. The think tank itself is diversified as all individuals in the social body are exclusive thinkers on the topic.

This article aims to examine how those individual thinkers function and contribute in a PR think tank with theories derived from today's group communication theories and it also extends to areas like economy, philosophy in order to explain different elements composing a social body, such as individuality, diversity and interactivity in a PR think tank. The aim is also to discover the structural features of a PR think tank.

Individuality focuses on each individual who has his/her own saying in the think tank. Each individual thinker can also act on their own behave. There are two given meanings to individuality – an individual within the society and an individual within its own professional. An individual within the society can be understood as unique thinker in a think tank; an individual within its own professional in the article can be understood as who practice public relations. Individuality is multifaceted and the article tried to explain those different elements and individual roles in a social body.

Within the social body, there are subjects and objects. That comes about two ways to explain individuality – first, individuals exist as a part of a body, and secondly, within the body, individuals are exclusive to one another. Being a part can be seen as an object to the social body and their exclusiveness is what makes each individual's subjective. Hence, if there is more exchange happening among individuals in the same social body, the quality of content they produce should also be improved.

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

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## Abstract

Trade literature suggests that the social media presence of a chief executive officer (CEO) has positive impact on corporate reputation and public engagement<sup>1</sup>. However, factors that contribute to CEO-public engagement remain unexamined with few exceptions tapping on self-presentation of business leader<sup>2 3</sup> and how CEOs can contribute to employee-organization relationships<sup>4</sup>.

For organizational leaders, creating social medial accounts does not necessarily mean being social online. A successful online leader should be capable of triggering feedback and sparking conversation<sup>5</sup>. In this project, we select retweetability of the Twitter content as an indicator of social influence. Content characteristics such as topics, linguistic features, and using supplementary features (using hashtags “#” and adding URLs) are found to have positive impact on retweetability.<sup>6 7</sup> Network characteristics, although rarely investigated

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<sup>1</sup> Weber Shandwick. (2013). The social CEO : Executives tell all. Retrieved from <https://www.webershandwick.com/uploads/news/files/Social-CEO-Study.pdf>

<sup>2</sup> Alghawi, I. A., Yan, J., & Wei, C. (2014). Professional or interactive: CEOs' image strategies in the microblogging context. *Computers in Human Behavior*, 41, 184–189.

<sup>3</sup> Jameson, D. A. (2014). Crossing public-private and personal-professional boundaries: How changes in technology may affect CEOs' communication. *Business and Professional Communication Quarterly*, 77(1), 7–30.

<sup>4</sup> Men, L. R. (2015). The internal communication role of the chief executive officer: Communication channels, style, and effectiveness. *Public Relations Review*, 41(4), 461–471.

<sup>5</sup> Huffaker, D. (2010). Dimensions of leadership and social influence in online communities. *Human Communication Research*, 36(4), 593–617.

<sup>6</sup> Suh, B., Hong, L., Pirolli, P., & Chi, E. H. (2010). Want to be retweeted? Large scale analytics on factors impacting retweet in twitter network. *Proceedings - SocialCom 2010: 2nd IEEE International Conference on Social Computing, PASSAT 2010: 2nd IEEE International Conference on Privacy, Security, Risk and Trust*, 177–184. doi:10.1109/SocialCom.2010.33



together with content characteristics in existing research, may also play an important role. Taken together, in this paper, we examine how CEOs' Twitter message, behavioral, and network characteristics are related to their social influence as measured by retweetability.

CEOs' tweets were collected by crawling CEOs On Twitter<sup>8</sup>, a Twitter list managed by World of CEOs<sup>9</sup> using Twitter API. This list includes CEOs that are self-identified and/or verified their capacity as organizational leaders. The resultant dataset includes tweets from 107 CEOs with 72,362 tweets during 2014. There are in total 1,023,672 words in the tweets where as only 309,077 (30.19%) are included in the resulting database after lemmatization.

The density of the follower-followee network is 0.11, which is much smaller than the number reported from general Twitter research. A Pearson correlation analysis revealed that the more CEO followers a CEOs have, the more frequently he/she is mentioned ( $p < .001$ ).

Interestingly, from the visualization of the mention network, as the width was illustrated by the times a CEO was mentioned, it suggests that some CEOs have rather close interaction.

Topic diversity was measured by using natural language processing methods and community detection methods. Specifically, by selecting words with POS-tagging "n", we obtained a list that only included nouns. Every tweet was then transformed to a Python list and was processed by NetworkX<sup>10</sup> for co-occurrence network examination. Following previous work<sup>11</sup>, Loouvain method was used to detect communities. Topic diversity of a CEO was then calculated by the entropy of the words he/she used across topic.

To examine impact of message, behavioral and structural network on retweetability, a negative binomial regression model was estimated. The results show that except in-degree in mentioning network, other variables are significantly related to retweetability as measured by the total number of retweet a CEO received. Specifically, in-degree in follower-followee network (number of CEO followers), number of hashtags used, and number of followers a CEO have positively predict retweetability. Topical diversity, however, has negative impact on retweetability.

The findings suggest that CEOs or individuals who wish to become social influencers should focus on specific topical areas without touching on too many topics. CEOs should

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<sup>7</sup> Zhang, L., Peng, T. Q., Zhang, Y. P., Wang, X. H., & Zhu, J. J. H. (2014). Content or context: Which matters more in information processing on microblogging sites. *Computers in Human Behavior*, 31(1), 242–249.

<sup>8</sup> <http://twitter.com/WorldOfCEOs/lists/ceos-on-twitter>

<sup>9</sup> <http://www.worldofceos.com>

<sup>10</sup> <https://networkx.github.io>

<sup>11</sup> Weng, L., & Menczer, F. (2015). Topicality and impact in social media: Diverse messages, focused messengers. *Plos One*, 10(2).

construct thought leadership by constantly sharing business insights on social media. It seems that CEOs adopt different communication strategies on Twitter. Some CEOs tend to share information mostly in their tweets whereas others are more likely to engage in discussion and interaction with other CEOs on social and business issues. This work also demonstrates the utility of big data methods in public relations research.

# **Factors Influencing Public Trust in Local Governments in Environmental Risks in China: Exploring the Effects of Media Use, Perceived Dread, and Perceived Inequality**

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## **Abstract**

Due to the “industrial overproduction” of modern society (Beck, 1992, p. 21), people have been exposed to increasing man-made risks, among which environmental pollution is a typical large-scale risk with manifested hazards. In particular, the frequently occurred air pollution in China in recent years has become a typical environmental risk nationwide (National Bureau of Statistics of the PRC, 2013, 2014), posing threats to individuals’ health and to the legitimacy of social institutions, especially the government (Albert and Xu, 2016). Public trust in government regulators is a valuable asset for effective risk management (Buys, Aird, van Megen, Miller, and Sommerfeld, 2014; Freudenburg, 2003), and local governments play a dominant role in risk mitigation through executing regulations and policies in China (National People’s Congress of the PRC, 2015). Accordingly, by focusing on the air pollution issue, this study tries to explore factors influencing people’s trust in local governments in environmental risks in China.

A large number of studies have demonstrated that individuals’ media use tend to affect their trust in government agencies in various social issues, including the use of traditional news media such as newspaper, TV, or radio (e.g., Battistoli, 2016; Cappella, 2002; Gross, Aday, and Brewer, 2004; Kleinnijenhuis, van Hoof, and Oegema, 2006; Moy and Scheufele, 2000), as well as the use of the Internet in general (e.g., Camaj, 2014; Im, Cho, Porumbescu, and Park, 2014) and social media use in particular (e.g., Ceron, 2015; Lee, So, and Leung, 2015). In addition to media use, risk perception has been considered as an important factor affecting people’s trust in government agencies in dealing with risks (Flynn, Burns, Mertz, and Slovic, 1992; Freudenburg, 1993; Marques, Critchley, and Walshe, 2015; Poortinga and Pidgeon, 2006; Siegrist, 2000).

Building upon these foundations, this study asks a major research question: what is the

relative influence of media use and risk perception on public trust in local governments? More specifically, by differentiating news media use from social media use (e.g., Ceron, 2015; Lee et al., 2015) and specifying risk perception as perceived dread and perceived inequality (Slovic, 1987), it further asks: how do news media use and social media use indirectly influence people's trust in local governments via perceived dread, respectively? What are the roles of perceived inequality in these two mediating effects, respectively?

Drawing upon the social amplification of risk framework (SARF) (Kasperson et al., 1988; Kasperson et al., 2003), attribution of responsibility (Coombs, 2007; Weiner, 1985), and environmental justice (Shrader-Frechette, 2002; Walker, 2012), the study proposes a moderated mediation model to answer the above proposed research questions (see Figure 1).

Analyses of the nationwide survey data ( $N = 686$ ) showed that perceived dread partially mediated the positive relationships between media use and people's trust in local governments, including both news media use and social media use. Furthermore, the mediating effects were moderated by perceived inequality. Specifically, for individuals perceiving high level of inequality regarding risk distribution, their frequent media use, including news media use and social media use first increased their judgments of the dreadful consequences on themselves, which in turn strongly decreased their trust in local governments. By contrast, for those who perceive low level of inequality regarding risk distribution, their frequent media use, including news media use and social media use first advanced their perceived dread, which in turn slightly decreased their trust in local governments.

From a socio-psychological perspective, the findings provide at least four contributions to understanding the mechanism of trust in government regulators in environmental risks. First of all, it integrates media use and risk perception to explain people's trust in local governments, which echoes Engdahl and Lidskog's (2014) contention that trust development not only depends upon information uptake, including that from media consumption, but also involves emotional and psychological sense making, such as risk perception. Secondly, news media use and social media use can be considered as an integral construct regarding its impact on public trust in local governments, suggesting the institutional and technological factors influencing trust building (Bhatt, 2001; Kaplan and Haenlein, 2010; McCormick, 2007). Thirdly, it underlines the importance of individuals' psychological states to trust development due to the mediating role of perceived dread (see

Slovic, Finucane, Peters, and MacGregor, 2004). Last but not least, it highlights the salience of environmental justice in trust cultivation (see Freudenburg, 2003; Konisky, 2015) considering the moderating role of perceived inequality.

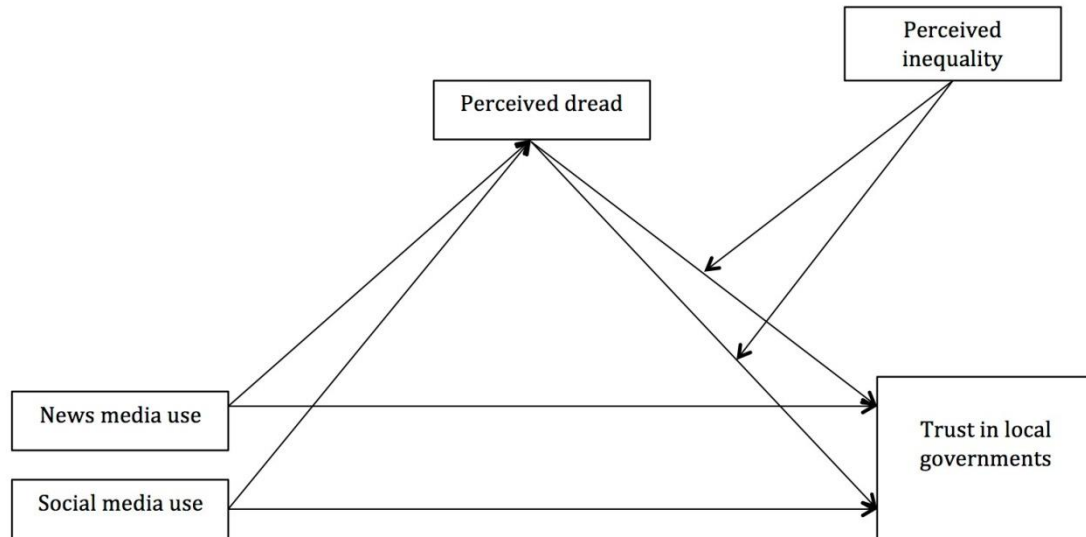


Figure 1 .The proposed conceptual scheme

# **Do the Media We Use Affect Our Values: Evidence from the World Values Survey?**

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## **Abstract**

Values have been a central concept in the social sciences since their inception. Schwartz(1992) view values as organized along two bipolar dimensions, letting us summarize the oppositions between competing values. One dimension contrasts ‘openness to change’ and ‘conservation’ values, while the other contrasts ‘self-enhancement’ and ‘self-transcendence’ values. Various factors contributing to people’s values have been discussed over the years.

However, in an information society, do the sources we obtain information actually affect our values? Drawing empirical data from the sixth wave of the World Values Survey (WVS), this research aims at finding out the answer, by examining how Chinese people’s media use can be applied to predict their individual values tested by Schwartz’s (1992) values survey. The particular focus was on different effects of new and traditional media use on variation in people’s values. The effects of media use on different groups divided by sex and age were also tested and compared.

# **Dialogic Engagement, Trust in Government and their Effects on Political Participation in Chinese Society**

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## **Abstract**

This paper integrates the concept of “public trust in the government” with engagement theory, and investigates how the moderation effects of public trust can influence the effectiveness of dialogic engagement with respect to political participation within Chinese societies. Trust has long been considered an important element in organization–public relationships,<sup>1</sup> especially in Chinese contexts. Three factors that can generate trust and make organizations more trustworthy are ability, benevolence, and integrity.<sup>2</sup> Because Chinese people have higher levels of public trust in government, regarded as “differential government trust”,<sup>3</sup> we also include the government level as a factor.

Moreover, we operationalize the measurement of dialogic engagement. Previous research

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<sup>1</sup> Huang, Y. (2001). OPRA: A cross-cultural, multiple-item scale for measuring organization-public relationships.

<sup>2</sup> Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of management review*, 20(3), 709-734.

<sup>3</sup> Li, L. (2008). Political trust and petitioning in the Chinese countryside. *Comparative Politics*, 40(2), 209-226.

provided the definition of engagement in public relations, the classification of types of engagement, and most importantly, the definition of dialogue and dialogic engagement.

Engagement is part of dialogue, and is both an orientation that influences interactions and the approach that guides the process of interactions among groups.<sup>4</sup> However, there is not yet enough statistical support for the theory, and many studies fail to incorporate a sense of the back and forth that occurs between organizations and publics due to the difficulty of operationalizing dialogue<sup>5</sup>. Hence we hope to solidify the concept of dialogue by developing a scale and acquiring data for further explanations and analysis. This research would ultimately extend the existing engagement theory by investigating an efficient way for the measurement of dialogic engagement, by classifying how elements of dialogue can affect people's behavior, and by understanding how the effect would change given different levels of public trust.

The concept of dialogic engagement provides the framework for examining the effects of organizational engagement. In our theoretical framework, dialogic engagement is considered a two-way, efficient, relational, and helpful process for publics to voice their needs and interests through communication.<sup>6</sup> Therefore we emphasize public orientation as a key organizational characteristic and adopt "perceived dialogic engagement of organizations" as our independent variable, which encompasses perceptions of government response and ability to engage. We adopt three categories to measure this variable: responsiveness, transparency, and equality. The organization we focus on is the Chinese government. In East Asia, especially Mainland China, the Chinese Communist Party (CCP) is the most important organization. It holds the most influence over people's lives. Because an organization's dialogic engagement demonstrates its concern for public needs, not to mention its willingness to interact with and promote a functional society<sup>7</sup> we are interested in public reactions that ensue from public perceptions of different dialogic capacities at the government level. We therefore use political participation as our dependent variable to measure how the public engages in activities with the goal of creating a better functioning society. We operationalize this concept into contact type and protest type. The former is defined as contact with people in political roles, such as politicians, government officials, or other influential persons,<sup>8</sup> while

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<sup>4</sup> Taylor, M., & Kent, M. L. (2014). Dialogic engagement: Clarifying foundational concepts. *Journal of Public Relations Research*, 26(5), 384-398.

<sup>5</sup> Meisenbach, R., & Feldner, S. B. (2009). Dialogue, discourse ethics, and Disney. *Rhetorical and critical approaches to public relations II*, 253-271.

<sup>6</sup> Taylor, M., & Kent, M. L. (2014).

<sup>7</sup> Taylor, M., & Kent, M. L. (2014).

<sup>8</sup> Kabashima, I. (1988). Political participation



the latter is defined by the actions of citizens that are aimed at influencing decisions made, in most cases, by public representatives and officials<sup>9</sup>

However, dialogic engagement alone may not comprehensively explain political engagement. Some studies discuss the influence of trust on political participation: higher levels of trust can lead to more active political participation,<sup>10</sup> and the level of trust is negatively related to protest participation.<sup>11</sup> In this study, we discuss trust as it comes under the influence of ability, benevolence, integrity, and government level. A 2010 survey data set from the Asian Barometer (ABS) of Mainland China (a total of 4000 respondents) is incorporated into this study for analysis. We posit that under high levels of trust, perceived dialogic engagement is positively related to political participation, because the “dialogic” attitude of organizations can motivate the public to actively voice their needs or interact with organizations. On the other hand, under low levels of trust, perceived dialogic engagement is not significantly related to political participation. The reason for this maybe that suspicion and vigilance towards an organization leads to an inability to suspend disbelief in that organization’s capacity for dialogue.

**Keywords:** institutional trust, dialogic engagement, political participation

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<sup>9</sup> Parry, G., Moyser, G., & Day, N. (1992). *Political participation and democracy in Britain*. Cambridge University Press.

<sup>10</sup> Putnam, R. D., Leonardi, R., & Nanetti, R. Y. (1994). *Making democracy work: Civic traditions in modern Italy*.

<sup>11</sup> Norris, P. (1999). Introduction: The growth of critical citizens?. *Critical citizens: Global support for democratic government*, 1-27.

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

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## **Abstract**

### **Introduction**

This study employs theoretical approaches of social identity and situational theory of publics as an analytic tool to examine Weibo posts on Chou Tzuyu's Flag Incident. Given its close relation to the highly sensitive sociopolitical context and the public discourse landscape on Weibo, this is a typical case of Chinese Internet incidents (*wangluo shijian in Chinese*), where large numbers of online publics participate in autonomous online activities to express their sentiment and opinions. Meanwhile, the case provides unique aspects of a trans-border crisis, which involves multiple countries and represents political and cultural sensitivities.

In this study, Weibo is conceptualized as a cultural institution because its features like self-censorship and hot-issue promotion represent unique cultural characteristics of Chinese publics' daily activities online. Due to the lack of institutional outlets for offline political participations in mainland China, Chinese publics tend to participate in issues online in a political way and consider Weibo as the dominant platform of such online participations and protests. As a result, Weibo users tend to have two characteristics: (1) they tend to engage in online discourse in a political way and (2) active daily Weibo users are considered to be

active publics for a variety of crises in China because they exercise great levels of public pressure through intensive information seeking and online participation to influence public opinions regarding those crises.

Therefore, through analyzing Weibo posts related to the Chou Tzuyu's flag incident, this study aims to explore the features of active Chinese publics on Weibo and identify potential factors that affected online participation. Further, the study also attempts to analyze the patterns of Chinese publics' communicative action on Weibo over the course of the trans-border crisis, specifically focusing on their information selection and information transmission patterns.

### **Method**

This study employed a qualitative textual analysis. Weibo messages posted from January 8 to 17 in 2016 were collected using four keywords: "Chou Tzuyu", "JYP", "*Zhou Ziyu*", and "*Jiang You Ping*" (similar pronunciations with "Chou Tzuyu" and "JYP" in Mandarin) as Chou Tzuyu (a Taiwanese singer at JYP) and JYP (Korean Entertainment Company) were considered transgressors in this crisis. Altogether 100,000 posts were collected and analyzed for this study.

### **Results**

There are three major findings of this study. Firstly, the analysis revealed that Chinese online publics were segmented by the degree of national identity and fan identity expressed in their posts. Specifically, national identity served as the dominant force that determined the negative sentiment of Chinese publics toward the crisis while fan identity functioned as a defensive mechanism against the negative sentiment. Yet, the defensive mechanism based on fan identity worked only through intertwining and negotiating with the national identity as it only worked under the premise that their JYP idols did not perform any misconduct that threatened the Chinese national identity.

Secondly, we found that the active Weibo users were hot-issue-oriented. Hot issues related to social inequity, corruption, censorship, and state territorial integrity are more likely to activate the contentious nature of Chinese online publics. This phenomenon was identified to be in close relations with the typical Weibo culture in China, nurtured by the features of Weibo: agenda setting through hot-issue listing and self-censorship performed by Weibo users to avoid interruptions of online discussion.

Lastly, in terms of online publics' communicative action patterns, Chinese online publics tend to trust, consume, and repost information provided by the accounts of official

government-owned media on Weibo in this incident. Moreover, the publics seemed to reach highly homogeneous conclusions through the process of selective interpretation. Specifically, they tended to selectively interpret the case in ways that were in line with the dominant negative sentiments advocated by the official government-owned media. Concerning the patterns of information transmission, this study identified two levels of transmission: (1) self-sharing or forwarding information and knowledge on Chou, JYP, and current Mainland-Taiwan relation to educate others and (2) mobilizing resources by adding uniform hashtags to make this case stay longer on the hot-issue list to engage more with latent or unaware publics and seeking support from the official accounts of most influential media on Weibo by tagging them on the posts using @.

### **Conclusion**

This study identifies two key factors, identity and Weibo culture, that seem to determine the segmentation of online Chinese public into active versus inactive as well as favorable versus unfavorable publics and further affect communicative action patterns of the online publics. National identity seems to be a dominant factor with regard to the trans-border issues, especially related to Hong Kong and Taiwan. In addition, the unique Weibo features such as the visual presentation of hot-issue list on the platform further facilitate for inactive or unaware publics with regard to the crisis to become active or aware publics.

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

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## **Abstract**

This paper in chronological order has combed the changes of Soviet mediasystem during Gorbachev's perestroika from the perspective of the interaction between the politics and the media, shows the high fit between the reform process and the changes of the mediasystem. This paper argues that at the beginning of this period, the Soviet media as a tool of reform actively promoted the reform, however, with the reform spread from the economic field to the political sphere, it has resulted in the changes of the direction of both political system and ideology. In this process the Soviet media also shifted the position from supporting Gorbachev's perestroika to turning against the reform and socialism. Since then, the Soviet media in order to get rid of the control of the CPSU, and legalize its independent status had requested to become the "fourth power" and this request had resulted in passing of the first press law in Soviet history. At the same time, the passing of Press Law became the symbol of the end of the Soviet media system.

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

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## **Abstract**

There is an Internet Search Engine industry logic: Pay-Per-Click transforms technology and monopoly into capital. By controlling the search results, the implemental power – which is made by technology and monopoly – will transform into the social power. However, because of the implemental power owner – Search Engine Services – pursue a maximum capital value, during the process of implemental power transforms into social power, they are likely to abuse their authority, which leads to the tragedies like Zexi Wei's death. While facing the temptation of capitals, how to guarantee that the social power derived by the Search Engine Services operate orderly and healthy? According to the properties of Search Engine industry, this paper argues that the government needs to promote the market competition, thereby weakening the centralization of power firstly. And the government should carry out the corresponding punishment about the threat to the behavior of public interest, while encouraging the development of emerging industry. Of course, the search engine services can provide charge mode about professional content, directly from the production to obtain a certain profit space; Finally, users need to improve their media literacy, take the initiative to become the participants of the information age, rather than the victim.

**Keywords:** Search Engine, industry logic, the implemental power, the social power.

# **The Analysis of Crowd Psychology Behavior in Online Public Opinions in Mass Incidents**

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## **Abstract**

In modern media environment, the network consensus plays a key role in mass disturbance. This dissertation is based on the law of the mental unity of crowds, which from the group psychology, explores features and factors of group psychological in mass disturbance.

**Keywords:** group psychology, network consensus, group psychological

# **The Study of Crisis Situation and Relevant Crisis Response Strategies Influence on Consumer Purchasing Intention**

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## **Abstract**

This study examined consumers' attitude towards the enterprise that caused the crisis in different crisis situation and response scenario. To investigate consumers' brand attitude as well as purchasing intention and the consistency between crisis situation and crisis response strategy, A2 (crisis type: accident/transgression) X2(response: excuse/apology) experiment was carried out, Attribution Theory and Cognitive Dissonance Theory were used as fundamental. The resulted showed that though the consistency between crisis situation and crisis response strategy didn't reach significant level, there were significant relevance between crisis types and brand attitude as well as crisis response strategy and purchasing intention respectively, the results partially supported the theory's predictions. The implications and limits of the study were discussed.



# **How the Philanthropy Enhance Corporate Image in Crisis?**

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## **Abstract**

With the development of technology, the importance of corporate social responsibility and social progress are gradually taken as serious event. Be a philanthropic institution is away to address their social responsibility to ensure the interests of corporate. In the age of increasing food safety risk, to buildup positive corporate image is extremely crucial.

This research explored the impact of the different type of charity taken by the food industry on corporate image, consumer attitude and behavior via a quantitative experiment. Particularly, the effect of charity type during the crisis is concerned. The type of charity is divided into two categories in this study: Consistent Charity (which is related to the industry) vs. Donated Charity (which is unrelated to the industry).

The result of this study shows that consumers will generate positive image and purchase intention when the corporate claims that they are conducting charity under normal situation. However, once the negative events occur, consumers will generate better image and purchase intention if the corporate is conducting the consistent charity rather than the donated charity. Look forward to giving food industry some practical suggestions about charity conduction and promoting corporate social responsibility. It is highly expected that the study can help food industry to understand the feature of charity on CSR.

**Keywords:** charity type, food safety, food crisis, corporate image, consumer attitudes

# **The Study on the Effectiveness of TV Product (Brand) Placement----Varied Programs, Place Tactics and Place Locations**

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## **Abstract**

The tactic of product (brand) placement in the television program has been developed for decades. Owing to the revenue of Taiwanese advertising industry has stagnated for several seasons, and recently Taiwanese National Communications Commission has issued the regulations of “Television programs engaged in the business of product placement and sponsorship” on September, 2012, the agenda of product placement has attracted public attention. Although some communication scholars have questioned the regulations, product placement has existed for decades with historical and academia meanings from the perspectives of marketing communication.

Particularly, Taiwan’s economy has declined for a period of times, and it’s helpful for the industry to pass the product placement and sponsorship regulations. The product placement and sponsorship have been separated in the regulations, plus the influence of previous Broadcast regulation, the regulations still remain some ambiguous definitions in practical situation. At the same time, the audience’s attitude and effectiveness of product (brand) placement are still unclear for advertising practitioners to practice the tactic, and it needs further study and explore.

The study will concentrate on the product (brand) placement in the varied programs (drama vs. variety), locations (central vs. peripheral) and techniques (explicit vs. implicit), to understand its effectiveness from the perspectives of audience. The study has been conducted for two years. Qualitative approaches are applied in the first year to collect relevant literature and case studies, and interview with both TV station and advertising

practitioners. Then, the author used eye-tracking experiment to track subjects's can paths and fixations and understand subjects' visual cognitions. While during the second year, the author cooperated with Formosa TV Station to conduct a quantitative investigation in Project Oriented Laboratory to simulate the situation of audience watching TV at homes. The investigation will recruit 240 subjects to fulfill the need of 2×2×2 manipulated models, thus each assigned model will have 30 subjects.

This experiment is designed to investigate subjects' memories, advertising attitudes, preferences and purchase intentions toward the product (brand) placed in the stimulus.

The results show that: 1. explicit placement is more likely to be noticed than implicit placement; 2. central location is more easily noticed than the peripheral location; 3. In the same location, the size of the commodity will influence the degree of attention; 4. the story changes of the drama and the audience's involvement will affect the audience's notice toward the placement. Furthermore, both in the variety show or drama program commodities into more than 60 percent of the subjects can detect placement of the information, and 31.3% of the subjects failed to detect brand / product placement. The authors presumed that these subjects came into commodities relatively unconscious. Another reason for the experiment was the stimulus only running for three-minute video, when a subject enters into the lab, and then eye correction immediately afterwards which led to its late discovery into brand or product message placement.

**Keywords:** Product (brand) placement, Program type, Placement practice, Placement location, Eye-tracking

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

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## **Abstract**

There are three main factors of the crisis communication theoretical research in Mainland China. The first one is the theoretical frame which comes from America and reports by Taiwan partly, the second one is theories localization stem from Japanese experiences, the last factor is theoretical exploration in Chinese context. These three factors give different degrees of contribution to the crisis communication theoretical construction in Chinese context, and the first two factors also have different emphases on the mapping and influences to the third one. The issues of America are diversity and closer to the complex environment under the influence of various factors in China. While the concerns in Japan are subtler and focused on operability, short of the macro theoretical construction. In addition, due to the influence of structural functionalism, the crisis communication research in Chinese context tends to use simplified diagram against the practical problems.

# **A Public Relations Practitioner's Engagement with Journalists----A Stakeholder Engagement Perspective**

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## **Abstract**

### **Introduction**

A number of studies on public relations practitioners and journalist relationship had reported love-hatred<sup>1</sup> nature between the two professions which display disparity in income, work hours, job nature, communication objectives, and ethical behaviour.<sup>2</sup> The development of the Internet has provided ample opportunities for organisations to establish self-controllable media channel to communicate with the target audience and the general publics and reduce its dependency on traditional 'official' media – press, magazines, and trade journals. However, source credibility of owned media is still considered as less trustworthy than earned media. The proliferation of electronic communication channels has vastly increase the amount of information available while generate more touch points for both public relation practitioners and journalists to share and collaborate.<sup>3</sup> This backdrop of development has created new research opportunities to re-examine the PR practitioner-journalist relationship.

Meanwhile, past studies on the relationships between journalists and public relations practitioners had been "voluminous",<sup>4</sup> yet few studies had explored how such relationship

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<sup>1</sup> Himler, P. (2013, 3/14/2013). The journalist and the PR pro: A broken marriage? Forbes. Retrieved from <http://www.forbes.com/sites/peterhimler/2013/03/14/the-journalist-the-pr-pro-a-broken-marriage/#571b235be42e>

<sup>2</sup> Delorme, D. E., & Fedler, F. (2003). Journalists' hostility toward public relations: An historical analysis. *Public Relations Review*, 29(2), 99-124.

<sup>3</sup> Youkhana, S. (2016, 8/16/2016). The changing dynamic between PR and journalism. Retrieved from <http://www.isentia.co.nz/blog/the-changing-dynamic-between-pr-and-journalism>

<sup>4</sup> Sallot, L. M., & Johnson, E. A. (2006). Investigating relationships between journalists and public relations practitioners: Working together to set, frame and build the public agenda, 1991–2004. *Public Relations Review*, 32(2),

operates under the framework of customer engagement (CE), being broadly defined as customers' interactive, co-creative experiences with other stakeholders in focal, and networked service relationships".<sup>5</sup> Along the same line of thoughts,<sup>6</sup> applying the concept of customer engagement in customer-brand context to a stakeholder context (e.g. public relations practitioner - journalist) refers to an engaged stakeholder will display an expected behavior similar to customer engagement behaviour (CEB)<sup>7</sup> generating word-of-mouth (WOM), recommendations, blogging and reviews about the organization. Such CEB are behavioural outcomes synonymous with what a public relations practitioner would like to see from their journalists. This paper examines to what extent the concept of customer engagement can be applied to study public relations practitioner - journalist relationship. The paper further attempts to employ CE strategies to formulate a theoretical framework on stakeholder management within the public relations sector.

### Conceptual Background

Relationship marketing literature<sup>8</sup> has been evolving from managing customer relationship which focuses on customer recruitment and retention to managing customer engagement<sup>9</sup> by facilitating interaction, participation, collaboration in meaningful exchange to create mutually beneficial relationship. Traditional marketing thinking treats customer as exogenous variable- an asset which generates sales revenue. Contrarily, the concept of customer engagement<sup>10</sup> treats customer as an endogenous variable—an asset which supports the organization in market development (e.g. customer contributing ideas to product innovation) and brand building (e.g. customer generating positive eWOM). Earlier on, Prahalad and Ramaswamy<sup>11</sup> considered customer as a source of competence and suggested

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51-159. doi:10.1016/j.pubrev.2006.02.008

<sup>5</sup> Brodie, R.J., Hollebeek, L.D., Juric, B., & Ilic, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), 252-271. doi:10.1177/1094670511411703

<sup>6</sup> Brodie et.al., 2011.; Patterson, Yu & de Ryuter., 2006

<sup>7</sup> Doorn, J. V., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, 13(3), 253-266. doi:10.1177/1094670510375599

<sup>8</sup> Berry, L. L. (1983), "Relationship Marketing," in *Emerging Perspectives of Services Marketing*, Berry, L.L., Shostack, L., & Upah, G. D. eds. Chicago: American Marketing Association, 25-28; Gronoos, C. (1994), "From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing," *Asia-Australia Marketing Journal*, 2(August), 9-29; Sheth J.N., & Parvatlyar, A. (1995), "Relationship Marketing in Consumer Markets: Antecedents and Consequences," *Journal of the Academy of Marketing Science*, 23(4), 255-271; Sharma, A. & Sheth, J. N. (1997), "Relationship marketing: An agenda for inquiry," *Industrial Marketing Management*, 26(2), 87-89; Sheth, J.N. & Parvatlyar, A. (eds.) (2000), *Handbook of Relationship Marketing*, SAGE.

<sup>9</sup> Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. *Journal of Service Research*, 13(3), 297- 310. doi:10.1177/1094670510375602; Brodie et.al., op.cit., p.252-271.

<sup>10</sup> Kumar V. (2013), *Profitable Customer Engagement: Concept, Metrics and Strategies*, SAGE.

<sup>11</sup> Prahalad, C.K. & Ramaswamy, V. (2000), "Co-opting Customer Competence, *Harvard Business Review*, 78(1), 79-90.

firms to incorporate customer experience into their business models. They further identified the evolving role of the customer, under the Internet age and convergence of industries, has shifted from being a passive consumer to become an active co-creator of value.<sup>12</sup> Simultaneously, the view of seeing customer as a co-creator of value for the firm was elaborated in the seminal work of the marketing scholars, Vargo and Lusch<sup>13</sup>, who synthesized marketing thoughts for over a century to arrive at the emerging service-centered dominant logic (S-D logic) view of marketing.<sup>14</sup> In the context of public relations practitioners and journalists relationship, the rationale of the customer engagement concept could be useful from the co-creator perspective. There is little empirical investigation on such application. Incorporated with the aforesaid concepts, a theoretical framework related with Hong Kong public relations industry is to be established in this research. The outcome of the investigation can be evaluated by the engagement behaviours such as news reporting, eWOM or influence through endorsements and blogging.

### **Methodology**

This study will conduct a literature review on public relations practitioners and journalists' relationship, customer engagement and stakeholder engagement followed by a development of the conceptual framework. The conceptual model will be based on in-depth interviews with an aim to develop suitable measurement scales for stakeholder engagement behavior between the dyad. The measurement scales will be used to conduct a quantitative survey to empirically support the frame work.

### **Implications for Research**

This paper aims at developing a conceptual framework for future theoretical and empirical research in the area of stakeholder engagement of a particularly essential dichotomy between PR practitioners and journalists under the CE framework. From a theoretical perspective, this study will fill the gaps identified in CE literature of stakeholder's engagement advocated by Brodie et al.<sup>15</sup> It will also advance understanding of stakeholders' theory in addition to the established views of systems theory<sup>16</sup> and

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<sup>12</sup> Prahalad, C.K. & Ramaswamy, V. (2004), *The Future of Competition: Co-Creating Unique Value With Customers*, Harvard Business School Press.

<sup>13</sup> Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68(1), 1-17. doi:10.1509/jmkg.68.1.1.24036

<sup>14</sup> Vargo, S., & Lusch, R. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1-10; Vargo, S.L. (2009), "Toward a transcending conceptualization of relationship: a service-dominant logic perspective," *Journal of Business and Industrial Marketing*, 24(5/6), 373- 379.

<sup>15</sup> Brodie et.al., op. cit., p.252-271.

<sup>16</sup> Grunig, L. A., Grunig, J. E., & Dozier, D. M. (2002). *Excellent public relations and effective organizations: A study of communication management in three countries*. Mahwah, NJ: Lawrence Erlbaum.

situational theory<sup>17</sup> by Grunig et al. in public relations studies.

From a managerial perspective, it has been known that firms such as MasterCard and Gallup had adopted customer engagement strategies with their customers to deepen their loyalty with the firm.<sup>18</sup> Equally, public relations departments can apply stakeholder engagement strategies with their journalists using the supporting framework developed in this paper and apply the three-step CEB Management process<sup>19</sup> of 1) identifying what are the drivers of journalists' engaging behaviours, 2) evaluating CEBs of journalists and 3) acting on journalists' engaging behavior would reap possible outcomes that commonly exhibit in engaged customers; positive eWOM, commitment, trust, positive valence which in turn, would increase the brand equity of the firm the public relations practitioners represent.

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<sup>17</sup> Grunig & Repper, 1992

<sup>18</sup> Patterson, P., Yu, T. & de Ryuter, K. (2006), "Understanding Customer Engagement in Services," *Proceedings of ANZMAC 2006 Conference: Advancing Theory, Maintaining Relevance, Brisbane*, 4– 6 December.

<sup>19</sup> Doorn, J. V., et al. *op. cit.*, p.253-266.



# **The Social Interaction Mechanism of Unethical Corporate Public Relations**

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## **Abstract**

The interaction contradiction between enterprises and between different enterprise groups is the basic contradiction reflected on the social network level during the process of ethical decision making in public relations. Corporate public relations tend to relate to the dynamic competition and cooperation with other enterprises. In order to replace the traditional static research mode with dynamic and comprehensive mode, we must place the enterprises in a larger social network and analyze the influence on unethical corporate public relations by relationships between enterprises in an interaction situation. Based on the related research at home and abroad, this paper focuses on the analysis of social interaction factors in unethical public relations from two dimensions which are relationship types and relationship structures of enterprise social network, and then builds an integrated model with respect to other relevant factors (personal factors, environmental factors, issue-related factors and judgement of interests and ethics) and unique Chinese relationship situation to analyze the social interaction mechanism of unethical corporate public relations.

**Keywords:** corporate public relations; public relations ethics; social network; relationships

# **The Moral Orientation and Strategy Orientation of the Enterprise PR Policymakers**

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## **Abstract**

The contradiction between “moral orientation” and “strategy orientation” to the enterprise PR policymakers is one of the basic contradictions in the enterprise PR decisions. This paper firstly made a definition of the enterprise PR policymakers, and analyzed how the policymakers’ psychological factors affect their PR decision-making in ethic through three different angles: construal level, moral disengagement and self-actualization. Secondly, this paper put forward and elaborated “Moral oriented PR” and “Moral oriented PR policymakers”, “Strategy oriented PR” and “Strategy oriented PR policymakers”, then established a framework about the enterprise PR policymakers’ psychological state of ethics with the two dimensions of “moral” and “strategy”. At last, this article explored the different human nature foundations and ethical pursuits of the enterprise PR policymakers if affect the public relations result and how to make a balance between the “moral orientation” and “strategy orientation” to fulfill the ideal state of enterprise public relations.

**Keywords:** Moral-oriented public relations, Strategy oriented public relations, Construal level, Moral disengagement, Self-actualization

# **Analyses the 10 New Dimensions of Olympic Reports**

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## **Abstract**

With the end of 2016 Rio Olympic Games, Chinese medias gain new breakthrough in contents and approaches of reporting Olympic. From paying attention to the Olympic Games itself, medias penetrate into all aspects of life and do spatial outward extension. The new perspective of the Olympic Games is mined and the gold medal reporting strategy is reflected. Interpret The Olympic Games in financial reporting mode and mobilize the "entertainment elements" actively. Standardize the marketing means and be close to the Internet. Bulid the Media Convergence Olympic Games. For the doubt of reports, we should dare to speak reasoningly and face graciously.

**Keywords:** Rio Olympic Games; Chinese media; News Report; New dimensions

# **Emotional Energy and Rational Choice of Opportunity Community**

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## **Abstract**

With the development of the internet, cyber community has become more explicit and brought about some new phrases or worth while issues such as community economy (socialnomics), fan economy, online-celebrity economy, which led cyber community into the field of academic research. So what do we make of it and the mechanism that creates economic benefit? These are questions addressed in this paper.

In the book *Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World* written by Matthew Fraser (Canada) and Soumitra Dutta (India), social networking sites are put into five broad categories: egocentric, community- based, opportunistic, passion centric and media- sharing. And in this paper I think that basically all sorts of community constructions are involved in the mentioned categories. And a community, no matter which kind it is, implies opportunism once involved in marketing area, and transform into an opportunity community.

Generally speaking, cyber community has attributes of primary group, given to the social attributes it has at the beginning of its formation. So there are emotional factors in primary group consciousness, which means more irrational. But when it comes to marketing, opportunism brings energy more than emotion.

Based on interaction ritual chains theory of Randall Collins, American sociologist, this paper explores the emotional energy and choice rationality of opportunity community.

# **Social Media, Political Attitude and Expression of Public Opinion: A Comparative Study of Cross-straits Media and Netizens' Attention during the Official Inauguration of Tsai Ing-wen in 2016**

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## **Abstract**

With the rapid development of Mobile Internet which brings reform of public political participation, social media has become one of the most vital platforms that netizens focus on the latest news of political figures, participate in online discussions of relative topics and state their political positions. The thesis selected micro-bloggers and comments of "@Headline News" in Sina Weibo and posts and comments publishing in "EBC News" of Facebook as samples, using content analysis to investigate cross-straits social media and netizens' attention of Tsai Ing-wen and her relevant issues with research tools such as Google Trends, Baidu Index and Word Cloud during the official inauguration of Tsai Ing-wen from May. 1, 2016 to May. 30, 2016. The result indicates that cross-straits social media and netizens' focused attention anger, both positive and negative evaluation and image construction of political figures vary differently. Although social media has brought diversification and convergence of network culture, there are complex and subtle conflicts and contradictions in cross-straits network political opinion.

**Keywords:** political figures, public opinion, political attitude

# **Informative Digital Social Media: Traces of Use and Human Behavior Change**

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## **Abstract**

In the increasingly digital trend of information exchange, the relationship between people is undergoing profound changes, especially in the Internet to promote a strong technological revolution, human society, communication and communication is undergoing subversive change. Based on the digital social media information expression real situation, this paper explains the problem from three aspects: the information field of digital social media, the basic mode of information expression and digital social media information expression, And expatiates on the existing research field of digital media social information expression, and puts forward the application of the model system of traces and the performance influence of user behavior change in a wider field of vision, and constructs a dynamic pluralistic social media research landscape.

**Keywords:** Digital social media, Information expression, Traces of use, Behavior change

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

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## **Abstract**

Bingodu APP is a profit-making news client created by South Metropolis Daily, a subsidiary of South Media Group. “Bing” means “together”, while “du” means “reading”. Considering South Media Group’s status in the traditional media market in China, it lacks a matching new media platform. To develop a new platform guiding public opinion through giving full play its current advantages and introducing social capita is an inevitable course of its media transformation. Since its launch on April 15, 2015, it has been downloaded by over 50 million people by January 6, 2016 with 40% of steady active users. According to the data released by iResearch, Bingodu APP ranked first in terms of per capita use times, length and days by the end of October 2015. Internet companies such as Baidu, Alibaba and Tencent who entered the content arena and challenged the methods by which media companies traditionally delivered content, reached customers and generated revenues have achieved cluster competitive advantages. Imitative, not innovative approaches and striving to outperform competition are not options. Rather, the previous attempts for media transformation in China have received little effects because they have regarded the new media as its extension and affiliated products not an internet product.

The case study of Bingodu was supposed to answer the following research questions. The major question is:

R.Q: What are the innovative strategies adopted at *Bingodu* in the process of media convergence?

The sub-questions are:

1. What is the organizational innovation at *Bingodu*?
2. What is the innovation for media content production at *Bingodu*?
3. How can the innovations attract the user's attention?
4. Has *Bingodu* found any possible profitable business model? If yes, what is it?

The methods of data collection include the following ways: *Fieldwork and observation*, *interviews with staff*, and *Documentary Studies*.

### **(Expected) Results**

1. Product highlights

Bingodu is the first news platform in China where users can make money while reading news. The majority of Bingodu's advertising revenues will be scientifically distributed to the users' accounts on a daily basis according to their activities on the platform including reading, commenting and forwarding.

With original stories provided by South Metropolis Daily and content aggregated across the internet, first-hand information and original viewpoints can be accessed within 24 hours on Bingodu APP. Apart from reading news, users can also have a good knowledge of their friends' interests and opinions through engaging in the Bing friend community, a friend circle in the news context.

2. Content production and technology

A new system for content production has been established in Bingodu. The technologists in Bingodu is developing directional news push technology. They have also established user database so the characteristics, locations and preferences of users can be identified, thus creating a data-based user model. In such a case, the precise news push in accordance with users' interests can be realized.

3. Marketing example

In the second month since its launch, Bingodu worked with Uber to initiate a mobile recruitment activity "OFFER on the way" in Canton campus city. This cooperation accelerates the brand promotion through influential brands, resource integration, content creation and offline activities, which furthered the college students' understanding of its idea and made them also the users of Bingodu.

4. Future business model

The future plan for Bingodu is to make it into an application platform with elements including profits, interaction, knowledge and life circle. When steady active users reach a certain level, a sound business model will be established.



- (1) Mobile internet marketing
- (2) Data marketing for political and business clients
- (3) Paywall for specific groups

To date, no sign of a simple, one-size-fits-all business model that will replace the cross-subsidiary of journalism by advertising has emerged from experiments. Combinations of solutions will vary from place to place, from market to market, and from culture to culture. So varied are the circumstances and possible solutions that it is not possible to draw a complete picture of the journalism platform of the future. But a few of its desirable characteristics that may not be sufficient for success but might help can be listed based on this case study: advanced technologies, proficient capture and use of customer data, the targeting of niche audiences, connection with lifestyle and diverse sources of income.

# **Taking Targeted Measures in Poverty Alleviation and National Image of China**

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**He Na**

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## **Abstract**

The poverty issue is one of the most severe challenges in today's world, which has long term and complexity characteristics; meanwhile poverty alleviation is the essence of socialism. The current poverty issue is no longer just lacking of materials (which is also called the problem of adequate food and clothing), but lacking of survival and developing opportunities. This mainly reflects in the imperfect infrastructure of all kinds, insufficiency of investment in medical treatment and basic public services such as education and culture. That seriously affect the autonomic hematopoiesis and development in the poor areas. Different researchers had made their analysis on the source of poverty, such as in Schultz's theory of human capital investment, Amartya Sen's theory of poverty right, Nurkse's theory of vicious circle of poverty, Leibenstein's theory of critical minimum effect and Myrdal's theory of cumulative causation. Some theory considers that poverty comes from lacking of human capital investment, some thinks that the poverty is basic abilities deprived and opportunities lost, and some assumes cumulative causation leads to poverty, however, it seems that the final realization of all theories points to a government's value judgement and governance capability.

National image is the flash spot of national spirit. It incorporates into modern national spirit based on historical cultural tradition. It is not only conducive to shape the cohesion and solidarity of nation state, but also has contributed to show a lively national image with characteristics. "The Star and Stripes Forever" of the U.S., "Creative England", "National interest first" of Japan (as well as the Bushido spirit), and "Shintobun" in Korea are the distinct examples. With these tradition, national image will have a solid foundation and it can give out a much clearer and deeper image for the outside world's perception and

comprehension. Hence it is becoming the key of national image construction that the domestic policy and measures incorporate into national historical culture.

Mr. Xi Jinping, also general secretary of the CPC central committee, pointed out: take targeted measures to poverty alleviation, by 2020 to ensure that the rural poverty population under the current standards out of poverty, and leave the poverty counties cap behind, solving regional overall poverty issue. It is not just related to the poor population in China, but also related to the poverty alleviation of 300 million population in the world, which is as well as the contribution of a developing country to the world and effective measures to directly promote China's image of great power.

# **Framing the News of Transnational Mergers & Acquisitions: A Content Analysis of Newspapers on Microsoft's Acquiring Nokia**

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## **Abstract**

Multinational corporations play a crucial role on the current wave of economic globalization. However, globalization is controversial when the multinational companies face the issue of transnational mergers & acquisitions. As corporate reputation and social responsibility have been valued more, the communication work become more important and complicated. They have to talk with diverse audience both from inside and outside the corporations, and one of the most important external target audience is the media. A well-executed communication program can gain external stakeholders' confidence, enhancing the stock price and results in a higher trust in the company.

There are not many academic studies on the topic of mergers & acquisitions from public relations field. This research take Microsoft acquired Nokia for example to study the news coverage about the transnational mergers & acquisitions between Microsoft and Nokia. In this study, the method of content analysis was used to conduct quantitative analysis of the news from February 11, 2011 to April 30, 2014 which was released by Helsingin Sanomat, Wall Street Journal, and 21st Century Economic Herald.

After a content analysis about the 161 related news, there are three major conclusions: (1) with the perspective of the news coverage, the representative of Nokia become the major news source of related news coverage, overwhelming the representative of Microsoft. In addition, the media Helsingin Sanomat is used national interest frame most, Wall Street Journal is more likely to use the market competition frame, and 21st Century Economic Herald has more inclination to use prospect forecast frame. (2) With the perspective of international public relation, Nokia pays more attention to deal with the crisis of corporate operating as well as settle down the layoff. As to Microsoft, the emphasis is on the

relationship with Finland government and the arrangement of employees from Nokia. (3)  
With the prospective of M&A, although the related news do have the debates on the national interest, the concentration of the newspaper coverage is still on the market competition.

**Keywords:** M&A, Frame, International public relation, National interest.

# **Pursuing Truth, Practicality and Kindness----The Practice Ethics of Public Relations in The New Media Environment**

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## **Abstract**

Media environment has gone through great changes under the development of communication techniques and disruption of monopoly from information distribution channels. Meanwhile, within such a new-emerging media background, public relations are confronted with brand-new challenges when being put into implementation. Under the transformation of media environment, the feature of publicity has gone through changes giving rise to emergence of new thoughts from public units in the process of handling with public relations. Within the constant transference between conflict and harmony from organizations and the public, the whole surroundings for public relations appear to be more open, diverse and complex. Under the background with great variation and volatility, public relations strategy should always originate from the essential feature of publicity, hold the banner of pursuing truth, practicality and kindness as a way of keeping distance from all complex facts while conducting effective counter measures so that a calm and positive attitude towards such media transformation can be guaranteed and a bright future for public relations development can be realized.

**Keywords:** Media Environment, Public Relations, Internet Public Relations Practice

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

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## **Abstract**

Public segmentation has been remained the focus in the relations building with public. This study established a theoretical framework to explore the factors influencing the communication behavior in social media. Based on a survey of 233 college students, with three issues: Korean dramas "Man from the Stars", house prices in China and the Flight MH370 as situational grouping variables, collecting their communication behaviors in the social network of Renren, QQ, Microblog, WeChat. We found that the independent variables problem recognition, constraint recognition, involvement recognition through situational motivation as mediator significantly influenced the dependent variables communication behavior. The feasibility and applicability of communication behavior as standard of public segmentation are discussed.

**Keywords:** the situational variable, situational motivation, the formation behavior

# **Communication Ethics in the New Media Environment**

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## **Abstract**

These years, the new media represented by the Internet develops rapidly. Everyone is media. In the era of information explosion, the traditional mode of communication has fell into disuse. Recently, communication develops into diversification and convenience. Meanwhile, the contexts of communication tend to be alternative and pluralistic. People's daily life is facing various new challenges, such as, Information security, information distortion, information pollution, information infringement. The phenomenon mainly due to promoting new media technologies accelerates the development of society, culture, and economy. Any emergency of creation accompanies double-edged sword, included new media. As the production of the era, new media not only brings conveniences but also ethics problem. Therefore, it is of significant issue to analysis the cause of communication anomie in the new media environment and to discuss how to construct new media practice standard system. This thesis analysis the problem and the reason of communication ethics in the new media environment, and it provides the practical suggestions about how to construct the correct value view in the new environment of new media, hoping providing Constructive suggestions for the construction of ethical system in Chinese new media.



# **“Fear-Then-Relief” Influences on Compliance of Donation Behavior**

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## **Abstract**

Previous studies demonstrated that people’s emotion state (e.g. fear) could significantly influence their intention to donate. This study shows that “fear-then-relief” technique is able to change individuals’ perception of donation by affecting their attribution direction, cognitive procession and judgment. More specifically, the one who is in “fear-then-relief” condition would be more likely to comply with a request than the one who is not. In the research, we examine the relationship between the antecedent variables, involvement, and the mechanism of “fear-then-relief” and look into its influences on individuals’ behavioral intention of donation. The researchers performed a 3x2 ANOVA model to examine how individuals’ emotion (under-fear, fear-then-relief, control group) and their involvement of donation (high, low) interactively affect the behavioral intention to donate. The statistical results indicated that “fear-then-relief” and the involvement of donation have not only a main effect but also an interaction effect on peoples’ behavioral intention of donating.

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

**Liu Jing**

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## **Abstract**

Since French critic Roland Barthes and his student Jacques Durand propose visual shift in visual rhetoric firstly, the research field of visual rhetoric become more and more diversified. The visual rhetoric in political communication undergoes three periods, from newspaper to telecommunication to mobile Internet, which produce deep rheology: in the form aspect, from single text to trans-textuality; in the status aspect, image as subsidiary before becomes mainstream rhetoric means surpassing traditional verbal rhetoric; in the communication tones aspect, visual rhetoric reflects shift from centralized elitist view to de-centralized social political dialogue; in values aspect, visual rhetoric shifts from local ideology to universal value resonance. The visual rhetoric application process in our political communication still cannot realize effective international recognition, which need renew itself by deepening existing theory and shifting from old effects rationality to a new media affect sensibility. The paper tries to renew the theoretical frame and operate mechanism basing on features of mobile Internet age, to provide suggestions for practice approach of visual rhetoric in political communication in the future.

**Keywords:** mobile Internet, political communication, visual rhetoric, trans-textuality

# **Who Killed the Two Doctors? Public or Media?----The Chinese Doctor-Patient Conflicts In Social Media**

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## **Abstract**

Doctor-patient conflicts have become a serious societal problem in many places in China. From 2002 to 2012, doctor-patient conflicts rose ten times; and in 2014, there were 115,000 conflict cases in the country. In 2016, this issue has been more significant. Only in May and July, two innocent doctors were killed. Dr. Zhongwei Chen, a dentist in the Guangdong Provincial Hospital, was murdered at home by his former patient in 30 knives on 5 May. Dr. Guangyue Liu, an orthopedist in the 4th Henshui Municipal Hospital, Hebei Province, was slaughtered at office on 21 July.

What reasons cause these conflicts? Some former research suggests the public and the media responsible for the doctor-patient conflicts. The public are impassive and do not support hospitals and doctors' work, and the distorted media reports also exacerbate the conflicts. However, these opinions might be plausible. Based on the Social Media Crisis Communication Model, this paper selects the two murdering cases as the example, and ascertains the reason for the doctor-patient conflicts in social media by content analysis and in-depth interview.

In terms of content analysis, Weibo (Microblog) is one of the most widely used social media in China, which reflecting people's behaviors, ideas, emotions and thinking. So this research selected Weibo to explore the public opinions on the two cases, and collected the top two journalistic Weibo accounts containing most comments on these two events (Sina Hot Issue, Dr. Chen case, 12755 comments; People Daily, Dr. Liu case, 7160 comments). Six units were designed in the content analysis: 1, support doctors and condemn the murderers; 2, consider medical reform responsible for the conflicts; 3, public security

reason; 4, media reason; 5, irresponsible doctors and hospitals reason; 6, the others.

Content analysis results in the two cases are similar, but they are quite different from the past research. In Dr. Chen and Dr. Liu cases, 35% and 37% comments sympathize and support doctors. 27% and 26% comments in the two cases consider the medical reform responsible for the conflicts. 18.3% and 16.1%, 5% and 4.5% comments consider public security and media reason. Only 7% and 6.5% comments consider doctor and hospitals' responsibilities. People's opinions in these two events can be a representation on doctor-patient conflicts. Results suggest that actually more than one third in the public do support doctors, and that the public consider the unsuccessful governmental medical reform are the most important factor that led to the doctor-patient conflicts.

Based on the Social Media Crisis Communication Model, this research further explores the reason for the hospital-patient conflicts by in-depth interview. The research selected the five age groups of doctors in 40s, 50s, 60s, 70s or 80s generations, and each group is composed of two doctors. They are from Guangzhou, Zhaoqing or Shenzhen in Guangdong province, and their occupations vary surgeon, internist, gynecologist, traditional Chinese medicine or dermatologist. Five choices that the public consider in the content analysis were given to the interviewers. All interviewers considered the medical reform as the primary reason for the conflicts, followed by public security (90%) and media (70%). In particular, 40s, 50s, and 60s generation doctors all selected doctors' responsibilities as a reason for the conflicts. Further analysis on the interview results found, actually the medical reform and the media reasons are collated, e.g. promoting health communication and regulating reporting are not only the media's responsibility but also the government department's duty in the Chinese social context. Together with content analysis and in-depth interview results, neither the public nor the media kill the doctors. The major factor for the doctor-patient conflicts and the murdering in China would be the unsuccessful medical reform in the country.

**Keywords:** Doctor-Patient Conflicts, Public Relation, Social Media Crisis Communication, Weibo

# **Research on International Public Relations Practice of China's "Going Out" Enterprises----From the Perspective of Relationship Ecology**

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## **Abstract**

The paper focuses on the problem of Chinese enterprises in the implementation of the "going out" strategy, when facing international complex economic, cultural, political environment, how to formulate the corresponding international public relations strategy to achieve a healthy development on the perspective of an ecological development. Using social network analysis method and text data mining technology, the paper analyzes 1000 corporate social responsibility reports published in the world of companies among 500 key enterprises in 2010-2014, extract the massive relational data to construct the global corporate social responsibility communication network, and take China as a sub network on its network density, the type of cooperative organization, the structure of the relationship between the structure of the study, in order to discuss the global social responsibility practices of China's "going out" enterprises in an view of a whole world.

Public relations ecological theory takes the relationship network, relationship communication flow and the relationship between niche as three categories. It advocates in accordance with the "weaving", "flow" and "position " as three major strategies to build a relationship of trust and create a harmonious community. Based on the theory and combining the theoretical thinking, the research discusses the ecological environment of public relations and the relationship management strategy of the enterprise. Empirical conclusions include:

Through the construction of corporate social responsibility network of core companies in the world's top 500 and China's' going out 'corporate social responsibility network, we found that

1. Compared with the global corporate social responsibility network on organizational relationships, the enterprises' relationships are more equal. The reason is that some of the core organizations for the global corporate social responsibility system, such as UN (United

Nations), Carbon Disclosure Project, the global reporting initiative organization, the equator guidelines and the United States Environmental Protection Agency has the role of control and influence.

2. International organizations and international organizations are located in the core position of the global corporate social responsibility relationship network.

3. When looking into the 94 China's "going out" large enterprises, discuss their 1-mode network centrality degree index and finds that Huawei ranks the 1st in the four center index. This phenomenon worth doing further case studies.

4. Measure the overall overseas corporate social responsibility network density measure, the overall network density of China's "going out" enterprise is not high, lower than the density of European and American.

To further consider the relationship between the ecological potential indicators, on the European enterprises overseas responsibility relations network, through mutual connection with the core organization (usually intergovernmental international organizations or multinational organizations) , European enterprises can have a close connection with the global corporate social responsibility network, which is different from that of the United States companies and Asian companies .They are more likely to develop overseas social responsibility with local nonprofit organizations or their sub sectors in foreign countries. On the performance of overseas social responsibility activities, they are relatively independent.

China's "going out" overseas social responsibility relationship network strategy can be divided into three categories:

1. Build strong connection (such as the public to carry out face-to-face communication, interpersonal communication activities) with overseas local direct public.

2. Expand weak connections (such as through the media communication, mutual cooperation and mutual benefit cooperation projects, such as international public relations issues management, interpersonal communication and mass communication with overseas general public, international organizations.

3. About the relationship issues management. The results of data analysis of the whole network attributes reflect the global environmental issues in the corporate social responsibility of the enterprise has become the most important issue. When the global community has reached a consensus on the environmental degradation caused by the fierce competitive business activities in the past decade, the importance of social responsibility to solve environmental problems in the world is gradually increasing. It is followed by the

ability to require companies to enhance internal regulation, such as the pressure to deal with self-regulation, and external pressure from the market, NPO, government on its common environmental social responsibility. And the "enterprise dominant Responsibility Alliance" is from a corporate social responsibility to actively molecular corporate social responsibility organization perspective and to promote global corporate social responsibility action. Worthy the "going out" enterprises to discuss further.

# **The Research on Deteriorating Communication of Culture of Web Celebrity----From the Perspective of Media Ecology**

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## **Abstract**

Media Ecology aims at discussing how the media as a whole “environment” to affect the society, culture, politics and interpersonal relationship. The article analyzes new media’s function that make “Web Celebrity” and studies how the “Culture of Web Celebrity” becomes deteriorated due to content, value and behavior orientation. In a result, the deteriorating phenomenon leads to many awful social issues. The article holds that our government, media organization and audiences should work together to purify the media ecology.

**Keywords:** Media Ecology; Culture of Web Celebrity; Deteriorating Communication; Media Literacy



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

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## **Abstract**

Modern public relations is a “concomitant” of marketing logics and business cultures, but she has suffered kinds of critiques—from professional critique to critical cultural research, even social criticism considers her as the “target” of criticizing. Despite PR’s successes in “whiten” numerous firms and individuals, she still has to face up to her identity problem—“proving her own innocence”. On the other hand, public relations research has been stretching out of the scope of functional tradition of the “practical studies”, research areas of PR with gender, PR with rhetoric, PR with culture, PR with power, PR with postmodern theories and so on have been ascending with critical theories’ expansion in the field of public relations, which creates substantially significant research scopes for communication criticism research. And no matter whether public relations taken as “target of critique” or as “critical theory” whose implications for public relations are crucial, and the paths are essential to public relations theories building.

# **The Exploration on Communication Effects and Influence Factors of Internet Advertisements Which Have High Conversation Rate----A Case Study Based on Innovative Advertisements on Wechat Platform**

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## **Abstract**

As the sharp rising of Internet advertising market share, as well as the accuracy of advertisements injecting. It has been found differences in marketing model and evaluation criteria between Internet advertisements and traditional advertisements. Particularly worth mentioning is that a successful advertisement has a impressive conversation rate, It cannot only help judging the efficiency and accuracy of advertisement in order to optimize the effect evaluation system. What can be further improved is the users experience research. This paper studies the influence factors of popular internet advertisement based in wechat public platform, and discuss enhance the conversation rate to gain better brand promotion.

# Emotion Also Matters: A Dual-Factor Model of Crisis Communication

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## Abstract

Crisis communications studies have cited the role of emotion as a component of Situational Crisis Communications Theory (SCCT).<sup>1</sup> Recently, some researchers have attempted to emphasize the role of emotion and have called for an emotion-based perspective in crisis communication. And this new conceptual framework is called the Integrated Crisis Mapping model (ICM) that identifies diverse emotions experienced by key stakeholders in different situations of crises.<sup>2</sup>

In SCCT, emotion is determined by the attribution of responsibility. The ICM model posits that different kinds of emotions could be elicited by stakeholders' cognitive appraisal in different types of crisis. Thus, emotion is regarded mainly as a consequence of cognitive processing including attribution and cognitive appraisal. In other words, cognition always precedes and dominates emotion.

Furthermore, the cognitive activity of processing information related to crisis situations (i.e., attribution and cognitive appraisal) is often simplified as a straightforward and unitary process; because there is no interaction between cognition and emotion, it is reasonable to assume that cognition activity precedes and dominates emotion.

Building on the previous theories, this study argues that the existing logic of emotion research in crisis communication is problematic because the role of emotion is underestimated. First, emotion can also influence cognitive activity. The debates over cognition and emotion have revealed that emotion can also occur prior to the next thought.<sup>3</sup> Moreover, some scholars have suggested that decision making could be driven by both "emotions" and "logic," to the same degree.<sup>4</sup>

Second, emotion is not only determined by cognitive activity with rationality, but also

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<sup>1</sup> Coombs, W. T., & Holladay, S. J. (2002). Helping crisis managers protect reputational assets: Initial tests of the situational crisis communication theory. *Management Communication Quarterly*, 16, 165-186.

<sup>2</sup> Jin, Y., Pang, A., & Cameron, G. T. (2007). Integrated crisis mapping: Towards a publics-based, emotion- driven conceptualization in crisis communication. *Sphera Publica*, 7, 81-96.

<sup>3</sup> Lazarus, R. S. (1999). The cognition-emotion debate: A bit of history. *Handbook of cognition and emotion*, 3-19.

<sup>4</sup> Gordon, C., & Arian, A. (2001). Threat and decision making. *Journal of Conflict Resolution*, 45(2), 196-215.

influenced by other factors such as emotional contagion,<sup>5</sup> desire for emotion venting and negative bias. Hence, emotion is triggered in both rational and irrational status. In this way, the effect of cognitive activity on emotion needs to be redefined.

Third, owing to multistage information processing, cognition and emotion can interact.

In fact, some studies have revealed that cognitive processing would involve a multistage process. For example, the anchor adjustment model posited that people may form an initial judgment based on partial information, which may be corrected later to account for additional information.<sup>6</sup> Moreover, some scholars also proposed a two-step social inference model in which individuals first have an automatic tendency to make dispositional attribution.<sup>7</sup>

In addition, the new spotlight on the role of emotion responds to reality. In the era of social media, cyberspace is unstable and generates more intense and transitory emotions.<sup>8</sup> Emerging studies emphasize the effect of emotion on the individual's cognition and behavior. More importantly, research shows that emotion can influence the process of information diffusion on the platform of social media.<sup>9</sup>

Based on the previous theories and studies, this study presents a dual-factor model of crisis communication that suggests that not only rational evaluation of responsibility, but also discrete, message-induced emotions will influence the public's attitudes and behaviors.

Apart from the impact of cognitive activity, the generation of emotion is also influenced by emotion contagion, desire for emotion venting and negative bias. Moreover, this study adopts the perspective of discrete emotion, which argues that different emotions have different functions. This study proposes that different levels of emotional intensity determine how the public's attitudes and behaviors are influenced by cognition and emotion.

**Keywords:** emotion, cognition, crisis communication, crisis information

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<sup>5</sup> Kramer, A. D., Guillory, J. E., & Hancock, J. T. (2014). Experimental evidence of massive-scale emotional contagion through social networks. *Proceedings of the National Academy of Sciences*, 111(24), 8788-8790.

<sup>6</sup> Qattrone, G. A. (1982). Over attribution and unit formation: When behavior engulfs the person. *Journal of personality and social psychology*, 42(4), 593.

<sup>7</sup> Gilbert, D. T., Pelham, B. W., & Krull, D. S. (1988). On cognitive busyness: When person perceivers meet persons perceived. *Journal of personality and social psychology*, 54(5), 733.

<sup>8</sup> Ben-Ze'ev, A. (2004). Love online: Emotions on the Internet.

<sup>9</sup> Pfitzner, R., Garas, A., & Schweitzer, F. (2012). Emotional Divergence Influences Information Spreading in Twitter. *ICWSM*, 12, 2-5.

# **Health Literacy and Communication Ethics in the Era of New Media: A Case Study on "The Event of Wei Zexi"**

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## **Abstract**

As an emerging channel of health promotion and service delivery, the characteristics of new media empower people to promote their health literacy apparently. Ideally, new media ought to improve health care, disease prevention and health promotion to deal with disease suffering, disease prevention and health promotion--nonetheless in China nowadays, the mechanism of new media for advancing health communication is not as positive as people think. Furthermore, "the event of Wei Zexi" and its effects have influenced the climate of opinion and triggered off a great deal of deliberations about the ethical issues of new media. This article exercises a case study on the context and effects of "the event of Wei Zexi" as well as applying health literacy's concepts for constructing a research framework of new media's communication ethics.

# **Model of Digital Marketing of Luxury Goods----Take Burberry as an Example**

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## **Abstract**

In contemporary society where digitization is in vogue, the luxury goods industry is facing unprecedented opportunities and challenges. To catch up with the fashion trend and the rapid development of electricity business, many luxury brands are on the path of transformation to digital marketing. This paper will have a brief introduction of Burberry, which is one of the earliest luxury brand who carries out digital marketing, and its main case of digital marketing as well as its sales channel, by talking about how the company has fully utilized the social media, customized service and brand positioning. The paper will also show the readers how digital marketing can bring a new source of power to luxury goods sales' growth under the background where traditional sales model of luxury goods industry are facing great difficulties. Finally, the paper will have a brief discussion and prospection of luxury goods industry's marketing model in future.

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

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## **Abstract**

There is a general assumption in the business environment that corporate social responsibility (CSR) behavior will generate positive results from the public in terms of their attitudinal and behavioral response. However, the fact is that the public do not take every CSR behavior as good, and reward the corporation. Instead, they will make attributions of motive for the seemingly social responsible action and respond accordingly. Focusing on the mediating role of motive attribution in the effectiveness of CSR initiatives, the purpose of this study is to explore the conditional boundary of an effective single CSR initiative in routine settings and in post-crisis contexts.

The research was a 3x2 between-subject experimental design. A total 240 subjects participated in the study. The theoretical framework of this study was Trope's (1986) two-stage dispositional attribution model, which held that there are two factors contributing to dispositional attribution processing. They are (1) prior information (called priors) about the actor's disposition, which is obtained prior to the current behavior from various sources such as past observation of the actor's behavior, membership in social categories, and physical appearance (Jones & McGillis, 1976), and (2) situational information that the perceivers can use. These two factors serve as contextual information, helping to identify the disposition-relevant categorization of the behavior in the identification stage and to adjust the dispositional inference in the inference stage. Applying this theory to the study of CSR, the two factors are prior CSR record and crisis incidence. Specifically, integrating literature from CSR research in marketing, dispositional attribution theory in social psychology, and crisis communication studies in public relations, the study examined the effect of prior CSR record, crisis incidence, and their interaction on (1) the public's motive attribution for a CSR initiative, and (2) the effectiveness of the CSR initiative, which was

measured by attitude toward the corporation, evaluation of corporate reputation, WOM, and purchase intention. The mediational role of motive attribution in the relationship between prior CSR record and the outcome variables was also tested.

Through a series of one-way ANOVA tests, Sobel tests, mediation analysis, and moderated mediation analysis, this study had the following findings. The public had a general tendency to suspect the motives of CSR initiatives, and motive attribution was a robust mediator in the effect of CSR on the public's reaction. One of the most significant findings of the study was the value of a corporation's prior CSR record.

The public tended to attribute the motive for a CSR initiative launched by a corporation with a positive prior CSR record as more altruistic and to respond more positively in comparison with a CSR initiative launched by a corporation with a negative prior CSR record. Crises were demonstrated to be a definitely negative force for CSR effectiveness; however, the study found that a good prior CSR record accumulated by long-term CSR participation in the pre-crisis phase can serve as crisis insurance to some extent, protecting the corporation from suffering from the crisis as severely as the corporation with a notorious CSR record. In addition, this study found that, though corporations with negative prior CSR records cannot expect to catch up with those possessing positive records in terms of the public's reaction, significant improvement through one single CSR initiative was possible.

Theoretically, the study tested and fed back to dispositional attribution theory with empirical study on CSR and crisis management. It also contributed to the theoretical development of CSR and crisis management by adding psychological perspectives and integrating CSR into crisis management. At the practical level, this study facilitated a better understanding of CSR efforts from the Chinese public's perspective and benefited corporations that are interested in strategically using CSR initiatives to generate favorable effects in both pre-crisis and post-crisis situations.



# **Invention and Re-invention of the Social Label of "Garbage Teens": A Study of Youth Square's Public Service Advertisement in Hong Kong**

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## **Abstract**

This paper discusses the dynamics of the reinvention of the social label "Garbage teens" in a public service advertisement in Hong Kong. The effectiveness and interpretations towards the label across the younger and older generations will be examined.

With the postmodern views of one's identity as a fluid, contingent and social constructed entity, the construction of social identity has become an essential area to explore<sup>1</sup>. Social labels play an important role in constructing one's social identity by entitling an individual with certain traits, characteristics, attitudes and beliefs. Social identity theorist Tajfel<sup>2</sup> suggests that individuals labeled as group members would categorize themselves as such and internalized the group label as a social identity. Hence, social labeling can be viewed a powerful tool for social control.

In recent years, a popular social label "Garbage teens" emerged in Hong Kong, it is used to describe youngsters who are 'useless' and 'worthless', especially referring to their economical status. Some local politicians argue that the negative label has been highlighted by the HKSAR government and pro-establishment politicians in attacking the anti-political stance and vigorous political behaviors among a group of youngsters. The "Garbage teens", in contrary to the 'Successful teens' is categorized as a group of failing teens who are not able to get a decent job and high income, and therefore they turned out to be rebellious and radical towards the government. In order to channel the discontent of these youngsters, the government believes it is important to reestablish a positive and constructive attitude among them. Youth Square is one of the governmental projects, commissioned by the HKSAR Government's Home Affairs Bureau, in cultivating positive youth identity.

In the public service advertisement of Youth Square, the label of "Garbage teens" was transformed into "Passionate teens" using the word play tactic as the two terms carry

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<sup>1</sup> Giddens, A. (1991). *Modernity and self-identity: Self and society in the last modern age*. Cambridge: Polity.

<sup>2</sup> Tajfel, H. (1981). *Human groups and social categories*. Cambridge: Cambridge University Press.

contrasting meanings while they sound equivalent in Cantonese as “faiching”. This advertisement attempted to reinvent the social term by stating ‘useless’ youngsters can in fact live up to ‘passionate’ lives if they can positively actualize their talents and potentials through participating the constructive activities.

This paper aims to investigate and compare the effects of the Youth Square's advertisement on a group university students and their parents. It is argued that the underlying ideology of the advertisement is grounded on a 'capitalistic development' discourse in which the values of career achievements and progression are embraced. Yet, this ideology seems to be more appealing to the older generation than the younger ones, as it is observed that there is shift among the local youth in pursuing post-materialistic values. Hence, the 'Passionate teens' portrayed by the ad may not be very convincing and attractive to the youngsters. In order to explore the effectiveness of the advertisement and to examine if there is any difference in the interpretations across generations, interviews and textual analysis will be conducted in this study.

# **From Media Convergence To Converged Media: Approach Of Media Development**

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## **Abstract**

With the rapid development of digital technology and network technology and other high-tech, media relying on technology innovation, and constantly deepen the content, terminals, channels and other aspects of the reform. Figure change in the media, and development process, the boundary between the media entirely original continued ablation process exacerbated by the development of media convergence. This paper reviews since 2013, domestic and foreign media in the process of media convergence in some useful exploration, clarified media development approach - from the media convergence to media convergence, it summarizes the basic rules of media evolution from simple to complex one yuan, and then to a higher level of pluralism simple, one dollar. In the process of development of the media, traditional media transition to new media, from new media technology, content, cultural dimension of the media to promote integration.

**Keywords:** media convergence; media convergence; media approach; new media

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

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## **Abstract**

*Background* – Public relations industry in Hong Kong has been rapidly developed, especially since the 1997 handover. The role of PR practice relies heavily upon the operating environment. However, little is known about the significant PR changing landscape in Hong Kong in scholarly works and industry reports<sup>1-2</sup>.

*Objectives* – (1) To highlight the PR industry changes such as the operating environment, practitioner and agency profiles as well as awardees' profiles and motivations. (2) To identify the challenges and resilient to stakeholder engagement and management, as well as traditional and new media.

*Methods* – A mixed-method approach was used including (1) in-depth interviews with PR industry leaders in Hong Kong, (2) existing industry data from government sites and PR

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<sup>1</sup> Lee, B.K. (2007). The HKSAR Government's PR Sense and Sensibility: Analysis of its SARS Crisis Management. *Asian Journal of Communication*, pp. 201-214

<sup>2</sup> Martin, E.F. (2009). Hong Kong Public Relations: Resilient in the Face of Challenges. *Media Asia*, pg. 72.

associations, (3) online information from recognizable PR-related award organizations, and (4) case studies from winning PR agencies and companies. Content analysis and trend studies were used to tease out the substantial changes in the PR development in Hong Kong in the past two decades.

#### *Key findings—Hong Kong's positioning in PR professionalism*

According to the interviews with PR gurus and presidents of PR associations in Hong Kong, there are five significant changes in PR development include: (1) the advantage of Hong Kong with a unique position in Asia Pacific to bridge up China with the rest of the world becomes weaker; (2) PR practice in Hong Kong is only for the local market in terms of scope and client budget; (3) the leading position of the internationally renowned PR firms had been replaced by local PR firms in Hong Kong; (4) the senior management of global PR agencies in Hong Kong head quarters is largely run by locals; (5) PR practitioners serve as counselors and strategic advisers in established organizations to help build the trust bank. Still, the role of PR practice in Hong Kong as a financial hub is critical not only in private but also public and government sectors in the changing political-socio-cultural environment.

#### *Industry profile and challenges*

According to the surveys from Benchmarking Study<sup>3-5</sup> and Asia Pacific Communication Monitor<sup>6</sup>, key findings include: (1) a steady business growth by client spending in Hong Kong in the agency sector; (2) a possible client growth in the travel/lifestyle industry; (3) the importance of digital and social communication in PR campaigns while media relations remained critical; (4) as lightly higher job satisfaction compared to PR practitioners in mainland China and Taiwan; and (5) career opportunities, work-life balance, and adequate salary were the most problematic attributes to job satisfaction. The challenges in PR at the industry and the firm levels were largely identical.

#### *PR awardees and motivations*

Based on eight legitimate and competitive PR awards, our analysis included 129 awards in 2014 - 2016. Hong Kong was ranked as one of the top three countries for receiving awards in major categories including (1) digital and social media, (2) corporate social responsibility,

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<sup>3</sup> Council of Public Relations Firms of Hong Kong. (2014).2014 Benchmarking Study. Hong Kong: Council of Public Relations Firms of Hong Kong.

<sup>4</sup> Council of Public Relations Firms of Hong Kong. (2015).2015Benchmarking Study. Hong Kong: Council of Public Relations Firms of Hong Kong.

<sup>5</sup> Council of Public Relations Firms of Hong Kong. (2016).2016 Benchmarking Study. Hong Kong: Council of Public Relations Firms of Hong Kong.

<sup>6</sup> Macnarama, J.,Lwin,M. O.,Adi A.,&Zerfass, A. (2015).Asia-Pacific Communication Monitor 2015/2016. The state of strategic communication and public relations in a region of rapid growth. Survey results from 23 countries. Hong Kong: APACD.

(3) crisis and issues management, and (4) financial and investor relations, except in public affairs and government relations, compared to its counter parts in Asia such as China, Australia, Singapore and South Korea. Interviews with PR practitioners revealed that many PR practitioners in agencies aim to apply for the awards in their initial stage of campaign planning. Two contrasting views about award applications (very labor-intensive vs. not much work) are largely due to the existence of internal support from the organization and the level of experience dealing with awards application submissions.

*Stakeholder engagement and challenges from new and social media*

From the expert interviews, corporate communication, integrated marketing communication and financial public relations become the top three specialty areas among the local PR practitioners. Due to high public expectation of corporate social responsibility practice among organizations in Hong Kong, there is the rising awareness of public organizations and thus increasing importance of public affairs. Although it is around-the-clock duty to monitor the new media, the emergence of the new media had also made PR daily work much easier than before. Some PR veterans emphasized that there is a dire need to close the gap between strategies vs. digital (technical) public relation work, with a more integrated media relations approach.

*Discussion* – While PR practitioners face a lot of challenges due to the changing operating environment, the PR veterans remained positive in viewing the future PR development. As long as Hong Kong remains a key financial hub in the region and globally, PR plays an indispensable part in stakeholder management and business performance. The new Belt and Road initiative may give Hong Kong another PR opportunity to become a unique position between China and other countries if the local practitioners have a more world view on issue management and stakeholder engagement.

# **“Ethics Begin Where The Law Ends”: Legal And Ethical Perspectives On Smear Campaigns.**

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## **Abstract**

Litigation Communication (Beke, 2014) is a relatively new but increasingly important research field. Its literature emphasizes the importance of the topic and calls for research to further investigate the vital intersections between the public, the news media and the legal system. As a source of information for the media, PR practitioners play a major role in this intersection. They also consult company managements as part of a team that includes such other advocates as lawyers, advertising experts, and insurers.

This paper examines smear campaigns from legal and ethical perspectives to identify acceptable and unacceptable tactics in public relations. It analyzes professional codes of ethics and legal obligations that practitioners should follow to highlight the profession's built-in challenges. Fitzpartick (2006) said that “Law is about compliance with set rules and procedures, while ethics involves more discretionary decision making” (p.2). In this paper we examine the use of smear campaigns in public relations to clarify the professionals' commitments to client and society and the involvement of code s of ethics, regulations, and legal requirements in their decision making process.

The literature on Litigation PR is limited (Bain, 2012; Beke, 2014; Colins & Cornet, 1990; Gibson & Mariposa, 1999; Gower, 2008, 2012; Leeper, 2013; Myers, 2015; Parkinson, Ekachai & Traynowicz Hetherington, 2001; Toledano, 2014). There is no entry on Litigation PR in the latest and comprehensive *Encyclopedia of Public Relations* (Heath, 2013). The only item in this *Encyclopedia* relating to law discusses defamation, primarily libel and slander (Leeper, 2013). Similarly the benchmark Sage Handbook of Public Relations (Heath 2010)

omits any mention of the topic in any of its 49 chapters. This project is, therefore, innovative and path-breaking.

Public relations texts discuss the legal aspects of the practice assuming that “both familiarity with applicable law and access to good legal counsel are important components of any successful public relations practice” (Parkinson et al., 2001, p. 257). The legal topics mentioned in public relations textbooks and journals as relevant to the industry relate mainly to the US legal system, the First Amendment and the freedoms of speech, expression, and Press. These cover corporate speech and all forms of communication on behalf of clients and employers that might become a potential lawsuit. Major issues concern exposure to defamation (libel and slander), invasion of privacy, negligence, product liability, intellectual property, copyright laws, trademarks laws, contracts, employee rights, insider trading, disclosure law, and specific legal considerations surrounding the internet and censorship. As part of the communication industry public relations professionals write, edit, and distribute messages on behalf of organizations to internal and external audiences and by doing so they expose themselves to legal claims.

Communication professionals are mainly concerned about the possibility that a published message they were responsible for would be judged by a court as defamatory. Defamation is “a statement or inference of fact that has the tendency to either harm the plaintiff’s reputation and lower the plaintiff in the esteem of the community or to harm the plaintiff’s business or organization by deterring people from doing business with them” (Leeper, 2013, p. 248). High profile cases of defamation might also be called “smear campaigns,” or “stealth campaigns.” When they are exposed they are often criticized by the industry as unprofessional. One recent example is the Public Relations Society of America (PRSA) response to the “whisper campaign” conducted by leading public relations agency Burson-Marsteller for their client Facebook in an attempt to damage Google’s reputation: “Smear campaigns have no place in PR” (Trivitt, 2011).

This paper examines examples of smear campaigns, including the notorious Facebook case, to argue that relying on legal guidance is risking the profession’s status while preserving ethical standards is the key to obtaining respect and credibility for the profession.



# **Is Awareness A Good Indicator in Evaluating An Integrated Communication Campaign? Case Study of Brands in China**

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## **Abstract**

Evaluation of an integrated marketing campaign (IMC) is always a debatable yet a controversial one. Whether or not an integrated marketing campaign (IMC) is successful, the achievement depends entirely on various bombardment or plethora of market as well as communication variables. So many factors that just to pinpoint one and ignore others will sound very naïve and unsophisticated.

A good integrated marketing campaign (IMC) campaign always depends on whether the agency can deliver what clients wants. Obviously, it's all being attributed to what, when, and where your objectives are all about. Inevitably, it has to measure whether the integrated marketing campaign (IMC) efforts can achieve the objectives or not.

To a certain degree, marketing is always dealt with the bottom line (Dollars and/or return on investment). While on the other hand, advertising is dealt with communication effects. Hence, this paper explores the communication effects of an integrated marketing campaign (IMC) of which the awareness effect is counted the most crucial as well as essential. The matter is how we establish the linkage between effects of communication and sales is a monumental task to tackle.

Often time, it is very unfortunate that clients' demands dilute and meeting deadlines can complicate as well as altercate the preset goals. Thus, at the end, it will often not be able to meet the objectives. Indeed, results can always be numbers and numbers may never be able to truly reflect what the outcome and results of a great integrated marketing campaign (IMC) may deliver. Moreover, it may sometimes deliver different results or even minute results that are un-noticeable.

Based on the "Lavidge and Steiner Hierarchy Effects model," the paper attempts to gauge the very first beginning of the stage of the hierarchy effects continuum that may indicate the most crucial influencer for effectiveness of an integrated marketing campaign

(IMC).

This paper uses case study method to unravel which and what brings to integrated marketing campaigns' outcomes.

Several brand campaigns were named and ranked by over forty-five advertising and public relations professionals working in global communication agencies in China. By gathering their results and opinion based on their rankings, the top 5 were selected to investigate based on the following criteria: when, how, why and what. These ranked integrated marketing campaigns which are all gravitated by their brand awareness, word-of-mouth, and social media. Indeed, they are all dealt with communication effects which is the major focus here.

The study is to reinforce the stage of all hierarchy effects rests at the awareness level. Numerous brands float around in the current marketplace yet not many can be remembered; however, as long as a brand that can always keep in front of consumers (awareness) will survive. Consequently, awareness is the epitome of a brand success.

# **Are They Up To Par? A Current Perspective among Senior Management Executives of International Public Relations Firms on How Young Chinese PR Professional Perform**

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## **Abstract**

This study provides an outside-in examination of young Chinese public relations (PR) professionals. The purpose of this study is focused on how public relations professions at the managerial level look at young PR graduates in China. Through the lens among top public relations management whom they can give constructive opinion on where or which area that public relations should spearhead to. Or, public relations education in China may consider to re-look, re-adjust, or modify in curriculum areas as well as internship training. However, on the other side there may not need to have any changes at all. Maybe, the existing academic training is entirely acceptable for younger PR professional-to-be in China.

Public relations in the western society as well as in marketing communication industry is always an area that anyone cannot afford to lose and tries the utmost best to influence, to conserve, and to impress ones perspective and thinking.

Every year many journalism and communication schools in China send off graduates and many of them join as young professionals in the marketing communication world. They graduate with a 4-year public relations, advertising, or journalism degree and enter public relations professions. They carry a positive mindset and optimistic perspective to work as PR executives; however, only some are able to survive in the real world. Some of them stay only for a short while and then quit. They never look back and do not want to step into the PR world again. They would rather change their professions and work for state-owned companies or will completely step out of PR professions. Why?

There must be an explanation behind it. Perhaps, their training in school might not be able to equip them adequately, proficiently, or competently. They may carry the wrong notion or perspective for the PR profession.

One simple research question is to explore how their superiors perceive their training back in schools. Have they been trained well enough? Have they prepared for such a ferocious competitive PR world? These are the questions that must be regarded as crucial.

Through in-depth personal interviews of top management in international PR firms, this study is in hope to find out how they view young PR graduates in marketing communication professions which may shed some light for PR education in China.

Interviewing questions will be built on capabilities, mental fitness, perception, reality, and future focus.

# **Corporate Identity Shaping through Inter-textual Practices in Corporate Leaders' Messages**

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## **Abstract**

Among the various discourse types that intertextuality has frequently been related to, corporate discourse has attracted wide attention, with scholars making attempts to find out how, why and what types of intertextuality have been employed to realize what types of communicative purposes. They can be general investigations across different professional genres, or specific studies focusing on one particular generic type. In either case, intertextuality, as an omnipresent discursive practice is found to play a key role in corporate discursive activities, both as a meaning making resource and as a communicative strategy. This in a way is associated with the constructive nature of intertextuality to serve as a means to construct the different aspects of the corporate existence.

One such aspect that has been considered as essential to a corporation is the corporate identity. Studies show that building up a positive corporate identity helps foster positive corporate image and favorable corporate reputation, which provide advantages over others in business competition and better convinces people of buying the products and services. In this case, the intertextual means become the potential building blocks that can be weaved into the “texture” of the corporate discourse and shape the corporate representation. As a result, the corporation improves its organizational performance by intertextually conducting strategic identity management. Thus, intertextuality can be considered as a key semiotic resource for a corporation to discursively shape its identity.

Of the different types of corporate discourse, leaders' messages are perceived as one important strategic communication tool for corporate communication. Corporate leaders' messages are mediums of actions, which discursively encode the intended impression that the corporation wants to make. In this case, the intertextual means that are employed by the corporate leaders in composing their messages serve as revealing indicators for different styles of corporate identity construction.

However, despite the great importance and meaningful implications of leader messages in constructing corporate identity, little research has been done in this field, particularly in terms of the function of intertextuality in constructing corporate identity across cultures. As a result, the present research investigates the intertextual practices of the world leading corporations from PRC and the US, the two largest economies in the world. The purpose is to identify the different types of intertextuality that are employed by the corporate leaders from two highly varied cultures. Then, these differences will be interpreted from different perspectives, including social, political, cultural, etc. Our findings suggest that intertextuality is a common practice for the corporate leaders from both the US and China, however there exists significant differences between them in actually selecting the types of intertextual resources for voice blending. Thus, the different corporate identities constructed can be better accounted for when they are related to their respective socio and cultural backgrounds.

Since China and the US are very important players on the world stage, the findings reached herein not only serve as guidance for conducting communication between China and the US, but also in the world at large. In addition, the findings shed light on and reconfirm the importance of culture in international business communication.

**Keywords:** Corporate identity, intertextuality, leaders' messages, intercultural, discourse study

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

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## **Abstract**

This study was to explore the relationship between CSR (corporate social responsibility), organizational identification, and corporate's ability to attract applicants. The main reason of corporates practicing CSR project is to enhance the credibility of organization, which is contains enhance corporate image, strengthen brands, improve employee morale, more important is the indirect enhance consumers'' positive attitude toward corporate. Good corporate image, not only can attract talents to the organization also has a positive impact toward people who willing to choice the corporate holding same concepts as them. From the foregoing, corporate social responsibility is a key strategy of recruitment, in order to attract the best talents; companies should establish a good image of corporate social responsibility. Therefore, this study aimed at consumers identity theory, investigate consumer identity of the organization, whether because of the organization's CSR image and their relationship has changed, the impact of factors contain: CSR corporate image and their degree of similarity, the CSR image can distinguish themselves from public, CSR corporate image have great reputation, CSR corporate image let consumers access to social benefits, therefore want to work at that particular corporate. In this study, use questionnaires as approach. Asking Shih Hsin University graduates for the five Taiwanese CSR company, about corporate social image of organizational identity and the willingness to serve in that firms. The results showed that the degree of similarity corporate CSR image and consumers, unique, reputable and whether access to social benefits, all will have a positive impact on corporate identity, but also enhance the willingness to serve.

# **Practical Problems and Countermeasure-seeking----International Production and Spread of Chinese Documentary in the Scope of Cultural Diplomacy**

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## **Abstract**

As a special type of film and television art, the because of its low cultural discount rate, the documentary has become a good carrier of cross-cultural communication, and also an important means of cultural diplomacy for the Chinese government. After the first decade of the 21st century, Chinese documentary production and spread are accorded great importance to the national level. In order to improve the image of the country and promote cultural exchanges between China and foreign countries through international communication of documentary, a series of policies and regulations had been introduced to encourage and support the development of documentary film.

Because of the difference between Chinese and Western culture, it is doomed to be a need to constantly fumble with the practice of the trial and error. There are some inconvenient practical problems, such as the have not allow to ignore the real problem, such as the orientation of the subject is relatively unitary, the narration of the story telling is not strong, the level of planning and producing needs to be improved, the orientation of the target audience group is too general, the positioning of the general, and the lack of a scientific and quantitative evaluation system etc. Which leads to the desired communication effect cannot be achieved among the limited documentary that could go into the international market.

There are also many Countermeasure-seekings by documentary producers tirelessly, and Chinese image in global vision, Chinese story through international express, the world subject by Chinese interpretation are possible and effective communication strategies.

**Keywords:** documentary, cultural diplomacy, problem, path



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

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## Abstract

There are several studies that discussed the effect of CSR activities on crisis management, and many of them concluded that existence of CSR activities prior to a crisis helps the organization to gain reputation back and to encourage stakeholders to support the organization even during the hard time<sup>1-5</sup>. They advised to use CSR messages as are minding strategy after crisis situation calms down and when it is time to regain and rebuild the organization's reputation. As these studies suggest, previous good work of an organization including CSR history can counteract negative consequences from a crisis.

According to Coombs's<sup>6</sup> crisis response typology, communicating about an organization's past good works is are minding strategy, and studies showed that existing reputation that is built by good performance history functions as a buffer during the crisis<sup>7-8</sup>, and CSR activities can be considered as a contributing factor to the performance history. If

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<sup>1</sup> Assiouras, I., Ozgen, O., & Skourtis, G. (2012). The Impact of Corporate Social Responsibility in Food Industry's Product-Harm Crises. *British Food Journal*, 115(1), 7-7.

<sup>2</sup> Kim, H. & Yang, S. (2009). Cognitive processing of crisis communication: Effects of CSR and crisis response strategies on stakeholder perceptions of a racial crisis dynamics. *Public Relations Journal*, 3(1), 1-39.

<sup>3</sup> Klein, J., & Dawar, N. (2004). Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis. *International Journal of research in Marketing*, 21(3), 203-217.

<sup>4</sup> Schnietz, K. E., & Epstein, M. J. (2005). Exploring the financial value of a reputation for corporate social responsibility during a crisis. *Corporate Reputation Review*, 7(4), 327-345.

<sup>5</sup> Vanhamme, J., & Grobben, B. (2009). "too good to be true!": the Effectiveness of CSR history in countering negative publicity. *Journal of Business Ethics*, 85(SUPPL. 2), 273-283. <http://doi.org/10.1007/s10551-008-9731-2>

<sup>6</sup> Coombs, W. T. (2012). *The crisis prevention process*. In *Ongoing Crisis Communication: Planning, Managing, and Responding* (3rd ed.). Thousand Oaks: SAGE Publications.

<sup>7</sup> Coombs, W. T., & Holladay, S. J. (2006). Unpacking the halo effect: reputation and crisis management. *Journal of Communication Management*, 10(2), 123-137. <http://doi.org/10.1108/13632540610664698>

<sup>8</sup> Dean, D. H. (2004). Consumer reaction to negative publicity effects of corporate reputation, response, and responsibility for a crisis event. *Journal of Business Communication*, 41(2), 192-211.

an organization had invested in CSR activities in good times, they could have built good relationships with the community, therefore, when the organization comes forward to explain the crisis situation and to suggest its plans and solutions, people will be less likely suspicious and more likely to be supportive.

Previous CSR activities would help an organization overcome a current crisis because people will have less skepticism toward the previous CSR activities because they happened before the crisis occurs. It is reasonable to assume that, in contrast to pre-crisis CSR activities, post-crisis CSR activities are perceived as less genuine because people will be more suspicious of the motives of the CSR. This assumption, however, has not been tested empirically since most of the studies focus on communicating pre-crisis CSR activities in crisis management. In addition, overall effectiveness of post-crisis CSR has not been assessed in terms of its impact on relationship and reputation restoration in managing crisis although performing CSR activities after a crisis is a commonly utilized practice.

There are studies that explored different factors affecting the public perception towards CSR activities. The factors are CSR authenticity (how genuine CSR activities are)<sup>9-10</sup>, CSR fit (fit between a company and CSR activities)<sup>11</sup>, duration and consistency of CSR activities<sup>12</sup> among others. And none of them was explored in the context of crisis management.

Therefore, this study tries to fill the gap in the CSR and crisis management literature by exploring the effectiveness of post-crisis CSR activities. The overarching questions for the study are: How do millennials perceive post-crisis CSR efforts? What do they consider when they evaluate post-crisis CSR efforts? How do they interpret the motives of post-crisis CSR efforts?

In-depth interviews will be conducted targeting millennials residing in China and South Korea. We target millennials because they are major workforce, trendsetters for other generations, and have strong purchasing power<sup>13</sup>.

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<sup>9</sup> Alhouti, S., Johnson, C.M., & Holloway, B.B. (2016). Corporate social responsibility authenticity: Investigating its antecedents and outcomes. *Journal of Business Research*, 69(3), 1242–1249. <http://doi.org/10.1016/j.jbusres.2015.09.007>

<sup>10</sup> McShane, L., & Cunningham, P. (2012). To thine own self be true? employees' judgments of the authenticity of their organization's corporate social responsibility program. *Journal of Business Ethics*, 108(1), 81–100. <http://doi.org/10.1007/s10551-011-1064-x>

<sup>11</sup> deJong, M. D. T., & van der Meer, M. (2015). How Does It Fit? Exploring the Congruence Between Organizations and Their Corporate Social Responsibility (CSR) Activities. *Journal of Business Ethics*, 1–13. <http://doi.org/10.1007/s10551-015-2782-2>

<sup>12</sup> Du, S., Bhattacharya, C.B., & Sen, S. (2010). Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews*, 12, 8–19.

<sup>13</sup> Schawbel, D. (2015, January 20). 10 New Findings About The Millennial Consumer. *Forbes*. Retrieved from <http://www.forbes.com/sites/danschawbel/2015/01/20/10-new-findings-about-the-millennial-consumer/#2ef4eb4928a8>

# Dealing With an Overdose of “PC” Discourse: Strategic Communication of Social Media Accounts in Political Crisis

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## Abstract

In the current political climates of many societies, opinion conflicts are extremely prevalent (Rios, DeMarree, & Statzer, 2014)<sup>1</sup>. The diffusion of “PC” (political correctness) from its Anglo-American origins to other languages and cultural contexts has created some confusion for the Chinese social media scene. The hegemony and “overdose” of ‘politically correct’ thinking, paired with blind patriotism, dominate Chinese online discourse and paralyze not only discussions of political and social issues, but organizational and interpersonal communication as well. Social media accounts in China are emerging agency of public discourse and public relations; often bear the dual identity of marketing and social change. The sensitive and complex nature of social media accounts deserves further examination, especially over the recent O2O (online to offline) political crises of South China Sea and Cross-straits Relation in mainland China. These crises fermented over unplanned political events, instigated by “pinko” (Xiao Fenhong, “小粉红”) on social media, and results in both social turmoil and financial and reputational losses for stakeholders.

This research first applies critical discourse analysis in mapping particular “PC” discourse in Chinese social media accounts, namely “回忆专用小马甲”, “所长别开枪是我” and “微博搞笑排行榜” on Sina Weibo and “Mimeng” (咪蒙) on WeChat, regarding the Philippines’ appeal to international arbitration over South China Sea disputes; and Weibo account of the Central Committee of the Communist Young League, director Zhao Wei and actor Dai Liren in the event of the movie “No Other Love” 《(没有别的爱)》. According to the dual-concern model (Rubin, Pruitt, & Kim, 1994)<sup>2</sup> in conflict management and strategic communication, “PC” discourse in the aforementioned Chinese social media crises can be

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<sup>1</sup> Rios, K., DeMarree, K. G., & Statzer, J. (2014). Attitude Certainty and Conflict Style: Divergent Effects of Correctness and Clarity. *Personality and Social Psychology Bulletin*, 40(7), 819-830.

<sup>2</sup> Rubin, J. Z., Pruitt, D. G., & Kim, S. H. (1994). *Social conflict: Escalation, stalemate, and settlement* (2nd ed.). New York, NY: McGraw-Hill.

categorized into active and passive communication strategies. Active strategies can be further described by “cooperative” (i.e., win-win situations; Thompson, 1990)<sup>3</sup>, or “competitive” (forcing one’s opinion onto others (Carnevale & Pruitt,1992)<sup>4</sup>; while passive strategy is to avoid the conflict or yield to the other party. Narratives of active and passive communication strategies differ in terms of pre-existing attitude towards certain political issue, particularly when an attitude is held with confidence and is perceived as the “right” attitude to possess (Gross, Holtz, & Miller, 1995)<sup>5</sup>; high or low self-concept in general, assessment of the crisis situation, strategic planning and process management, and targeted communicative (political, social or financial) goals.

Since “PC” culture in China is infused by the emerging trend of “pinko”, global brand in China has faced unprecedented challenges without guidance from industry or academia. The online to offline boycott of KFC and McDonald’s by the repercussions the Philippines’ appeal to international arbitration over South China Sea disputes led to rather baffling reputational and financial losses to the corporations. The mapping of particular “PC” discourse and strategic communication process in Chinese social media over influential political events will shed lights on strategic management and crisis communication interdependence in China’s local context, and provides some perspective on social media strategy of these delicate issues.

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<sup>3</sup> Thompson, L. (1990). Negotiation behavior and outcomes: Empirical evidence and theoretical issues. *Psychological Bulletin*, 108, 515-532.

<sup>4</sup> Carnevale, P. J., & Pruitt, D. G. (1992). Negotiation and mediation. *Annual Review of Psychology*, 43, 531-582.

<sup>5</sup> Gross, S. R., Holtz, R., & Miller, N. (1995). Attitude certainty. In R. E. Petty & J. A. Krosnick (Eds.), *Attitude strength: Antecedents and consequences* (pp. 215-245). Hillsdale, NJ: Lawrence Erlbaum.

# **The Effects of Social Media on Risk Perception and Behavior of Genetically Modified Food**

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## **Abstract**

With the rapid growth of transgenic technology, a large amount of genetically modified (GM) foods have been developed and produced. Besides, a countless number of positive and negative GM messages have been posted and exchanged on social media.

These messages may arouse the public's skepticism and increase their risk perception, and in turn affect their consumption on GM foods. Therefore, the proposed research intends to explore the mechanism of the effect of GM messages on social media on individuals' consumption behaviors. Specifically, Heuristic - Systematic Model and Risk Homeostasis Theory will be integrated to develop the theoretical model (See Figure 1). In order to address our theoretical hypotheses, 500-1000 participants would be recruited to participate in a questionnaire via the Internet using the convenience sampling method. Further, structural equation modeling (SEM) would be used to analyze data. In terms of potential implications, First, this study attempts to provide a promising theoretical model to explore how science and risk information on media influence human behavior, which makes a great contribution to the research field of media effects and science communication. Moreover, the findings from this study also provide valuable information for the government to create relevant policies.

**Keywords:** social media, genetically modified (GM) food, heuristic-systematic model, risk homeostasis theory, convenience sampling, structural equation modeling

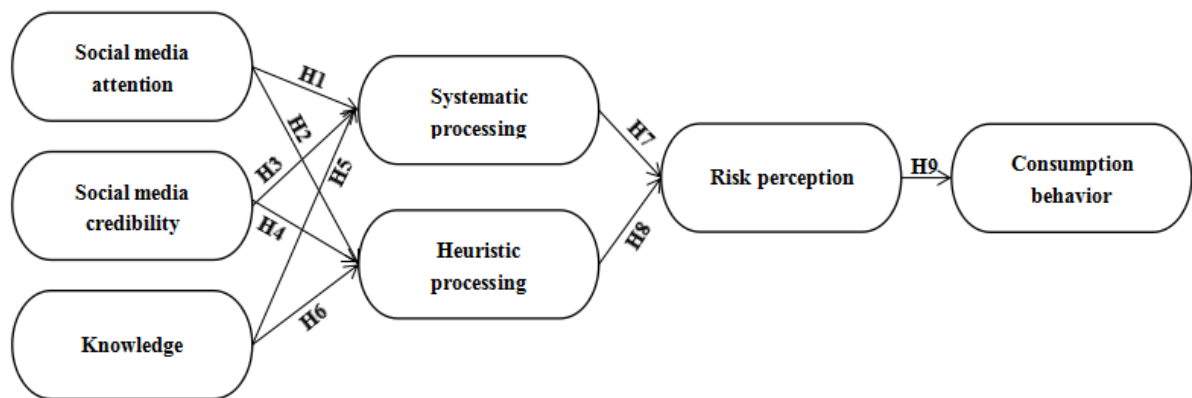


Figure 1. Theoretical model.

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

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## Abstract

Although the importance of hot issue publics has been a firm belief in the public relations (PR) literature, few works have been conducted to examine in depth the modalities shaping their formation and behaviors.<sup>12</sup> This has probably been due to the provisional essence and sometimes to the reported assimilation of hot-issue publics within the active public category in Grunigian terms.

Analyzing the ways specific publics perceive and consequently behave in certain scorching conditions can support organizations to tackle the possible negative consequences caused by the burst of determined events. In particular, understanding the procedures through which a same public can be segmented by the course of action and flow of events into various sub-publics may help organizations to better formulate their communicative messages and invest more resources to reconcile the relationships with the most communicatively active fringes of a specific hot population<sup>3</sup>.

In this regard, the situational theory of problem solving (STOPS)<sup>4</sup> has proved to be effective in its attempt to analyze the profiles of segmented publics, favoring the adoption and the adjustment of tactics better commensurate with the needs and interests of the related

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<sup>1</sup> Aldoory, L., & Grunig, J. E. (2012). The rise and fall of hot-issue publics: Relationships that develop from media coverage of events and crises. *International Journal of Strategic Communication*, 6(1), 93.

<sup>2</sup> Chen Y.-R., Hung-Baesecke C.-J., Kim J.-N. (2016). identifying active hot-issue communicators and subgroup identifiers:examining the situational theory of problem solving. *Journalism & Mass Communication Quarterly* 1-24.

<sup>3</sup> Aldoory, L., & Grunig, J. E. (2012). The rise and fall of hot-issue publics: Relationships that develop from media coverage of events and crises. *International Journal of Strategic Communication*, 6(1), 93.

<sup>4</sup> Kim, J.-N., & Grunig, J. E. (2011). Problem solving and communicative action: A situational theory of problem solving. *Journal of Communication*, 61, 120-149.

sub-publics<sup>5</sup>. The theory focuses on the perceptual antecedences (problem recognition, involvement recognition, and constraint recognition) and behavioral outcomes of the publics postulating that motivations to solve the problems mediates the relationships between perceptual and behavioral variables.

Scholars that apply STOPS to explore communication behaviors of the publics associated with various issues have found robust evidence to support the theory<sup>67</sup>. Research has also identified antecedents that are associated with the perception of the problems.

Specifically, it is suggested that organizational identification<sup>8</sup> and types of relations between organizations and their publics<sup>9</sup> are significant in determining how the public perceive the problems.

Further testing the key elements of STOPS, this study contributes to the exploration of possible antecedents of the perception variables in the STOPS model to explore how individuals' attitudes of a general issue are related to how people perceive problems.

Specifically, this study investigates university students' reaction to the collapse of a green rooftop that affected a multifunctional campus building of one public university in Hong Kong in May 2016. An online survey is conducted among the students of the university. Data collection is expected to be completed in September 2016.

In particular, the authors examine the applicability of STOPS in the determination of the effects generated by this campus issue on the extant relationship between the analyzed university and its students. Accordingly, this paper is aimed to verify if, in presence of a hot issue that can also be labelled as an unexpected crisis for an organization, the utilization of STOPS parameters and the related analysis of internal public segmentation and people's communicative behavior can help the organization to be more aware of the size of the crisis and also to more efficiently pinpoint if a different perception of the problem exists within the same public members. The authors believe that a positive answer to the above would allow the organization framing in a better manner its post-event messages, in this way

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<sup>5</sup> Kim J.-N. (2011). Public segmentation using situational theory of problem solving: Illustrating summation method and testing segmented public profiles. *Prism* 8(2).

<sup>6</sup> Chen Y.-R., Hung-Baesecke C.-J., Kim J.-N. (2016). Identifying active hot-issue communicators and subgroup identifiers: examining the situational theory of problem solving. *Journalism & Mass Communication Quarterly* 1-24.

<sup>7</sup> Kim, J. & Sung, M. (2016). The value of public relations: Different impacts of communal and exchange relationships on perceptions and communicative behavior. *Journal of Public Relations Research*, 28(2), 87-101.  
doi:10.1080/1062726X.2016.1191014

<sup>8</sup> Chen Y.-R., Hung-Baesecke C.-J., Kim J.-N. (2016). Identifying active hot-issue communicators and subgroup identifiers: examining the situational theory of problem solving. *Journalism & Mass Communication Quarterly* 1-24.

<sup>9</sup> Kim, J. & Sung, M. (2016). The value of public relations: Different impacts of communal and exchange relationships on perceptions and communicative behavior. *Journal of Public Relations Research*, 28(2), 87-101.  
doi:10.1080/1062726X.2016.1191014



lowering the perception of risk and wrongdoing among the considered publics, hindering the overflow of discount and controversies and contrasting potential accused of green washing due to the nature of the event. In the pursuit of this examination process, the study tests if personal environmental attitudes and existing trust towards the institution are statistically significant as variables capable of influencing the differentiation of the public segments.

# **The Structural Changes of Community Media and the Reflection of Traditional Media's Transition**

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## **Abstract**

In recent years, along with the increasingly heavy pressure on traditional media's transition, the previous digital transition produced very little effect, and community became the "experimental field" of media transition, especially for print media. Some community newspapers took structural changes in role orientation, function and operation mode. They practically returned to community and its residents.

From 2013, China's community newspapers entered the stage of community media. Single community newspaper has been replaced by the combination of "newspaper+ community service station+ App"; traditional community newspapers expanded their service to group-buying, which enabled residents enjoy a variety of service at home; the newsroom of traditional community newspapers began to adopt company operation as well as pull in capital operation. All these structural changes of community media opened broader vision for the transition of traditional media.

# **Carding and Reflection on the Development Network Public Relations in China**

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## **Abstract**

As the Internet influence on the depth of all aspects of our society, the network of public relations for branding and product marketing and other aspects of enterprises play a positive role in promoting with the help of the Internet public relations activities make traditional public relations into a new stage of historical development, while relevant agencies and social organizations, and even party and government departments also have a clear network of public relations needs. However, the network of public relations pros clustered in certain circumstances highlight its negative effects, causing them to reflect society as a whole, and therefore in line with the legal and ethical PR network will be the future trend. In this paper, starting from the concept of network public relations, comb its current situation briefly, describe five typical characters specifically; and then discusses the network of public relations planning, implementing, achieving channels and other specific areas, analyze the causes and harms of the chaos with the status. Finally, the paper discusses the related action of network public relations management and its possible development trend.

**Keywords:** Concept and present situation; Typical characters; Planning the implementation of realized; chaos; govern; trend

# **Research on Hierarchy of Public Needs Based on Case Analysis**

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## **Abstract**

The public, as object of public relations, is a group. Just like individual, the group also has needs and the needs are hierarchical. Through case analysis, we got hierarchy of public needs: physiological needs; safety needs; esteem needs. One of the reasons of outbreak of peasant uprising in ancient times is physiological needs of peasant failed to be satisfied. The PX event of Xiamen and Establishment of institutions like FDA; Police department; department of Defense, these can prove strongly the existence of public safety needs. Consumers are one of the most important publics of enterprises, the acquisition and legal validation of the rights of consumer showed the public also need to be respected.

**Keywords:** Hierarchy of public need, Public physiological needs, Public safety needs, Public esteem needs

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

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## **Abstract**

The problem of media reflection on social and cultural recognition has resonated in theoretical and practical discourse for decades; however, nowadays it is becoming even more important and literally urgent. On the other hand, we are confronted with media coverage related to international terrorism and, moreover, with subsequent feeling of fear and imminent threat. On the other hand, the media still continue in their long-term neglect of the issues associated with global hunger and poverty in so-called developing countries, in which violent attacks and outbreaks happen on a daily basis. In Africa and Asia, this struggle is about economic and social survival. The resistance against injustice (or rather misrecognition) is expressed by social groups as well as individuals, mostly in terms of their experience with violation of the expected recognition. Misrecognition is therefore transformed into a motivational force that functions as a basis for the resistance and critique. Information dissemination is, taking into consideration the current trends in global communication, closely connected to the existence of multi-national media conglomerates. These can be seen as key actors influencing the global system of communication. Large media companies may operate on a global scale, but their headquarters are still located in North America, Europe, Australia, Japan or, on the other 'side', in Russian Federation, China, Qatar. The concentration of media ownership results in increased selectivity applied to information processing – certain pieces of news often cannot be verified due to their nature and/or significant geographical and cultural distance from their places of origin. This fact negatively influences (i.e. deepens) the inadequately low level of interest and thus

further marginalises the issues of solidarity and recognition within social framework of developing countries. Web sites, weblogs or print and online magazines, which focus on spreading conspiracies, are often the only alternative to the widely absent media coverage and, as a result, they intoxicate this system by unverified information and half-truths. The aim of the study is to place emphasis on the long-ignored problems which escalate in the form of violent attacks – however, the fundamental and so-far-unresolved issue here is the much needed social change. The media should be able to normatively assume responsibility for informing about the current affairs happening in areas stricken by international conflicts.

# **From Selling to Marketing: Examining China's International Propaganda in a Business Behavior Perspective**

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## **Abstract**

This study examines how the Chinese government changes the way of shaping its image to secure a favorable attitude from other countries, and discusses what the changes mean for international propaganda. As China has risen as one of the most important powers in the world, its relationship with the other countries is closely watched by itself as well as the global community. Many researches have studied on China's foreign relations and its country image, but most of them scrutinize it by seeing propaganda as political or cultural phenomenon.

This study focuses on the economic characteristics of propaganda and takes international propaganda as a system through which governments, like corporate companies, can promote its image to others. Though reviewing the historical trajectory and the current situation, the research finds that Chinese government changes its international propaganda from selling to marketing itself in terms of ideology, strategy and communication methods. In ideology, "China tries to clarify its unique identity and further to highlight the strength of the identity. Take China dream" for example. In strategy, China is still looking up to the U.S., the world's strongest peer and rival, but will not follow it. China establishes the Asian Infrastructure Investment Bank, initiates the One Belt One Road project, and internationalizes its currency, all the means to alter the game rules of the U.S. – dominant market. In communication methods, China changes previous one-way wooing to two-way talking. Instead of setting up cultural institutes and news distribution channels overseas, it now adopts a comprehensive system to increase communication and understanding with the other countries.

The difference between selling and marketing reveals China's confidence in its development model and the power gained through it. International propaganda is proved to be determined by the country's perceived comparative strength.

**Keywords:** International propaganda, China, public diplomacy, country image, business behavior



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

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## **Abstract**

Internet stars become popular, which have attracted public attention in recent years. A group of Internet stars earning profit through electronic business, making them be the hot spots of business and a unique public relations phenomenon. Different from the traditional public relations strategy of enterprises, the Internet stars have created a new strategy that completely depends on branding and marketing of spokesperson in cyber space. This thesis used the method of participatory observation and content analysis to analyze the original micro blog texts of Internet stars. Based on the capability of dissemination, influence and transformation, the study chose top twenty Internet stars as the subjects. It is pointed out that they widely used the strategies of establishing a personalized media image, creating the symbolic codes, and building a community of fans. The public relations strategies have achieved a good effect, which make the Internet stars play a role of collection, consulting, communication and negotiation.

**Keywords:** Internet Stars, Public Relations Strategy, Interactive Marketing

# **A Criticizing Study on Data Journalism Visualization**

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## **Abstract**

With the development of global big data, Data Journalism becomes the focus of journalism theory and the core of journalism practice. Through the historical context from the Precision Journalism and Computer Assisted Journalism arising in the 50s and 60s, the Data Visualization in the 90s last century, and Data Journalism at the beginning of this century, as well as in view of the definition of Mirko Lorenz & Simon Rogers on the Data Journalism, it can be derived that the whole process of Data Journalism includes two parts: one is data digging; one is data visualization. The latter can be figured as the most obvious performance of Data Journalism, which advances the narrative, esthetic and understanding effect on the one hand, however, constructs the illusion, misguide and even mistake on the other hand. With perspectives of visual culture and communication, and in view of visualization theories of Edward R Tufte, Nathan Yau, Stephen Few, Colin Ware, etc., this paper intends to pose and study three questions on production ideology, symbol cognition, and media effect through the visualization communication, so as to criticize the objectivity and the problems of Data Journalism at present, as well as give some good reference and suggestion for future Data Journalism.

**Keywords:** Data, Journalism, Visualization, Visual Culture, Visual Communication

# **The Construction and Evaluation of Police Credibility**

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## **Abstract**

Police credibility is the social influence of police resulting from their reputation. Credibility evaluation can help police departments know their credibility level keenly, detect the existing problems and risks timely, maintain social stability, make decision scientifically, and improve public relations. This paper put forward the basic principals of police credibility evaluation to help form evaluation indicators and methods, and finally, establish an evaluation index system of police credibility which is open and can be compared. Theory of police behavior output, police image building, and police credibility formation process can provide theoretical support.

In terms of the overall architecture, we also hold the opinion that we should make integral considerations between the design of the evaluation index of police credibility and the design of overall process, which makes them in harmony and at the same time, compatible, open and sustainable. In terms of implementing, we should divide the credibility values and the credibility strategies further, which makes it an operable and measurable working standard. According to the working standard, directly relevant operational function and gradation can be affirmed so that we can reform and optimize the former progress.

# **Macau Movie, New Media and the City Image of Macau: A Study from the Viewpoint of Media Imperialism and Media Political Economy**

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## **Abstract**

From the perspective of imperialism of communication and media political economy, Macao's major city image is still produced or represented by the Hong Kong movie and television media products, even though Macao has many different city image elements, such as the World Cultural Heritage (Macao's Historical City Zone). However, Macao's tourism industry has recently used tourism souvenirs to promote Macau's cultural heritage, museum and exhibition halls, tourist's visit points, Portuguese cultural architecture, local foods and beverage, gaming and entertainment facilities. These city image icons are far more than the Hong Kong movie and television media products only may emphasize the "Casino". With the increasing popularity of new media, many visitors also become an active audience. The visitors may search the new media, collect and compare the Macau-related tourism information before they go to Macao. After visiting Macau, they will also to express their views (comments) in new media. The emergence and popularization of new media seems as a chance may create a new and non-casino city image for the Macao officials and the public.

**Keywords:** Macao, Macau movie, new media, city image, tourism souvenir, Sina.com, Twitter

# Parasocial Relationship with the U.S. Counsel General: Clifford BB Diplomacy in Hong Kong

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## Abstract

While traditional public diplomacy programs run by the Broadcasting Board of Governors (BBG), such as Voice of America, are often seen as serving the functions of propaganda and countering competing news media, such as Russia Today, the U.S. shifted its focus into developing *relationship* with foreign publics through cyber-diplomacy in 2009. In spite of the frequent use of the word *relationship* in public diplomacy, it is yet to be defined for this context. Existing research has broadly defined relational public diplomacy as long-term programs, such as cultural exchanges<sup>1</sup>. However the majority of foreign publics would not have the chance to participate in cultural exchanges<sup>2</sup>. Thus, it is necessary to explicate the concept of relationship in public diplomacy and identify possible antecedents to the formation and maintenance of such a relationship.

In public relations literature, relationship is defined as “the degree that the organization and its public trust one another, agree on one has the rightful power to influence, experience satisfaction with each other, and commit oneself to one another”<sup>3</sup>. It should not be conflated with its antecedents or consequences<sup>4</sup>. But organization-public relationships (OPR) often operates in the form of parasocial relationship which tends to consist of asymmetrical interactions and causes the illusion of a relationship rather than forming an actual relationship<sup>5</sup>. In other words, this could be a symbolic relationship rather than a behavioral

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<sup>1</sup> Yun, S. (2012). Relational public diplomacy: The perspective of sociological globalism. *International Journal of Communication*, 6, 2199–2219.

<sup>2</sup> Golan, G. J. (2015). The integrated approach to public diplomacy. In G. J. Golan, S.-U. Yang, & D. F. Kinsey (Eds.), *International public relations and public diplomacy: Communication and engagement* (pp. 417–440). New York, NY: Peter Lang Publishing.

<sup>3</sup> Huang, Y.-H. (2001). OPRA: A cross-cultural, multiple-item scale for measuring organization-public relationships. *Journal of Public Relations Research*, 13(1), 61–90. [http://doi.org/10.1207/S1532754XJPRR1301\\_4](http://doi.org/10.1207/S1532754XJPRR1301_4)

<sup>4</sup> Broom, G. M., Casey, S., & Ritchey, J. (2000). Concept and theory of organization-public relationships. In J. A. Ledingham & S. D. Bruning (Eds.), *Public relations as relationship management: A relational approach to the study and practice of public relations* (pp. 3–22). Mahwah, NJ: Lawrence Erlbaum.

<sup>5</sup> Coombs, W. T., & Holladay, S. J. (2015). Public relations’ “Relationship Identity” in research: Enlightenment or illusion. *Public Relations Review*, 41, 689–695.

relationship<sup>6</sup>

In light of this, this paper explicates the concept of relationship through a review of literature in public relations and public diplomacy and uses the case study method to examine a case of parasocial relationship formation and maintenance through social media. During his three-year term as the U.S. Counsel General for Hong Kong and Macau between 2013 and 2016, Clifford Hart was popularly known as Clifford BB. BB, which stands for baby, is only given to people towards whom the public feels affectionate. Not only does he speak Cantonese, he is also social media-savvy and has frequently used social media to interact with the Hong Kong public. He is positively perceived as setting a new tone in public diplomacy<sup>7</sup>. This study has identified (a) the use of the local *language* (in spite of the challenge of pronouncing it with an American accent), (b) the use of *identification*, such as using a line from a famous Hong Kong movie when conveying his love for Hong Kong, (c) the use of *access*, such as doing Facebook live chats to make himself accessible to the public, (d) the use of *legitimacy*, such as expressing support for the public's concerns for human rights issues, (e) the expression of *relational curiosity*, including portraying numerous images of his attending cultural events and eating local food, (f) the expression of *relational attentiveness*, i.e., his paying attention to issues concerning the Hong Kong public, and (g) the expression of *relational commitment*, i.e., reassuring the public that he wants to continue his relationship. In addition to identifying the antecedents and dimensions of relationship in public diplomacy, this study also proposes the utility of the portrayal of positive interpersonal relationships (i.e., behavioral relationships) in forming and maintaining positive parasocial relationships (i.e., symbolic relationships) on social media. Implication for how the relationship between a diplomat and foreign publics should be managed to best contribute to the country-public relationship are also discussed.

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<sup>6</sup> Grunig, J. E. (1993). Image and substance: From symbolic to behavioral relationships. *Public Relations Review*, 19(2), 121–139.

<sup>7</sup> Shen, S. (2016). How Clifford BB set a new tone for diplomacy. Retrieved from <http://www.ejinsight.com/20160801-how-clifford-bb-set-a-new-tone-for-diplomacy/>

# **Mobiled-Transformation Path and Communication Strategies of Traditional Media in Mobile Internet Era**

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## **Abstract**

Digital mobile communication (DMC) and its technologies have become an icon in modern social communication. Currently digital communication technology to a considerable extent changes the way and model of news production and communication and among all influences brought by digital communication technology, I consider the impacts on traditional media caused by mobile internet technologies are the most significant and apparent. The fast development of new media, especially the mobile new media is squeezing the traditional newspaper survival space in many ways such as reducing the advertisement revenues of traditional media and reassigning the talented people from traditional media to new media. It is widely believed that the traditional media like newspaper and television are no longer the unique mainstream media in society around the world, including Chinese communication market. In order to adapt to the mobile internet communication environment, it is not difficult to find that some traditional media in China have taken some measures to explore new development model combined with the characteristics of new media technologies and relevant cases are common, for example, *the People's Daily* has developed mobile App and official accounts on both Weibo and Wechat to attracted more readers especially the young netizens in the modern-day communication environment and we find that traditional media transformation is at a critical period. In order to understand more about how traditional media should reform and develop in mobile digital communication stage, in this paper I am going to discuss three questions focused on the transformation issues of traditional media: (1) In the “mobiled” transformation period, what kind of obstacles and difficulties are traditional faced with? (2) Under the background of media convergence, how can traditional media reform to find a “mobiled” development path in future? (3) When it comes to the marketing competition, what kind of strategies should traditional media take in order that they can gain

more competition power in the “mobile” transformation period?

**Keywords:** Traditional media; transformation; mobile Internet; New media



# **The Brand Image-building and Communication Strategy of Wuhan Enjoying the Beauty of the Flowers with the Perspective of Lohas**

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## **Abstract**

In Wuhan city there are rich resources of enjoying flowers and broad prospects for economic development, but the bottleneck is obvious. Aiming at the existing problems and focusing on tourist consumption culture and experience for the purpose, we should adhere to the "healthy, happy, environmental protection, sustainable" Lohas value philosophy, integrate existing flowers resources, develop diversified products such as ecological tourism, health keeping in good health, leisure, science and education exhibition, and dig deeper into the regional cultural features and values of the universality of the kernel to build personalized brand image. At the same time, through various ways such as the unified planning, the story spread, events, entertainment and so on to establish lasting brand communication; Diversified marketing modes such as media brand marketing, experience marketing and integrated marketing are used to realize the purpose of the global marketing, promote Wuhan flowers economy become bigger and stronger and become the new engine for stimulating local economic growth.

**Keywords:** Lohas, Wuhan, Enjoy flowers, Brand image, Shape and spread

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

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## **Abstract**

Due to differences of Chinese and western culture and the development history, the development of audiences' outlook on rights also shows different developmental tracks: Western audiences' outlook on rights develops based on individual rights as its logical starting point, and it is the discourse construction in the spread of political and legal framework and mainly shows the coexistence of rights and obligations. In contrast, Chinese audiences' outlook on rights develops based on the rights development of collectivity and community, and it is the discourse construction within the discourse framework in the news industry and mainly shows the rights appeal dominated by the obligations.

# Revisiting the Relationship between Public Relations and Marketing in the Digital Era

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## Abstract

Confusion and conflict have emerged on the relationship between public relations and marketing both theoretically and practically in the last few decades<sup>1 2 3</sup>. Scholars have investigated the phenomenon and highlighted that there is an overlapping of public relations and marketing functions. For instance, based on the interdependence between marketing and public relations, Hutton's conception of marketing public relations suggests that marketing function incorporates public relations function<sup>4</sup>. Yet, it appears that marketing practitioners focus more on applying public relations functions to build and maintain relationship with consumers/customers rather than other stakeholders<sup>5</sup>. Recent research has examined the discrepancy of public relations functions<sup>6</sup> and public relations values<sup>7</sup> between the professions of public relations and marketing and has made frequent calls for revisiting the relationship between public relations and marketing in the rapid changing business environment.

Stepping into the digital era, the debate about the partnership or rivalry between public relations and marketing becomes more complicated. Research shows that public relations

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<sup>1</sup> Harris, T. L. (1991). *The marketer's guide to public relations*. New York: John Wiley and Sons.

<sup>2</sup> Hutton, J. (2001). Defining the relationship between public relations and marketing: Public relations' most important challenge. In R. Heath, & G. Vasquez (Eds.), *Handbook of public relations* (pp. 205-215). Thousand Oaks, CA: Sage.

<sup>3</sup> Kotler, P., & Mindak, W. (1978). Marketing and public relations. *Journal of Marketing*, 42(4), 13-20.

<sup>4</sup> Hutton, J. (2001). Defining the relationship between public relations and marketing: Public relations' most important challenge. In R. Heath, & G. Vasquez (Eds.), *Handbook of public relations* (pp. 205-215). Thousand Oaks, CA: Sage.

<sup>5</sup> Huang, Y.-H. C., & Hagan, L.M. (2011). The role of market-oriented relations in public relations: The differing perspectives of managers and practitioners in the U.S. and Taiwan. *Public Relations Review*, 37(3), 297-304.

<sup>6</sup> Ha, J.H., & Ferguson, M.A. (2015). Perception discrepancy of public relations functions and conflict among disciplines: South Korean public relations versus marketing professionals. *Journal of Public Relations Research*, 27(1), 1-21.

<sup>7</sup> Huang, Y.-H. C., & Hagan, L.M. (2011). The role of market-oriented relations in public relations: The differing perspectives of managers and practitioners in the U.S. and Taiwan. *Public Relations Review*, 37(3), 297-304.

practitioners used social media as a part of their organization's day-to-day communication in various extents<sup>8 9</sup>. Scholars have discussed the significance of interactivity in public relations<sup>10 11</sup>. Yet, limited research has been done in Hong Kong to investigate the use of social media by public relations practitioners and how interactivity brings similarities and differences to public relations functions and values in the professions of public relations and marketing.

This study proposes a co-orientation framework in which perceived public relations values, public relations functions, and interactivity functions are variables to be examined. The framework brings to a two-stage analysis to explore how two groups of practitioners (public relations vs. marketing practitioners) perceive public relations values they could attain, and public relations functions and interactivity functions they performed. In the first phase, a survey targeting at practitioners of public relations and marketing in Hong Kong will help to indicate the extent to which the two parties share similar thoughts on the role of interactivity in relation to public relations functions and public relations values. The second phase involves a series of in-depth interviews targeting at the practitioners of public relations and marketing to investigate the underlying reasons for the discrepancy or agreement between practitioners of public relations and marketing. The second phase of study will finalize future research instrument on the digital dimension of Public Relations Function Index<sup>12</sup> and generate theoretical implication.

Based on previous research work in the U.S., this study has significant theoretical and practical contributions to the understanding of the industries of public relations and marketing in Hong Kong. Theoretically, it helps to clarify the relationship between public relations and marketing in the digital era from the Asian context, which has yet to be examined. Practically, the study can aid public relations practitioners, in both departments of public relations and marketing, to more effectively perform public relations functions in the digital era, as well as provide advices to formulate guidelines on effective usage of social media to build relationship between the organization and its stakeholders.

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<sup>8</sup> Kelleher, T. (2008). Organizational contingencies, organizational blogs and public relations practitioner stance toward publics. *Public Relations Review*, 34(3), 300-302.

<sup>9</sup> Massey, P. (2009). Social impact survey finds 88% of nonprofits experimenting with social media. Retrieved January 15, 2016 from <http://impact.webershandwick.com/?q=social-impact-survey-finds-88-nonprofits-experimenting-social-media>

<sup>10</sup> Guillory, J.E., & Sundar S.S. (2014). How does web site interactivity affect our perceptions of an organization? *Journal of Public Relations Research*, 26(1), 44-61.

<sup>11</sup> Kelleher, T. (2009). Conversational voice, communicated commitment, and public relations outcomes in interactive online communication. *Journal of Communication*, 59(1), 172-188.

<sup>12</sup> Ha, J.H., & Ferguson, M.A. (2015). Perception discrepancy of public relations functions and conflict among disciplines: South Korean public relations versus marketing professionals. *Journal of Public Relations Research*, 27(1), 1-21.

# **A Study of Health Communication Strategies for Reducing Women's Anxiety Regarding Breast Cancer----Using Doctor-Patient Communication and Pamphlet Communication Strategies with Taiwan Adventist Hospital (TAH) As an Example**

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## **Abstract**

In Taiwan, breast cancer has become a sizeable threat to women's lives, and is listed as the top cancer causing women's deaths for the past two consecutive years. The development of technologies may change many aspects, but not the doctor-patient relationship. The doctor-patient relationship as well as doctor-patient communication still depend on caring, mutual understanding and mutual interactions. Therefore, human-based interaction should be one of the most important parts of the doctor-patient relationship and can improve patients' satisfaction in that relationship. Furthermore, the related health issues or news releases regarding breast cancer are insufficient in the media and the better communication strategies are still unknown, so that the screening rate for Taiwan women's breast cancer is still too low, which may lead to delays in patients' medical treatment. Faced with the threat of breast cancer, more attention should be paid to investigating ways to use appropriate communication strategies, health advocacy, and promotion of related health issues. This study focused on investigating the communication effects of the usage of rational, emotional and fear appeal message strategies for reducing women's anxiety regarding breast cancer. Furthermore, in this research, the researchers also investigated how doctor-patient communication and the doctor-patient relationship are able to be improved and are able to

help with reducing women's anxiety regarding breast cancer. The research method is a face-to-face survey; interviewees were patients from Taiwan Adventist Hospital's Breast Center. The effective sample number is 321. The research results showed doctor-patient communication strategies are related to patients' satisfaction of doctor-patient relationship and their better understanding regarding breast cancer. In addition, when reducing women's anxiety regarding breast cancer, rational appeal and emotional appeal are more effective compared with fear appeal communication strategies.

# **Public Relations Practiced By University Academic Staff----A Literature Review**

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## **Abstract**

This article is a literature review for a study on the public relations (PR) practice of universities or higher education institutions (HEIs) in Hong Kong at the micro level, i.e. on the staff level and in particular the academic staff. I am particularly interested in Communication Scholars as a lot of studies demonstrated the differences of different academic disciplines in various perspectives and I would like to find whether disciplinary differences exist for PR practices by individual scholars? Communication scholars are chosen as PR encompasses a lot of communication activities that communication scholars should be the most competent in. This will shed the light on whether staff will reinforce the PR functions of HEIs.

As a literature review, I aimed to provide a critical analysis of literatures relating to PR practices of HEIs. It will cover following different topics:

The audit society – the increasing importance of PR arises partly from the rise of the audit society. It will be helpful to understand why HEIs in Hong Kong deal with PR so seriously and in turn reveal the importance of micro level changes to cope with this macroscopic change.

Organizational change – This study focuses on the individual or micro level change to cope with the increasing importance of PR. We will look at how changes carry out at different levels in order to reveal why the micro level is chosen. The two extremes, decoupling and colonization, of the spectrum about organizational change will be discussed in more details.

Disciplinary differences / characteristics – Differences in different academic disciplines in other perspectives may give insights on the differences or the characteristics of PR practices by individual scholar of difference disciplines or a particular academic discipline. A discussion about the background of disciplinary difference and an account about previous studies of disciplinary differences in other perspectives including globalization, research

collaboration and teaching quality will be provided.

PR models – This study is about PR and different models of PR will give a picture of how to look at the different PR practices. The PR models will be used to measure the extent of translation of the meso level ruling system and culture changes to the micro level individuals' paradigm shift. In other words, the extent of decoupling or colonization.

Theory of practice – The theories in practice verbalized by an individual are usually different from the theories that are really practiced by the same individual. To investigate the practice of PR by individual scholars by asking questions may not reveal the real situation. And thus we have to understand the theory of practice in order to develop a proper method for the study.



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

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## **Abstract**

Digital technology has influenced our society, life and culture in an ever more profound way. Consumer demand for advertising become involved in the conversion from one-way communication, to intervention, participation, and interaction. The advertising strategy, operations and technology applications are diversity to fulfill the requirement of needs. However, the purpose of advertisement still focuses in solving problem of brand in corporate and product image building. Even though the public-interest advertising can wake consumers to concern about social issues. The purpose still is to create the branding value, not in solving the social problem.

When the advertising includes the concept of social design, the social intervention and creative technology changes the purpose of advertising essentially. Per Pedersen (2015) defined “Solvertising is creativity and innovation merged to create a real difference, and it often involves new exiting applications of technology and data”.

The article will discuss the creativity of technology, social intervention and social engagement of Solvertising in the perspective of social design.

**Keywords:** creative technology, social design, Solvertising, social intervention

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

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## **Abstract**

Introduction: There are a lot of theories and models on Customer relationship management and public relations. The digital technology has modified and improved the communication channels between companies and stakeholders. Many companies have applied customer relationship management technologies to improve their relationships with customers. The digital technologies and tools used by customer relationship management may be more complicated and advanced compared with those used by public relations practices. The purpose of this research is to study the impact of innovative customer relationship technologies on Hong Kong public relations industry.

Conceptual Background: The impact of digital technologies and social media has been praised for their contribution on public relations; many scholars have positive comments on it<sup>1</sup>. “The American Red Cross is using a wide variety of tools such as websites, blogs, Twitter, and Facebook to develop relationships focused on recruiting and maintaining volunteers, updating the community on disaster preparedness and response, and engaging the media”<sup>2</sup>. “Public relations scholars and practitioners alike agree that social media are changing the PR industry and increasingly playing an important role in the business planning process. Marketers and professionals find that social media have transformed businesses priorities”<sup>3</sup>. The integration of social media and online platforms into

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<sup>1</sup> (Valentina, 2015)

<sup>2</sup> ( Briones , Kuch, Liu & Jin, 2011, p.41)

<sup>3</sup> (Allagui&Breslow, 2016, p.20)

communication strategies of organizations is a popular topic recently<sup>4</sup>. There are less investigation on the relationship between public relations and digital, social, mobile (DSM) media<sup>5</sup>.

“Customer Relationship Management (CRM) is the strategic use of information technology and people to manage the customer’s relationship with your company (marketing, sales, services, and support) across the whole customer life cycle”<sup>6</sup>. The previous CRM technologies include database, software (such as analysis tools, web site development) and security features<sup>7</sup>. According to the researches by different scholars<sup>8</sup>, recent innovative technology development (such as big data, mobile business and devices, cloud computing, search engine, online retail platform, social media and networks) has further modified the structure of CRM model; and enhanced its capability to build relation and loyalty with target customers<sup>9</sup>.

**Methodology:** An initial framework is developed by extensive literature review. The final framework are further supported and finalised by in-depth interviews with industrial practitioners and academics. Content analysis method is used to do the data analysis of the collected information.

**Implications for Research:** This paper aims at developing a conceptual framework for future theoretical and empirical research in the area of customer relationship management technology on public relations industry. From a managerial perspective, the results provide the evidence that the innovative technology (such as big data, mobile business and devices, social media and networks) can improve the public relations practices. The research findings can be applied across a range of public relations stakeholders to improve their customer relationship management.

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<sup>4</sup> (Moreno, Navarro, Tench&Zerfass,2015)

<sup>5</sup> (D. Verci , A. T. Verci &Sriramesh,2015)

<sup>6</sup> (Kincaid, 2003, p.41)

<sup>7</sup> (Brown, 2000)

<sup>8</sup> (Tirunillar&Tellis,2014;Sun,2010;Ying andRastrick,2014)

<sup>9</sup> (Toma, Mihoreanu and Ionescu,2014)

# **Who Wants to be a Journalist?! Motivations for Studying Journalism in Kyrgyzstan**

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## **Abstract**

While much scholarship has been devoted to the journalists and the importance they place on various job characteristics, less is known about journalism students' views. Professional media people, when asked about their motivations to do their job focus rather on their current situation than their memories on the early stage of their career. Hence, if one wants to learn more about the reasons behind entering the journalism profession, more attention should be paid to students' views and backgrounds. Although professional education is not a precondition to work as a journalist in many countries, recent years have seen an increasing number of journalists who hold university degrees. So called “graduatization” or “academization” of journalism has additionally attracted growing scholarly scrutiny based on the belief that journalism education molds the perception journalists have of the roles and function of the media.

This paper provides an overview of journalism students' motivations for undertaking journalism education in Kyrgyzstan. In particular, I examine fields and areas in which journalism students would like to work when they finish study and the aspects of journalism that seem to be appealing to them. In order to achieve that goal, the study addresses three research questions: (1) How many of the journalism students want to pursue a career as a journalist? (2) In which areas of journalism do they want to specialize? (3) What aspects of journalism did motivate them to study the degree (idealistic, practical, or personal)?

It would appear obvious that journalism students actually want to work in the media organizations. Yet, the study shows that students have diverse career expectations and goals, including getting a job in the business / corporate communication, public relations, or advertising. Scholarship on journalism is also dominated by a focus on political journalism, but the profession is more multi-faceted today, with particularly the growth of lifestyle journalism opening up new avenues for employment. Indeed, the study shows that a

significant number of students is interested rather in a soft news than hard news journalism. Finally, the findings reveal a diversity of motivations of journalism students for embarking on a tertiary degree. While some of them are motivated by a public service ideal, the others are interested in the non-routine, non-convencional, and sociable nature of journalism. Personal motives such as status or pay seem to be also important to the journalanalist-to-be.

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

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## Abstract

Today, organizations across the world must operate in a dynamic, globalizing political, economic, sociocultural, and media environment.<sup>1</sup> With the emergence of global communication networks and the rise of global migration flows, organizations have to deal with a growing number of geographically dispersed, yet interconnected stakeholders from diverse cultural and ethnic backgrounds.<sup>2</sup> Organizations of all types are hence confronted with the challenge to develop culturally sensitive communication strategies to address stakeholders of varied nations, which is more complex in an international as opposed to a single-country setting.<sup>3</sup>

Academic research in this context has been mainly conducted in the field of international public relations (IPR) research. In view of an ever-globalizing environment affecting IPR practice, it seems logical that scholars need to explore how communication is impacted by different environmental conditions in different countries in a *comparative* manner.<sup>4</sup> Comparative research approaches permit scholars to (a) identify universal and specific patterns, and thus, render visible the specific characteristics of communication phenomena within a given system; (b) provide contextual descriptions and generalize theories, which are no longer confined to isolated regions; (c) develop empirically grounded typologies or classification; and (d) offer explanations of how surrounding environmental conditions may shape communication phenomena.<sup>5</sup> In order to exploit the full potential of comparative research, comparative studies have to meet a set of scientific quality criteria: For

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<sup>1</sup> Sriramesh, K. (2009). Introduction. In K. Sriramesh, & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. xxxii–xl). New York: Routledge.

<sup>2</sup> Bardhan, N., & Weaver, C. K. (2011). Introduction. In N. Bardhan, & C. K. Weaver (Eds.), *Public relations in global cultural contexts. Multi-paradigmatic perspectives* (pp. 1–28). New York/London: Routledge.

<sup>3</sup> Verčič, D. (2009). Public Relations of Movers and Shakers: Transnational Corporations. In K. Sriramesh, & D. Verčič (Eds.), *The global public relations handbook: Theory, research, and practice* (pp. 872–886). New York: Routledge.

<sup>4</sup> Livingstone, S. (2003). On the challenges of cross-national media research. London: LSE Research Online.

<sup>5</sup> Esser, F. (2013). The Emerging Paradigm of Comparative Communication Enquiry: Advancing Cross-National Research in Times of Globalization. *International Journal of Communication*, 7, 113–128.

instance, the objects of comparison need to be equivalent to ensure comparability, the causal relationships between surrounding context factors must be conceptualized reliably, and their influence must be measured adequately, i.e. through the use of mixed-methods designs.<sup>6</sup>

Albeit comparative communication research has burgeoned enormously in the broader communication discipline, little is known to date about the current state of the art of comparative approaches in IPR scholarship.<sup>7</sup> This paper will provide a critical analysis of the status quo of IPR scholarship by reviewing academic research conducted throughout the past decades. A specific focus will be placed on examining the scientific quality of existing comparative studies, with particular consideration of studies set in an Asian context. The analysis will indicate important deficiencies of IPR scholarship: First of all, current research still lacks commonly accepted definitions and conceptual clarity, illustrated by the multitude of terminology used interchangeably and confusingly, such as the term “comparative” itself.<sup>8</sup> Secondly, contextualized research at the intersection of globalization on IPR has not been addressed in its complexity, with more attention directed towards cultural and socioeconomic environments, while the influence of activism or media settings remain under-investigated.<sup>9</sup> Even though IPR scholars have borrowed concepts stemming from cross-cultural research, i.e. the concepts of individualism-collectivism or guanxi that has evolved to understand the specific complexities of Chinese social behavior, the core concept of culture still needs more conceptual refinement and new ways of theorizing.<sup>10</sup> A related characteristic of IPR scholarship are attempts to fructify existing PR theories internationally.<sup>11</sup> For instance, the extension of the American-centric Excellence study to derive generic and specific principles of excellent PR – and the application of these principles to describe PR practices in i.e. Asian countries – has been criticized, mainly for leading to ethnocentric conceptualizations and static assumptions of cultural borders.<sup>12</sup> Third, most

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<sup>6</sup> Esser, F., & Hanitzsch, T. (2012). On the why and how of comparative inquiry in communication studies. In F. Esser & T. Hanitzsch (Eds.), *Handbook of comparative communication research* (pp. 3–22). London, UK: Routledge

<sup>7</sup> Esser, F., & Hanitzsch, T. (2012). On the why and how of comparative inquiry in communication studies. In F. Esser & T. Hanitzsch (Eds.), *Handbook of comparative communication research* (pp. 3–22). London, UK: Routledge

<sup>8</sup> Esser, F., & Hanitzsch, T. (2012). On the why and how of comparative inquiry in communication studies. In F. Esser & T. Hanitzsch (Eds.), *Handbook of comparative communication research* (pp. 3–22). London, UK: Routledge.

Zaharna, R. S. (2000). Intercultural communication and international public relations: Exploring parallels. *Communication Quarterly*, 48(1), 85–100.

<sup>9</sup> Molleda, J. C., & Laskin, A. V. (2005). *Global, international, comparative, and regional public relations knowledge from 1990 to 2005: A quantitative content analysis of academic and trade publications*. Miami, FL: Institute for Public Relations.

<sup>10</sup> Wang, G., & Huang, Y. H. (2016). Contextuality, commensurability and comparability in comparative research: Learning from Chinese relationship research. *Cross-Cultural Research*, 50(2), 154–177.

Bardhan, N., & Weaver, C. K. (2011). Introduction. In N. Bardhan, & C. K. Weaver (Eds.), *Public relations in global cultural contexts. Multi-paradigmatic perspectives* (pp. 1–28). New York/London: Routledge.

<sup>11</sup> Huang, Y. H. (2010). Theorizing Chinese communication research: A holistic framework for comparative studies. *Chinese Journal of Communication*, 3(1), 95–113.

<sup>12</sup> Wakefield, R. (2011). Critiquing the generic/specific public relations theory: The need to close the transnational

empirical studies are not conducted within an international scope, but rather limited to a series of descriptive mono-national studies of IPR practices.<sup>13</sup> So-called comparative research is often not comparative in its true sense, and does not entirely fulfill the scientific quality criteria of methodologically and conceptually valid comparative research.

Considering the paucity of sound comparative approaches to IPR research, this analysis concludes that the potential of comparative research to describe, contextualize, and explain IPR in the context of globalization has thus far not been fully exploited. The paper will outline intriguing starting points for IPR scholarship to engage in more advanced comparative research, i.e. by drawing wisdom from the related fields of comparative media and journalism research and comparative political communication research.

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knowledge gap. In N. Bardhan & C.K. Weaver (Eds.). *Public relations in global cultural contexts. Multi-paradigmatic perspectives* (pp. 169– 194). New York/London: Routledge.

<sup>13</sup> Ingenhoff, D., & Ruehl, C. (2013). International public relations: A synopsis of German-speaking and Anglo-American research approaches. *Studies in Communication Sciences*, 13(1), 3-4.



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

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## **Abstract**

This paper quotes the theory of crisis communication and social psychology, making an analogy as the principle of heating reflux and condensing evaporation in chemical experiment. Specifically, we take the event of Wei Zexi as example, which triggers the confidence crisis in Baidu, to analyze the formation and deconstruction of reflux communication mode of Baidu's brand crisis. By inquiring and dissecting the process of the trustful crisis of Baidu, we can prove that the reflux mode in brand crisis exists and a negative impact on Baidu has occurred. For this reason, this paper provides a further research. At first, we analyze the reason of forming reflux mode in brand crisis, especially the specific effect of some factors in the process of brand crisis, such as group emotion, community power and platform migration. We also rethink the lack of social responsibility of Baidu, which is the main body in crisis and the delay of guidance and regulation in crisis. Then we discuss the method to break up the reflux mode in brand crisis, under the stress of grouponlookers caused by information propagating rapidly, in order to find out the deconstruction path of reflux mode in brand crisis. Overall, the paper contributes to provide a reference to build up a favorable communication between brand enterprises and the public.

**Keywords:** Baidu search engine, The reflux mode in brand crisis, The event of Wei Zexi, The brand images

# **Research on the Integrated Marketing Communication of the Hallmark Events Based On Big Data: Take WUHAN OPEN For Example**

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## **Abstract**

By means of case study on WUHAN OPEN, this paper analyzed the problems and opportunities of the integrated marketing communication practice by hallmark events, then explored the integrated marketing communications strategy based on big data specially for hallmark events. It is suggested that the hallmark events should implement customer-relation-management and contact-point-management effectively as well as enhance the specificity of channel and the appeal of creative constantly by used of big data technology to create the multi-win situation with the Sports, sponsor, organizer and public.

**Keywords:** The Hallmark Events; Big Data; The Integrated Marketing Communication; WUHAN OPEN

# **The Empirical Research of the Influential Factors of Electronic Supervision over Adolescents from the Perspective of Parent–Children Interaction**

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## **Abstract**

The researches of electronic monitoring from the perspective of parent-children interaction are very limited, relevant studies by Valkenburg, Yuki Fujioka, Erica Weintraub Austin are relatively representative. The current theories are no longer completely applicable because of the new technology of communication impacts the manners of parent-children interaction and the means of electronic monitoring. The purpose of this paper is to explore the domestic factors that may affect electronic monitoring from the perspective of parent-children interaction, provide references and ideas of how to adopt the methods of electronic monitoring rationally and guide children to accept and adopt the new technology of communication reasonably to parents. To achieve this aim, on the one hand, this paper is based on the relevant data provided by PeW, CNNIC, iResearch, conducted within a quantitative method, analyzed the parent-children interactive factors that impact the electronic monitoring and its functioning paths. On the other hand, this study is on the basis of qualitative data like interviews and cases, analyzed the concrete process of how parent-children interaction impacts the electronic monitoring in microcosm. This study found that the on-line and off-line interaction between parents and children are more frequent, the means of interaction and its content are more flexible and various as well as higher interactivity, parents are more inclined to choose positive methods of electronic monitoring.

# **Dredge the Channels in Order to Communicate the National Image of China International by Three-dimension**

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## **Abstract**

In the past, the research on the communication channels of Chinese national image mainly revolved around mass media, especially around the mainstream media, ignored other channels of international communication. Consequently, with the only one channel national image can't reach its target. Under the influence of global integration, the bridge groups, organizations, the media in the dissemination of national image plays a positive and constructive role, so this paper research from the above three aspects combing the national image of international communication, that includes leaders, students, tourists, foreigners, entrepreneurs, multinational organizations, governments, NGO, military organizations, traditional media, new media etc., It is believed that the external communication of the national image should be integrated with each channel, and communicated a harmonizational sound.

**Keywords:** National image; International communication; Bridge groups

# **The Gauge Study on Professional Idea and Cognition of Public Relations Practitioners in PR Agency**

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## **Abstract**

The development of the Internet and new media has brought the power of information to the center of the multi pattern, and public relations are facing great challenges in the new media environment. The professional cognition of public relations practitioners is further enlarged. In this paper, we use the Q method to test the practitioners of public relations firm, measured from several individual characteristics, including industry organization, habits and social culture, etc. We found that the influence of industrial tradition and the characteristics of organizations are most significant.

**Keywords:** PR professional idea and cognition

# **Reshaping the Brand Communication Content in the Mobile Video Broadcast Era**

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## **Abstract**

In 2016, the mobile video broadcast industry have developed quickly and became a new trend in mobile social field. A new era, social era version 3.0, has come. Because of the mobile video broadcast, the way how to link the individual together has changed, new entrance of Internet flow has began to form. Wanghong or Internet celebrity have tremendous power in controlling the Internet flow. Thus Wanghong economy has been expanding rapidly. Wanghong and the mobile video broadcast Apps have brought about a closed loop for the guidance of consumption. In this context, the brand communication content mode have been upended, including the content creation, the communication of the content... In the social era of mobile video broadcast, the way to reshaping the brand communication content mode are as follows, finding new entrance of the Internet flow for the brand by the aid of mobile video broadcast, re-defining the brand content focuses on the expression of human being, forming a sort of expression for certain customer, bringing a symbiotic relationship between the brand and the customer with aid of the content, mining the potential value of the Internet flow resulted by the brand communication content.

# **Effective Communication Strategies among Two Dimension Otaku People in Mainland----Based on the characteristics of age**

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## **Abstract**

As a new sub-culture phenomenon, two dimension otaku people in Mainland have faced criticism. This paper will focus on the special youth group, trying to figure out how they become 2-D lovers. Besides, this paper will systematically compartmentalize two dimension otaku people by generation and study the difference identity of 2-D lovers. With the methods of participant observation, in-depth interviews and questionnaire, the paper studies the construction of self-identity and social identity of 2-D lovers from different generations. As for various identity and consumption characteristics, this paper will put forward the corresponding strategies. Benefited from laid-back development, the new generation of 2-D lovers showed strong sense of identity and more willing to present on social media. Thus, the mass media should put emphasis on personalized and customized communication strategies for “the new generation”. Targeted at market segment would somehow yield better results, such as internet forums.

**Keywords:** Two Dimension Otaku people, Generation Analysis, Identity Construction, Communication Strategies

# **Research Summary of "Digital Labor" at Home and Abroad**

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## **Abstract**

Stepping into an information society, the human beings are able to memorize and quantify the real world cosmically, thus the importance of effective use of data has become increasingly prominent. And big data has become a hot topic. At the same time, with the popularity of the Internet, ostensibly people have more consumption rights in the network and more selection rights in the market, however, the consumption and selection has increasingly become a kind of labor. Not only the value of netizens exists in the network consumption, the netizens themselves become a part of industry chain as well. This model of economic development has aroused the vigilance and attention of the researchers of foreign communication political economy. They have made a critical reflection on the productive consumption behavior in the information society and put forward the theoretical perspective of "digital labor". In recent years, domestic researchers have also discussed the phenomenon of "digital labor" from different perspectives. This paper tries to sort out the related research results from three aspects: domestic and foreign research overview, research main content and research trend.



# **The Re-defined User Adoption Behavior Model of Mobile Advertising----Taking Wechat Account as an Example**

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## **Abstract**

As audiences' attention and consumption are migrating into mobile field, Mobile has become the most competitive and potential platform for advertising. But studies on using behavior of mobile advertising are still concentrated on the models derived from Theory of Reasoned Action, which lack the specific theory attention and concept interpretation. The paper tries to analyze users' adoption behavior in real situations and interpersonal relationship by taking one commercial wechat account as an example. It has been found that changes in the amount of information shared have a more remarkable influence on the span and the speed of advertisement transmission rather than the initial amount sent, meanwhile, moment posters in Wechat have become the main way to share and read mobile advertising. Therefore, this paper put sharing contribution into the new attitude-behavior model based on two reasons: sharing is an important expression of attitude and an important way to realize the motivation. User adoption behavior model of mobile advertising is refined and re-defined in this paper.

**Keywords:** mobile advertising, adoption, sharing, behavior model

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

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## **Abstract**

The passage and implement of the Counter-terrorism Law in China is one of the newest anti-terrorism measures. However, it has aroused controversies both outside and inside China. "One country, two systems" allows Hong Kong, the Special Administrative Region of China, to have very different media "keying" Mainland China (Goffman, 1974). Under this situation, we want to know how media in Hong Kong frame the China's first counter-terrorism law. The current study assembled methodology with animation framing, critical discourse and conversational analysis to analyze the news reported in *Apple Daily(HK)*. First, the news contained four "Macrostructures" (van Dijk, 1973), including "the background of the law", "Devil hides in the details and the whole nation is terrified", "international attention and information decoding", and "Hong Kong is concerned about its freedom of speech", to "keying" the news. Second, every "Microstructure" and "Microfiction" will generate co-opetition of different frames inside and between each other. For example, "Attribution of Responsibility Frame" and "Morality Frame" are often tied together, and the former in relatively sensitive political events is implied by persons on the screen, instead of being made explicit in commentary. "Economic Consequence Frame", actually more appropriate regarded as "Consequence Frame" in terrorist macrostructure proposition because of its particularity of politics (without any direct impact on economy), is generalized as the outcome of "Conflict Frame". Third, animation news can make "Human Interest Frame" work by employing metonymy and metaphor. With usually continuous and complete and fictitious pictures, it can convey abstract messages that cannot be expressed in the real picture. Last but not least, it is no surprise that Hong Kong media construct the law on the inverse way compare with Mainland China. However, it is interesting that those media questioned whether this law is true "counter-terrorism", or,

oppositely, it is “terrorism” itself to some extent.

**Keywords:** Counter-terrorism Law, Auto-movie, Framing, Apple Daily (HK)

# **A Qualitative Analysis of the Rumors Appeared after Public Health Crisis on Social Media----Case Study of Rumors in WeChat Appeared after Shandong Vaccine Scandal in 2016**

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## **Abstract**

In March 2016, the news that millions of illegal vaccines from Shandong Province in China had been given to children rippled across China and aroused public fear and anxiety. Countless rumors then came and spread widely on the WeChat and furthermore harassed the helpless public. WeChat, a relationship-based social media, nowadays became the “perfect” mill to create and spread rumors through its “Moments” and “Public account” functions. As a relationship-centric social media, WeChat can spread rumors with higher stickiness. And those rumors on WeChat are less likely to be corrected and refuted.

This paper aims to find out how rumors are spread on WeChat when a public crisis happened based on the empirical analysis. Qualitative methods, including content analysis and grounded theory (based on NVivo 10.0), will be adopted to analyze the questions. Confined to the context of public crisis, the main thesis of this paper is largely to investigate social media in the emergent public event scenario. The paper also applies rumor theory to articles posted on WeChat during the Shandong Illegal Vaccine erupted in 2016.

In this case study, a conceptual framework describing rumors’ communication mechanism is developed through the grounded theory method. Three factors were found in the sources: (1) the spokesman’s factor (2) the textual factors and (3) the social-psychological factors.

The main contribution of this paper is to identify the communication mechanism of rumors on WeChat and to enhance the audiences’ capability of discerning rumors in the public crisis context.

# **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**

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## **Abstract**

As a special type of relationship exercised at the level of the individual in Chinese culture, guanxi has been claimed to pervasively affect business practices in China. Using a contextual perspective, this study compared guanxi-related practices in Beijing and Hong Kong, two Chinese societies with a similar Confucian heritage but different institutional and cultural traits.

Four focus group interviews, with 12 front-line PR practitioners from Beijing and Hong Kong, were conducted to identify the characteristics of guanxi-related practices, their main stakeholders, and the power relationships that exist between them.

Public relations practitioners from Hong Kong and Beijing engage in guanxi-related practices with similar main stakeholders, including clients, media, and outsourcing service providers stakeholders, except that only practitioners from Beijing valued guanxi with the government. Most practices are based on the calculation of the underlying reward of guanxi and the number of alternatives and competitors in certain guanxi. First, when practitioners are in a less powerful position (i.e., there are scarce resource from the other side, fewer alternatives, or a considerable number of competitors), they tend to actively create

opportunities to establish guanxi. Second, they dispatch senior practitioners to maintain guanxi with powerful parties.

Findings also reveal regional differences in terms of closeness components, source of connections, and basic principles governing guanxi-related practices. Public relations practitioners in Hong Kong tend to build professional relationships with different stakeholders while avoiding inappropriate closeness in guanxi-related practices. In contrast, the boundary between organizational and personal connections is blurred for public relations practitioners in Beijing. Those Hong Kong practitioners who were willing to have personal interactions with stakeholders treated guanxi with stakeholders more like naturally congenial relationships (e.g., friendships). In mainland China, however, guanxi with stakeholders was deliberately pursued and delicately maintained, especially with more powerful stakeholders like clients or the government. Hong Kong practitioners' guanxi with stakeholders is governed by mutual benefits, whereas the principle of face and favor governs most of the guanxi-related practices mentioned by informants from Beijing.

Those regional differences indicate the influence from institutional and cultural factors. Most Beijing informants agreed that it is inappropriate to express the purpose explicitly. In other words, their communication style is to hide the instrumental purpose by constructing seemingly expressive ties. Most of them look up to the traditional Chinese norms of communication, e.g., messages should be delivered indirectly via euphemisms, analogies, or metaphors (Xu, 1996)<sup>1</sup>, and to the Confucian tenet of guanxi, i.e., a hedge between keeps friendship green (Jun Zi Zhi Jiao Dan Ru Shui). By contrast, Hong Kong practitioners believed that mutual benefit is the key and they regarded it normal of "facilitating each other's needs". Their communication style seems to be closer to the modern market culture, which is profession-oriented, than to the traditional Chinese norms.

More nuanced comparisons and the plausible explanations of which are discussed and the implications for future study are proposed as well.

**Keywords:** Guanxi, Public relations practitioners, Chinese culture, China and Hong Kong, comparative study

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<sup>1</sup> Xu, J. (1996). Communicating technical information to the Chinese: A cultural analysis with guidelines. *ProQuest Dissertations and Theses*.

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

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## **Abstract**

This first study on national leaders' selection behavior constructs an integrated framework to explain premiers' decision-making at press conferences. This study assesses the importance of six factors in three dimensions in Chinese premiers' selection of journalists on whom to call at annual press conferences from 1993 to 2015 (countries' bilateral trade and diplomatic relations, media outlets' prestige and blacklist record, and journalists' gender and seating position). The findings indicate that the most question opportunities were given to journalists from countries which engaged in the most bilateral trade with China. In addition, journalists who were male or were from prestigious media outlets had more opportunities to ask questions than journalists who were female or were from marginal media outlets. The theoretical contributions and policy recommendations of this research are also discussed.

**Keywords:** national leaders; presidential leadership; press conferences; journalist selection; public activity

# **Research on the Intertextuality of Discourse Text in Modern TV Media**

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## **Abstract**

In modern TV Communication, any text interacts with many other texts. The value of a text lies in its integration with other texts, the intertextuality interpretation of various texts would develop to a dynamic understanding, which regards each description as the blending results of many sounds. Discourse text of modern TV media can be divided into “language text” and “non- language text” from the perspective of Semiotics; divided into “single text” and “aggregate text” from the perspective of communication pattern; divided into “fixed text” and “portable text” from the perspective of receiving terminal. In the construction of discourse text of the modern TV media, any of above division shows an overall trend from monologue to user participation, and the text shows more figurative and diversity. Specifically, discourse text is the achievement created from the interaction between the main body, it generates from dialogues. Intertextuality of text includes both exchange between communicator, audiences and texts, but also dialogues between different texts.



# **The Branding of Hengqin: A Fantasy Theme Analysis**

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## **Abstract**

Hengqin, a large island of Zhuhai, close to Macau, is 106.46 square kilometers. It used to be a sparsely populated island for a long time. However, it enjoys unique geographical advantages in the Pearl River Delta. In April, 2015, Hengqin Free Trade Area (Hengqin FT Area) was setup under the new national development strategies. Due to the policy of “one country, two systems”, Hengqin FT Area plays a crucial role in developing the industrial diversity in neighboring Macau and economic integration in Guangdong, Hong Kong and Macau. Over the years, Hengqin has strived to construct its brand identity from the period of being a “New Area” to the latest period of a “Free Trade Area”. However, since the national and local strategies about Hengqin continuously update and change, the positioning of Hengqin lacks stability, which affects Hengqin branding. Previously, Hengqin was labeled as a “new highland of reform and opening up in China”, “new carrier of Macau’s economic diversity”, “the intersection of ‘one country, two systems’”, even “Oriental Dubai” and “Macao’s backyard”. All in all, the identity branding of Hengqin is obscure and unstable, which creates low popularity among national FT Areas.

Taking destination branding of Hengqin as an example, the research applies Symbolic Convergence Theory (SCT) and Fantasy Theme Analysis (FTA) to investigate media images of Hengqin, especially on the relationships and differences of brand images in varied media types, namely, owned media, earned media and paid media. It probes into the relationship among practical themes, cultural themes and value themes. The research also conducts an in-depth interview with a Hengqin branding planner (a director of Publicity Department in the Hengqin Government), which serves as a complementary understanding of the original

intention of branding planner. Through the comparison of different brand themes presented on the three media types, the research interprets the dilemma Hengqin is facing in the process of branding. Expectedly, we anticipate the research to provide a valuable case study with scientific research methodology for the branding of Hengqin FT Area, and even other destination brandings.

It is obvious to see the dilemma of Hengqin branding. First of all, the core identity positioning “the special zone in the special zone” does not represent uniqueness of the identity. Therefore, the characteristics of Hengqin are not distinctively emphasized, which leads to the situation where Hengqin could not stand out from the competition with other destinations. Phillip Kotler (2001) pointed out the first soft factor in destination marketing is the proper positioning of this destination. The critical factor of brand construction is the brand identity (Keller,1998).Currently, the identity of Hengqin is a FT Area, but there are four FTAreas in China. The Guangdong FT Area is composed of three places Nansha, Qianhai and Hengqin.In the future, there will be much more FT Areas appearing in China. It is a critical challenge for Hengqin to construct an identity conveying its uniqueness to enhance its competitive edges and reputation among FT Areas which are vying for standing and investments. Meanwhile, it is also inevitable to repeat this brand identity again and again on different categories of media, turning it as a clear and familiar identity eventually.

Another weakness of “the special zone in the special zone” indicates this brand identity is short of value appeal which can resonate with its readers. “The special zone in the special zone” is a rhetorical symbol with practical value, which brings about fantasies in the mind of public, such as more open economic policies, greater opportunities for fortune accumulation and more integrated environment under cooperation with Macau than other places in China. The appeal of practical rhetorical symbols is not as powerful as those which carry weight of social justice, morals, and religious spirit. It may not be easy to use practical rhetorical symbols to stimulate the emotional elements in the deep heart of consumers and invoke imagination and resonance in their mind. The brand identity composed by practical themes cannot build a brand personality with strong emotional appeal and historical memory. Simultaneously, it may also be difficult to improve consumers’enduring loyalty to the brand.

During the in-depth interview with the brand planner, an imperative and unique fantasy symbol of Hengqin was found---“pursuing dream on a barren island”. She compared Hengqin to a barren island which was started from scratch and developed into a “pioneer of reform” in China. In contrast of other places, basically, Hengqin has a blank historical and cultural

background with little industrial and technological experience. Therefore, in order to become an economically developed FT Area, Hengqin needs to make much more efforts in destination branding than Nansha and Qianhai. Both Nansha and Qianhai have built a strong economic base after years of development, but Hengqin has only developed for five years, the result of which could not be accomplished at one stroke. It is a process for the brand planners to “have a dream on barren island” and “draw on the blank piece of paper”, which need to be realized step by step with hardwork. In the interview, the direct oral so mentioned they consider naming a developing island as “DreamIsland”. However, the new and special symbol like this has not been described elaborately in media promotion so far.

From the analysis above, a problem of brand identity construction of Hengqin has been identified. The Promotion Department in the Hengqin government has little power in brand positioning. The construction and promotion of brand identity is a complex system. Writing news stories and news releases are important parts of media promotion, but it is a subsequent operation after the positioning of brand identity is clarified. The critical problem of Hengqin branding results from the lower level of Promotion Department, who has no autonomy in promotion. The professionals who are responsible for brand development and media promotion cannot control the core decisions of destination branding in Hengqin, such as direction of brand positioning and future development. It cannot even participate in the decisions of brand positioning with their professional knowledge. In fact, they only work as propagandists. Therefore, as the interviewee said, the promotional work is “changed on the basis of government demands...you could not make a precise positioning and could not change it, because our team is in a lower level in the government system, and you have no ability to alter the leader’s (thought).(H 2015)”

In the media promotion, the positioning of Hengqin is under the demand of *Overall Plan*. Its main content indicates “the Pilot Area of Guangdong, Hong Kong, and Macau”, “the New Platform of Industrial Diversity”, and “The Leading Area of Reform and Opening Up”, which conform to the overall direction of “one country, two systems” policy. The media promotion of Hengqin emphasizes practical themes, but neglects the promotional value and influence of cultural themes. As a result of that, Hengqin has not showed its uniqueness in branding. Besides, the governmental ways changes the positioning of Hengqin branding, and does not delegate part of powers to the promotion department, which leads to a phenomenon that people who are responsible for promotion work have no authority to access the core information of Hengqin development strategies. The officers in the Promotion Department are

only responsible for the promotion of what the leaders decide for Hengqin development in meetings. They cannot take part in the actual brand design of Hengqin with their leaders, which results in the lack of support of professional knowledge and operation in the whole branding of Hengqin. Currently, it is evident to discover that the positioning of Hengqin is obscure without special brand features to differentiate Hengqin from other destinations. In the future, if Hengqin wants to stand out from various FT Areas, the brand planners need to raise the concept of rhetorical strategies of branding to a higher level of consciousness, make professional plans for brand construction, and enhance the autonomy of communication professionals in the Promotion Department.

The dilemma of Hengqin branding lies in the lack of development basis. It was a barren island for a long, long time. Initially, Hengqin does not have humanity resources, such as living conventions, historical memories, and architecture landmarks, which are inevitable elements for the construction of brand identity. However, what should be noted is this unique characteristic may be an advantage making the construction of Hengqin brand identity on a piece of blank paper, which awaits a painter to draw the most beautiful and novel pictures. Hengqin, as a destination name, is also fraught with poetic connotations in Chinese meaning. With the steadily development of Hengqin FT Area, coordinated with a creative branding strategies, it is predictable that Hengqin, as “a Chinese Zither on the waves” in the Southern China will show its special melody in the competition with other national FT Areas and become a “dream island” with potential as wished.

# **Fantasizing Macau Beyond a Gaming City: Symbolic Repertoires for City Branding**

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## **Abstract**

Macau, currently a special administrative region in China, has been a distinct place in Asia with a historical coexistence of Chinese traditional culture and Europeanization. It has been associated with the symbolic icon of “Asian Las Vegas” since 2003 after it liberalized its casino concessions and developed the gambling industry as a pillar of its economy. The physical image of the city presents a distinguishing contrast: in the old part, timeworn buildings, streets and gardens represent a fusion of Chinese and Portuguese cultures; whereas in the Cotai area, a cluster of gigantic structures of casinos, hotels and shopping malls stand vying each other with horrendous architectures and gross lighting. The city of Macau has been plagued by a branding complex: how to enhance the city image from its current identifiable character of being a “casino city” as the government has been projecting Macau as a “world leisure and tourism centre”.

Currently, research on Macau city branding revolves around the discussion of city image, brand positioning and brand building. One of the key elements in city branding is the media representation of the city. Media play an essential role in city branding communication. The symbolic representations in the media contribute to the arousal of imagination in people’s minds. The imagination is about the characters of city and the prospection for the city branding. A successful city branding will be able to make a good impression on people and trigger their fantasies<sup>1</sup>. A brand represents customers’ perception

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<sup>1</sup> 凱文·萊恩·凱勒. 李乃和譯. (2003). 戰略品牌管理. 北京: 中國人民大學出版社

of values, in other words, it is the assemblage of feelings and associations<sup>2</sup>. How Macau has been represented in the media as a tourist destination, particularly how it is fantasied beyond being a casino city in the world's media is an important issue in enhancing Macau's city image.

With the development of information technology, social media are engaged in peoples' lives geminately, online media also play an essential role in communication and brand conscious. Integration of social media and traditional media is becoming a new promotion strategy for branding. What we have now is a much more variegated media environment, in which traditional media and social media coexist. The new strategy examines closely owned media, earned media and shared media in a branding construction. These media are interrelated as they all contribute to a symbolic repertoire for city branding.

This research utilizes the Symbolic Convergence Theory (SCT) and Fantasy Theme Analysis (FTA) to explore the symbolic construction of Macau in world media, aiming to provide a new operational method for textual analysis of Macau city branding. The purpose of this study is to identify and compare fantasied realities about Macau in international media reports, specifically in countries and regions which contribute the largest numbers of tourists to Macau. The study selects 21 articles in 21 newspapers in 5 countries in the period of 2010-2015. 7 travel brochures and 38 blogs for Chinese and English version from Macau Government Tourism Office website<sup>3</sup> have been included for analyzing. All the selected articles must contain some cultural elements of Macau other than casinos. Following the FTA method, the texts are analyzed to identify fantasy types, fantasy themes, and rhetorical visions. A comparative study is further conducted to compare the symbolic realities in varied media including owned media, earned media and social media so as to produce a clear mapping of symbolic repertoires in various tourist countries/regions for Macau branding without casino image. The research questions are as follows:

1. What are the fantasy themes, fantasy types of Macau in international media reports?
2. What are the symbolic realities of Macau in various media?
3. How to enrich the diverse branding of Macau city by tapping into the symbolic repertoires in the study?

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<sup>2</sup> Kavaratzis, M. & Ashworth, G. J. (2006). City branding: An effective assertion of identity or a transitory marketing trick? *Journal of Place Branding*, 2, 183-194

<sup>3</sup> <http://zh.macaotourism.gov.mo/index.php>

**Keywords:** City Branding, Media Types, Symbolic Convergence Theory, Fantasy Theme Analysis, Macau

# 基於說服知識理論的稀缺訴求廣告說服力研究

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Scarcity appeal has been a kind of commonly used marketing methods in the advertising campaigns. The past research put forward two types of scarcity appeal —supply-related scarcity and demand-related scarcity, and also proved that the both kinds of scarcity appeals have effective persuasive influences on consumer behavior. Based on previous research, the present research uses empirical method to examine the persuasiveness of demand - versus supply-related scarcity appeals in advertising messages, containing four dimensions —perceived deceptiveness, perceived diagnosticity, perceived supply-related product scarcity (versus perceived demand-related product scarcity) and behavioral likelihood. Study shows that supply-related scarcity appeal ad messages are less likely to activate persuasion knowledge than demand-related scarcity appeal messages. The research has put forward five hypotheses, three of which have been confirmed, and the other two have not been confirmed in the data, but also can be explained in theory. In addition, this paper also puts forward the direction and suggestions for future research.

**Keywords:** Supply-related scarcity appeal Demand-related scarcity Persuasion



# **Wechat Public Platform and Medical Public Relation in the Era of Knowledge Surplus----Illustrated By the Case of Mutual Circle of Breast Cancer**

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## **Abstract**

Mutual circle of Breast cancer WeChat public platform as the WeChat public platform that own strong power of media diffuseness, the exploration and development of the support group in cancer patients is representative and typical, which has opened up a new channel of medical experts and physicians sharing their knowledge about medical treatment and nursing. The paper use the theory of knowledge surplus and Social support, in combination with the data of Questionnaire survey, explore the platform it provides for medical experts, elites and physicians to share their knowledge surplus and create value, which has prompt them to convert their originally personal knowledge to public properties, which has also promote the healthy development of the medical public relation. In the meantime, the paper use the analysis of the content form and the patients interact of Breast cancer support group WeChat public platform to summarize the influence in social support. What's more, I want to put forward some strategy to provide reference to similar WeChat public platform.

**Keywords:** knowledge surplus; knowledge value-added; Social support; WeChat public platform; Medical public relation

# **Biao Qingbao: Political Expression as a “Meme”----Based on the Case of “2016 Chinese Memes War on Facebook”**

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## **Abstract**

This paper bases on concepts of “Memes” and “Connective action” and the case of “2016 Chinese memes war on Facebook”, analyzing the phenomenon of using Biao Qingbao as a way of political expression with the help of discourse analysis and in-depth interview approaches. Research finds that Biao Qingbao lacks clear political connotations in on-line communication, but lets off sentiments that show off the region actors come from and control the opponents; collective actors build up “resistance identity” and collective desire through official discourses, they do not take persuasion as their aim, but concern more about hammering the forces of “independence of Taiwan” emotionally. Biao Qingbao also plays important roles in grass-root motivation and stimulating cultural communication. Through this research, it is obvious that there is a close connection between pop culture and political engagement, which helps us deeply understand the action logic hiding inside the surface characteristics of memes.

**Keywords:** Biao Qingbao, Chinese memes war, memes, connective action

# **Bosom Friend or Peeping Tom? How We Chinese Perceive Online Behavioral Advertising?**

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## **Abstract**

With such basic question as "how people perceive OBA", this study uses the method of qualitative analysis to explore the cognitive assessment and emotion response of Chinese people. The data of qualitative research consists of three parts: a focus group interviews, in-depth interviews and two groups of web forum topic posts. The data analysis uses a grounded theory approach (with the software of CSR NVIVO 8.0). The results confirmed that people pass different judgements on OBA, and the attitude towards OBA of Chinese people are neutral as a whole. Informativeness, personalization and intrusiveness significantly influence network users' cognitive evaluation (advertising value and privacy concerns), corresponding to stimulate enjoyment and cynicism, which affects public attitudes towards the willingness to use OBA. And users' own characteristics (knowledge, trust towards advertisers and privacy self-efficacy) may regulate the relationship between the characteristics and cognitive evaluation. This study processes a theoretical deduction, which identified the theoretical model of the affecting mechanism of OBA formally based on advertising characteristics.

**Keywords:** online behavioural advertising, grounded theory, affecting mechanism, public attitudes

# **Applications of Strategic Communication Theories in Chinese Food Safety Risk Communication**

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## **Abstract**

This paper attempts to apply this new research paradigm to the analysis of food safety risk communication in China. Since the food safety law was promulgated, our country has established the framework of food safety risk analysis, and made clear the important role of risk communication. However, along with the development of globalization and ICTs, the target audience and exchange platforms are increasingly dispersed, food safety risk communication faces new challenges. Strategic communication has many-faceted meanings. On one hand, it means integrated and strategic plan for objectives, resource input, techniques and intellectual support, and effect evaluation of food safety communication, which means a new attempt of systematic design for national food safety risk communication. On the other hand, strategic communication also means attentions to daily communication practice. This paper claims two major strategies. First is positive action strategy, namely change from the previous top-down internal management to communication with stakeholders, and effective response to social and public opinion. Second is fundamental communication strategies, such as audience strategy for identification of stakeholders the; media strategy for appropriate information sources and communication channels; message strategy for content framing and rhetorical persuasion. More than 60 cases of food safety risk communication will be analyzed as preliminary empirical support.

**Keywords:** strategic communication, Chinese food safety, risk communication

# **New Media's Social Responsibility in Crisis Event----Take 'Harbin Expensive Fish Event' as an Example**

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## **Abstract**

In the age of the Internet, new media such as Weibo and WeChat have become important places of public opinion. Crisis events are exposed in new media frequently and spark intense discussion immediately. During the spread of public opinion, some problems have been discovered at the same time, such as the spread of fake information and exaggerated description of details. This has always been criticized by the public as the lack of social responsibility of the new media. This research takes "Harbin expensive fish" event as an example. It tries to identify and compare the number, source, keywords and several aspects of news reports and to analyze what social responsibility that new media, government and citizen should negotiate with.

**Keywords:** crisis event, new media, social responsibility

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

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## **Abstract**

As an effective form of news reporting news infographics has been playing a growing role in journalism under the background of picture-reading times. The picture-reading times raises new requirement for graphics creation, which needs efficiency, popularization and art up. <https://www.baidu.com/javascript>; Through briefing the development process and situation of Chinese static news infographics, this paper demonstrates three features and five development trends of Chinese static news infographics. Especially, from the perspective of how to quickly improve the infographic design level, this paper puts forward the creative concept of “application system for news infographics design” and analyze on its function and application, so as to formulate an application system for news infographics that meets the media’s characteristics and their development demands, and to create news infographics with the integration of function and form that answers to readers’ demands, and eventually to promote the quantity and quality of static news infographics in China.

# **The Evolution of Public Relations Perspectives in Mainland China**

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## **Abstract**

From the middle of the 1980s to 1990s, owing to mainland scholars' introduction and internalization of public relations theories, the perspectives of image, communication and coordination came into being, and such expressions as information transmission, relations coordination, image management entered into the governments' definition of public relations, which represented the first generation of public relations scholars' wisdom and contribution. Since 2004, a group of public relations scholars who obtained Ph.D. degree and dedicated to public relations career have been active in the academic field, through vertically and horizontally summarizing, and critically absorbing, preliminarily described the new perspectives of ecology, dialogue and cooperation, inherited as well as developed public relations theories.

**Keywords:** Public relations; Evolution of the perspectives; Mainland China

# **How Media Characteristics Shapes National Identity: A Review of Nationalism Studies in a Time of New Media**

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## **Abstract**

This study aims to tackle the relationship between media and nationalism, and to explore how new media shape national identity in the era of digital convergence. The study will focus particularly on the following: First, it will review the theoretical background of the construction of nationalism. Second, it will compare the differences between traditional and new media in the process of constructing national identity. An analysis of two British journals on nationalism or national identity, *National Identities and Nations* and *Nationalism* will further illustrate the research trends. Finally, the study will case study the recent flag incident of Chou Tzuyu, a Taiwanese teenage pop singer based in South Korea, to highlight the increasingly important role of new media in analyzing nationalism. The study ends with suggestions that the relationship between media and nationalism will become closer and stronger so as to reinforce national consciousness. The emergence of new media also reflects new ways of constructing national identity, which are quite different from those in the past.



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

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## **Abstract**

Social Media has completely changed the Public Relation industry, and also caused the change of PR firm organizational mechanism. Based on several PR firms in Beijing and Shanghai as cases, this paper will discuss the characteristics, risks and problems, and trends of their mechanism change in age of social media.

The influence of social media for PR firm organizational mechanism reflected in the media relations, content of work, organizational structures and recruiting; the organization environment of social media has also impact on the size of traditional PR firms and their orientation directly, and also weakened the boundaries of PR firms and other communication and management organizations, such as advertising companies and consulting firms; facing the opportunities and challenges brought by the age of social media, this paper will also propose PR firm strategies from the perspective of organizational mechanism.

# **Active Role of Greetings Communication in Brand Relationship Ecological Construction**

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## **Abstract**

Brand is a concentrated expression of the organization to identify and competence, Construction of brand ecological environment, is not only efficient allocation of resources but also is orderly development of the guarantee. Good brand ecological "material" level of resources, but also pay attention to the relationship between ecology "human" dimension of the construction and maintenance.

American scholars Malinowski believe that the spread of greeting is a way to create forms of discourse communication, it is not concerned with the spread of content but social contact. Greeting communication is not message communication, its social function in its management of the relationship, and it has a relationship to build and maintain the role. In the era of the Internet, communication objects easy to lost in the sea of information and they rarely talk about the big issues on the network. In this communication habit, Greeting communication is easily to start a conversation.

Study the above, Greeting communication is important to Construction of brand ecological relationship. In this paper, starting from the new media environment, analysis of constructing organizational relationships ecological networks, discusses Network Greeting communication effect of brand relationship Ecological Construction.

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

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## **Abstract**

Data mining technology provides the possibility for advertisers to obtain depth information of consumers. Tracking consumer behavior, clearing advertising time and scene, and translate it into purchase behavior, have become a collusion between businesses and advertising companies. Native advertising, viral marketing, forced push phone advertising and a variety of implant advertising without trace, improved the advertising arrival rate and conversion rate greatly. However, under the control of the advertising industry, consumers have become the prey to commercial monitoring. Advertising creativity is replaced by computer algorithm, advertising boundaries increasingly blurred. Current business information is not only infiltrated by political, economic and cultural, but also increasingly kidnapped by interpersonal relationships. In the background of the era of big data, the generalization of advertising had a profound impact on the life style and values.

**Keywords:** big data consumer precise delivery advertising

# **The Communication Effect Confusion of the News Conference during the Outbreak Period of Major Emergencies----A Case Study of “8·12” Tianjin Port Explosion**

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## **Abstract**

Press conference is the main form for the government to release information and respond to the social concerns in the public crisis. This research attempts to evaluate the communication effect of press conference during the outbreak period of the crisis and its influencing factors through such a case analysis of the “Tianjin Port Explosion” and then put forward countermeasures to improve the press conference communication effect in this crisis stage. In the aspect of effect assessment, this study mainly uses social semantic analysis software ROST CM6 and related quantitative analysis tool of word frequency based on "Government - Media - Publics" interaction frame work, and evaluates the news conference communication effect of the “Tianjin port explosion”. Through the case analysis, this study concludes the” framework of facts", "the framework of opposites", "emotional framework", "rehabilitation framework" and other common communication effect of press frame and the applicable scope. Through the analysis of the content of media samples, to measure the basic on the source of media reports tend to be two indexes and efficiency; Audience feedback level analysis is based on social media platforms of discussion topics, sorted by high-frequency words and the construction of social semantic web map, complete the audience analysis to the evaluation of conference. Finally, this study put forward some suggestions from the kernel of the press conference, press conference subject, news release content, transmission channel selection and coordination with the perspective of ascending press conference communication effect.

# **The Influence of Smartphones Use on the Lifestyles of the "post 90s" College Students**

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## **Abstract**

The present study focuses on the impact of smart phones, represented by new media technologies and the dissemination of the scenario "post 90s" college students' lifestyle. Although there have been a lot of researches and data supporting that the college student population tends to rely on smart phones, but the domestic relevant researches have not yet examine its use for lifestyles and social forms systematically. The results of this study shows that mobile Internet usage behaviors (Online qualifications, access time, the use of motive, network type) have a more significant impact on "post 90s" college students' lifestyle (work / learning, leisure and entertainment, interpersonal manner, information search mode , media preferences and shopping preferences) , especially the motivation. But the think "post 90s" 's mobile Internet use behavior form the new lifestyle it is still too early.

# **Research of On-line Public Opinion: The Usages and Challenges of Big-data Technology**

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## **Abstract**

The rise of big-data technology has brought broad influences in different social fields, and it also brought giant impact to the research of on-line public opinion. Based on the definition of big-data, this paper see the changes of knowledge map for the usage of big data technology in the on-line public opinion research. The usage of big-data technology will be invaluable in detecting, forecasting, evaluating the sentiments and actions for cyber citizen. This paper also has probed into the methodology difficulties of big-data research, the availability problems of big-data, the typical doubts of big-data and privacy issues in the on-line public opinion research. Based on detailed analysis of these problems, this paper find instrumental malposition problems, complex of big-data on the line, the special technology hobby, the interest disputes, the social morality and privacy issues can be seen everywhere. In addition, the typical doubts and privacy issues often trigger the violence of on-line public opinion. At last, this paper has offered measures for these problems, such as the usage of big-data should focus on it's research target, strengthen legislative work and scientific management, pay attention to the safeguard of privacy, etc. On-line research need to cultivate big-data talent persons, and push ahead with its technology usage and development.

**Keywords:** public opinion, on-line public opinion, big-data

# When the Boundary Is Blurred: The Impact of Native Advertising on the Credibility of News Organizations

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## Abstract

Native advertising is becoming increasingly popular in recent years, especially in the field of new media. Scholars and practitioners fail to come an agreement on the definition of native advertising. Couldry and Turow (2014,1716)<sup>1</sup> defined native advertising as “textual, pictorial, and/or audiovisual material that supports the aims of an advertiser (and is paid for by the advertiser) while it mimics the format and editorial style of the publisher that carries it”. R.F., Conill (2016, p.2)<sup>2</sup> defined it as “a form of paid content marketing, where the commercial content is delivered adopting the form and function of editorial content with the attempt to recreate the user experience of reading news instead of advertising content”. Although there is no standard definition of what native advertising actually mean, it is no doubt that it is a well-fit advertising format on social media, which owns the character of interaction as social media that allows active consumers can like, share or comment it. The appearance of native advertising is because of the declining of sales and advertising revenue in news organizations. As newspaper circulation decreased and advertising avoidance in the digital editions became the norm, the industry started looking for new forms of revenue. Digital journalist designer Erin Kissane (2013)<sup>3</sup> suggested that the change of advertising from direct sell to narrative forms verifies that native advertising is a need and online publishers can no longer sustain separate standard for news and advertisements.

Native advertising brings new innovations for online news, but it threatens the editorial independence as well. When news organizations looking for the alternative source of income to diminish the economic pressure, native advertising is blamed for weakening the

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<sup>1</sup> Schauster, E. E., Ferrucci, P., & Neill, M. S. (2016). Native Advertising Is the New Journalism: How Deception Affects Social Responsibility. *American Behavioral Scientist*. <http://doi.org/10.1177/0002764216660135>

<sup>2</sup> Lee, J., Kim, S., & Ham, C.-D. (2016). A Double-Edged Sword? Predicting Consumers Attitudes Toward and Sharing Intention of Native Advertising on Social Media. *American Behavioral Scientist*. <http://doi.org/10.1177/0002764216660137>

<sup>3</sup> Seligman, B. T. J. (2015). Native Advertising: The Old Is New Again,32(7).

credibility of news organizations. R.F., Conill (2016)<sup>4</sup> claimed that the core principle causes the debate on native advertising is the increasing blurring of boundaries of “church and state”. News organizations, which offer native advertising, are facing increasingly complaints. However, most of them continue offer the services of native advertising on account of the economic pressure, even though they know the risk of editorial independence. Furthermore, owning the interactive feature, native advertising has been hailed as the next big trend in the strategic communication field.

The heated debate over the pros and cons of native advertising aroused scholars’ interests. Some studies examined native advertising in the field of journalism (Schauster et al., 2016<sup>5</sup>; Lee et al., 2016<sup>6</sup>). And others focused on the content, formats, and disclosure positions of native advertising (Seligman, 2015<sup>7</sup>; Conill, 2016<sup>8</sup>). However, few studies talk about the impact of native advertising exposure on the credibility of news organizations. As a result, this paper is going to understand the impact of native advertising by examining consumers’ motivational and psychology factors about native advertising and the credibility of news organizations. Persuasion Knowledge Model (PKM) is utilized to understanding consumers’ beliefs about persuasion tactics of native advertising. PKM suggests that consumers’ responses to persuasive attempts are influenced by how much knowledge consumers’ hold regarding persuasion tactics. Consumers employ their persuasive knowledge to precede their attitudes and reactions to native advertising. On the other hand, Social Responsibility Theory will be applied to test consumers’ opinions on news organizations’ credibility in response to the changing media practices. A total of 320 online surveys will be conducted in Mainland China. The expected findings will show the significant factors of the impact of native advertising on news organizations’ credibility. And the theoretical as well as practical implications will have also discussed in the paper.

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<sup>4</sup> FerrerConill, R. (2016). Camouflaging Church as State. *Journalism Studies*, 9699(May), 1-11.  
<http://doi.org/10.1080/1461670X.2016.1165138>

<sup>5</sup> Schauster, E. E., Ferrucci, P., & Neill, M. S. (2016). Native Advertising Is the New Journalism: How Deception Affects Social Responsibility. *American Behavioral Scientist*. <http://doi.org/10.1177/0002764216660135>

<sup>6</sup> Lee, J., Kim, S., & Ham, C.-D.(2016). A Double-EdgedSword? Predicting Consumers Attitudes Toward and Sharing Intention of Native Advertising on Social Media. *American Behavioral Scientist*. <http://doi.org/10.1177/0002764216660137>

<sup>7</sup> Seligman, B. T. J. (2015). Native Advertising: The Old Is New Again,32(7).

<sup>8</sup> FerrerConill, R. (2016). Camouflaging Church as State. *Journalism Studies*, 9699(May), 1-11.  
<http://doi.org/10.1080/1461670X.2016.1165138>



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

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## **Abstract**

Personification communication is a kind of strategy that a governmental microblog is given a virtual personality and interacts with Internet users like a virtual natural person. The governmental microblogs use the strategy widely, but there still are some problems called over personification such as "excessive joke", "negative emotional interaction". A factorial designed control experiment results that the strategy is effective on image building, information diffusion and public relation, where the more obvious effects include the non-effect of biography cues, the positive effect of style cues, and the special effect on users' behavioral intention of content cues. It suggests that the strategy could be improved by three ways including simplifying the biography, telling the administrative stories and expressing interestingly.

# **The We-Media Advertising Bidding Research Based on Reputation Mechanism**

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## **Abstract**

On April 21, 2016, logical thinking combined papi sauce video advertising patch bidding meeting set the record of a single video AD 22 million. And CCTV bidding meeting at the end of 2015, 62.09 million yuan on the winning euro 2016 media "Liz, Europa" interactive cooperation partners, its promotion content is more than an advertising message. Thus, since the media advertising has strong appeal for brands. With mobile social media users is increasing, the future will increase since the media advertising bidding activity, but for the spread of the brand and product purchase conversion, the advantages and disadvantages of media advertising in where? This article from the legal Angle analysis whether the media platform has the qualification of commercial information transmission and responsible for its spread consequences; From the Angle of business model research platform model, content, mode, fan since the media advertising in the positioning and operation mode; Finally from the reputation mechanism of information, power, time, three key elements to evaluate the advertising value of traditional media and the media and transformation path, put forward the media advertising in the aspect of precision marketing conversion of the advantages and the disadvantages of building the core value of brand.

# **Public Outrage Factors, Government Response and its Risk Communication Efficacy: A Case Study on Fake Milk Powder in Shanghai**

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## **Abstract**

Research shows that more than 20 outrage factors, including involuntariness, accident history, effects on children, moral corruption, will evoke public negative sentiment, and affect the level of public awareness of the risks and risk tolerance. These factors are to be distinguished from government's and experts' technical risk perception, the perception gap amongst multiple subjects set the roadblock to effective risk communication in realistic world. This study takes the 2016 Shanghai fake milk powder incident as an example, to analyze the public online discourse and government's previous responses. The analysis focuses on these three issues: The typical public outrage factors and its dynamics on disparate phases; the properties of government's responses(timing, issue dimensions, the volume and manifestation of the information); whether the government's response promote rational cognitions on hazards and their corresponding attribution, and whether the government's solutions and attitudes are accepted by the public? This study aims to analyze the formation and transmutation of risk communication chasms in the new media milieu and provide policy suggestions for effective two-way communication.

# **Brand Theory Research: Context and Orientation**

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## **Abstract**

Brand theory research involves many disciplines, such as management, journalism, communication, psychology, law and so on, mainly in management, journalism and communication. This paper will select the relevant literature in Chinese and English journals to studies the evolution and the stage characteristics of the domestic and foreign brand theory research. In order to research the subject distribution and publishing quantity of the brand research paper, four academic journals of Chinese and four English authoritative academic journals are selected, mainly from management and journalism communication. English journals includes Journal of Marketing Research, Journal of Brand Management, Journal of Advertising and Journal of Advertising Research (2000—2015).Chinese journals includes Management World, Nankai Business Review, Journal of International Communication and Modern Communication (2000—2015). Through comparative study, the authors explore the orientation of subject content and research methods of brand research in the domestic and international academic field. Based on the above analysis, following suggestions are put forward, including conducting cross-disciplinary research; excavation breakthrough topics and perspectives; research methods diversity and to expand the proportion of brand topics in related journals, etc.

# **A Review on the Research of Online Health Community and Patient Participation**

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## **Abstract**

In recent years, a large number of online health communities have emerged on the Internet, which makes the exchanges among patients easier. Patients from different places gather together in online health communities to discuss issues of common interest and help each other. In addition to exchanging, online health communities also have functions such as making friends and getting self-feedback to help patients get better health self-management process. It is shown that the online health community could provide users with social support and has a positive effect on users' health.

Theoretically, the paper integrates cross-field studies in terms of the participation behavior of patients in online health communities, summarizing and discussing the relationships among patient users in online health communities and its impact and value in improving users' health, helps readers better understand the relationships among services provided by online health communities, the participation behaviors of patients and health improvement of patients.

Practically, the paper aims to help patient users recognize the value and functions of online health communities as well as the right ways to get involved in online health communities in order to help patient users better integrate online health communities with their health self-management process and add the possibility for patient users to achieve health improvement through participation in online health communities.

# **Imaginary Adversary: National image of China and the United States by Comparative Perspective and its Intercultural Interpretation**

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## **Abstract**

With the continuous rise of China's strength and status, the international community has strengthened the concern about China's rise. In the framework of Sino-American relations, the rise of China and the decline of the United States are constructed as the discourse system of "the rise and fall of great powers". In recent years, some opinion polls have partly revealed American people's perceptions and feelings toward China, but these investigations and analyses are one-way, because they lack comparative analysis and interpretation in inter-cultural context. Therefore, after making a clear conception of "national image", firstly this study analyses the 2015-2016 annual poll data about "Comparative Study on Chinese and American people's world view" (China N=2000; The United States N=2200) released by Collaborative Innovation Center on State Communication Strategy, Huazhong University of Science and Technology, then we present the two people's perception of their own country and the other country. Also, this article further carries on multi-level comparative analysis, including comparison between domestic and foreign, self and others. Based on the 10 types of national image that we are concerned about, the study finds that there are significant differences between Chinese and American people's awareness of the two countries. At the level of cognition, the most interesting is that the United States is viewed more as hegemony, technologically advanced, democracy, and military powers; while China is perceived as a country with responsibility and rapid economic growth. At the level of attitude, Chinese and the United States' people both show positive attitudes toward their own country, but negative attitudes to the other country. What is more, this paper discusses

the policy implications of these findings and does a further explanation with combining with current reality situation of cultural exchanges between the two countries.

**Keywords:** National Image, Sino-American Relations, Cognition, Attitude

# **EU's Strategic Communication in China: Public Diplomacy and Public Perceptions**

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## **Abstract**

The European Union (EU) and China established their diplomatic relations in 1975. Since then, the bilateral relations have experienced ups and downs. The two civilizations often misunderstand each other and needs further communication. The European Commission called for improving its profile in China first in its 1998 China policy paper, and restated this strategy in its 2003 and 2006 China policies. So far what action plans has the EU implemented to improve its public relations in China? To what extent do they work? What are the EU's further strategic communication plans in China? On the basis of a study on the perception of the EU in China and interviews with EU officials concerning its China policy and their public diplomacy plans targeting at Chinese publics, the paper is devoted to answering these questions and makes a contribution to improving our understanding of how the state actors and institutions engage the media to practice news management, public diplomacy and information operation to brand the nation.



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

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## **Abstract**

This article is intended to outline the Chinese social network media events “Mirroring”, basing on the study of a total of 50 multi-media events Case of China's network society of the last decade (2006-2016), and reveals the network of social movements and the profound power relations that concealed under the “Mirroring”, and finally, presents changes, mechanism and challenges of contemporary Chinese social movements in network system from the perspective of media events, and try to explore the causes and structural tension of Chinese network social movements of media events, combined with theories of “media events”, “organization and mobilization”, politics (protest political theory) Sociological explaining theory.

This study consists of four parts: The first part: Definition and forth. In this part, the media event theory, organized mobilization theory, political struggles theory, and sociological explanation theory will be explained.

The second part: Mirroring of network media events in recent ten years. This part will outline the Chinese social network media events “Mirroring” by analyzing 50 network media events in China Network Society from 2006 to 2016, using the methods of international advanced QCA (qualitative comparative analysis) qualitative data analysis, and refine FACTOR of media events Classified as "Media logic" and "event logic", and then do comparative analysis of the 50 cases selected.

The third part: Analysis of social action in network media events. According to Max Weber's classification of four kinds of social action (purpose rationality action, emotion and reasonable actions, affective action, traditional action), analysing types of social action in sociology of network media events in sociology and politics perspective.

The fourth part: Media operation and mechanism in social action of network media events. With "intermediary role" of media events as a starting point, this part will sum up

the model keywords of social movement as “empowerment”, “plastic box”, “Structure”, “power” from the point of organizer, information flow, Construction of Media relations, collective identity shaping, repertoire performances, organization and mobilization, and probe the mechanism process and generation logic of social movement in network media events. Then, investigates systematically the internal factor interaction and the possible relation combination, and mechanisms of media logic acting on social movement as dominant logic of social movement in network media events.

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

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## **Abstract**

The Responsiveness of the Government, refers to the mutual processes between the public and the government that how a civil issue is adopted and solved, or disregarded and rejected. It is reflected by the impact from the public on government and the handling of the government towards the public opinion. This paper examines the how the government responds to the civil issue and the decisive variables. Furthermore, this paper analyzes the structure characteristic and reality picture of the China's policies. This paper concludes that the communication opportunity is a new variable, and with this perspective analyzes how G city government responds to the collective civil action protesting for construction of waste incineration center, focusing on the interaction among the government, public, issue advocacy leader and media, and the mechanism of the government responsiveness.

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

**Zhang Peng**

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## **Abstract**

United Nations in China established in early 1979. The UN country team in China consists of 24 UN funds, programs and specialized agencies resident in China. Since China's reform and opening up, the UN in China's public relations management has developed at the same time. Through the learning organization theory model, this paper argues that the UN in China as a "subsystem", the public relations work of it with a will continue to take the initiative to "adapt" to the environment in China, and take the formation of the feedback to the United Nations "mother system". In practice, according to the United Nations Development Group (UNDG) policy, UN in China team timely "recommend" of the preferred project in China. Compared with the diplomatic agencies of the national state, the public relations management of the United Nations system in China can be more flexible and localization.

**Keywords:** UN in China, public relations management, public diplomacy of international organizations

# **The Application and Analysis of the Traditional Cultural Symbol in China's National Image Building**

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## **Abstract**

Under the background of globalization, it has become a necessary strategy to shape the national image. Since the end of last century, Chinese leaders have attached great importance to the national image. The formation process of national image is complex, and the influencing factors are diverse. Some scholars have put forward the three-dimensional transmission of the national image and multi-dimensional shape, advocate the use of a variety of communication channels. Through proper and efficient channels spread of excellent traditional culture, which can promote the national image.

Chinese government and scholars pay more and more attention to the traditional cultural symbols in the national image. Leaders dressed in Chinese traditional clothes in APEC meeting and other important meetings. Some short film to publicity the Beijing Olympic Games and the opening ceremony of the Olympic Games is full of "Chinese elements". The image film of China plays through the big screen in Times square also full of traditional culture symbol. The government attached considerable importance to the world cultural heritage and intangible cultural heritage, show positive and extensive publicity and news reports.

There are many reasons for the emergence of traditional cultural symbols in the shaping and spreading of the national image of China. First is hope to through the spread of history and culture, showing the country's soft power; second is to show the Chinese characteristics, highlighting the cultural personality; third is to access to international recognition.

Today, with the development of communication technology and the dissemination of ideas, the form of communication has great changes. scientific use of the mass media, scientific selection and display of traditional cultural symbols will obtained good communication effect. First of all, the factors affecting the national image is complex. We should pay attention to the interaction between the traditional cultural symbols and other

information; the second is scientific selection and effective communication in many traditional cultural symbols; the third is concerned about the spread of development trend.

**Keywords:** traditional cultural, national image, identity, media convergence

# **“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**

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Hong Kong Polytechnic University, Hong Kong

## **Abstract**

**Background:** Reality shows TV programs are booming in mainland China today. Singing competitions, talent shows, dating programs, and other entertainment TV programs gained great economic benefits for the investors and also catch scholars’ attention. There is a puzzle, both conceptual and empirical, that how the Chinese party media, i.e., media directly controlled and monitored by the Chinese Communist Party (CCP), response to these entertainment events. On the one hand, entertaining the people is not one of the dominant functions of mass media in authoritarian states (as explicated by Schramm, 1964; Zhu, 2001). The party media in such states are expected to serve for the ruling party’s legitimacy whereas entertainment conflicts such dominant ideology. Hence, it is likely that the party media cover these reality shows in a negative and critical tone. On the other hand, however, as the media industry in mainland China is commercialized, reality shows gain great economic benefits by providing opportunities for the commercial stakeholders to make strategic communications to the market. Meanwhile, a stable economic growth is the cornerstone of CCP’s ruling legitimacy (Zhao, 2009). Earlier studies have explicated that the party media covered non-political topics in a strategic manner, such that muting the ideological conflict while articulating the positive aspects to support the CCP’s authority and policy rightfulness (for example, Swanson, 1996; Ng, Ye, & Lee, 2011).

**Purposes:** In light of this dilemma, the present study examines the extent to which whether reality shows are criticized and muted, or articulated positively in a strategic way. To do so, it describes and classifies the major frames and topics of party media’s discourse on the coverage of reality shows. It thereby illustrates the communication strategies that the party media adopt to cover non-political events in mainland China. It provides further understanding on the triangulate relationship among party, media, and the market in the

authoritarian states.

**Data and Methods:** Case Selection: The present study was based on the coverage of reality shows on People's Daily, a newspaper published worldwide by the Central Committee of the CCP. As explicated by Ng, Ye, and Lee (2011), the opinions voiced in the People's Daily represent the official's line and attitude. Using the Library CD-ROM of the People's Daily, the data were compiled from People's Daily published between January 2005 and December 2015. This decade witnesses the nationwide popularity of the first reality show TV program in mainland China, Super Girls' Voice in 2005; and the latest spectacular popularity of a domestic franchised international TV music talent show, the Voice of China in 2015. The study used two groups of keywords. First, the program names of the reality shows were used as keywords (the keywords were verified from the China Television Viewership Yearbook), a total of 15 keywords were used, such as Super Girls Voices (chao ji nv sheng), Voices of China (zhong guo hao sheng yin). Second, the genre of such type of TV program was also used as search keywords, such as "reality show" (zhen ren xiu), "talent show" (zhen ren xiu). After removing duplicated entries, a total of 378 articles were compiled, including news articles, commentaries, and letters to the editor.

**Data Analytical Strategies:** The present study used a computational method, i.e., text-mining, to examine the media messages. The study adopted topic modeling, with Latent Dirichlet allocation (LDA) method (Blei, Ng, & Jordan, 2003). The text was processed by R with the "jieba" package (to complete the Chinese text tokenization) and the "lda" package (to perform the topic modeling).

**Findings:** A word frequency analysis of the most frequent appearing words enables eyeballing the media coverage of reality shows. The top 10 frequent words are (the Chinese pinyin spellings and frequencies are in the parenthesis): program (jie mu, 2243), China (zhong guo, 2166), culture (wen hua, 1702), audiences (guan zhong, 824), development (fa zhan, 816), television (dian shi, 796), music (yin yue, 712), society (she hui, 614), media (mei ti, 554), creativity (chuang xin, 498). Further data analysis using topic modeling found that the major topics were centering around roughly on four topics: a) to promote and develop cultural industry; b) new media and media convergence; c) the social and global implications of the mass media; and d) the programs' formality.

**Discussions and Implications:** The foremost findings of the present study are twofold. First, the party media in China use positive tones in the coverage of reality shows. Second, the major topics of the coverage are related to cultural industry, global communication, and



even new media and media convergence. In other words, the reality shows are used as an apparatus to articulate the ruling party's contribution to the communication development. The media coverage in general focuses on the ruling party's capacity to boot cultural diversity and global impacts. Overall, the present study extends existing knowledge on how party media in an authoritarian state response to non-politically sensitive events, with the perspective of entertainment and reality shows. The study also offers further understanding on how the party media are operating and abiding two paralleling principles at the same time (Lee, He, & Huang, 2007), i.e., reinforcing the ruling party's legitimacy, as well as promoting the cultural and media industry as a token of economic development.

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

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## **Abstract:**

Nowadays, the rise of social media brings new opportunities and challenges to marketing and public relations practices. In this research paper, first hand Facebook data (both external and internal) will be used to investigate social media strategies and summarise technical skills that may affect the outcome of digital marketing and brand-building campaigns. Due to the restriction of access to data, there are not very many analyses based on the experiences of frontline practitioners. In order to bridge this gap, the current study will look into the daily operational processes of several digital marketing teams in Hong Kong. The main discussion covered will focus on: 1) the key factors of brand-building on social media; 2) the key indicators/KPIs for measuring effectiveness; 3) the challenges faced by social media campaigns; and 4) insights for industry development in an environment with a high social media penetration rate. A total of 4 cases are intended to be included in this paper for review and discussion, including reflections from public organizations and commercial companies. It is hoped that the findings may be useful for future hypotheses and ongoing discussion regarding industry development.

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

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## Abstract

To address the recent appeal for a more contextually sensitive perspective in crisis communication research, this study takes China as a case to revisit Situational Crisis Communication Theory (SCCT)<sup>1</sup>, a classic theory in this field. The purpose is to refine the model of SCCT by considering national contextual influences. The dominant organization-centered approach in crisis communication scholarship neglects the broader social and cultural contexts. Such neglect raises the question of the applicability of theories that originate from Western countries in other contexts. Although there are few examples of growing research interests and new perspectives on the contextual impacts on crisis communication, the main focus of these studies still constrain within the organization-related environment such as media and industry environment and their influence on crisis interpretation. The study of a broader context, for instance, national context, and its influences on crisis communication and, in particular crisis attribution, remains undeveloped.

The study addresses the above issue by reconsidering the concept of “modifier” in SCCT in the Chinese context. SCCT is one of the most influential theories in crisis communication research, which conducts an experiment with a focus on crisis attribution and its relation to crisis situation and crisis communication strategy. Nevertheless, the key concept “modifier” and its impacts on crisis attribution have restricted the interrogation to the organization domain. In other words, the existing context-oriented researches have yet answered whether and how contexts beyond the organization influence the crisis attribution.

To fill this gap, this study proposes a combined theoretical framework which consists of Child’s categorization of national context<sup>2</sup> and framing theory<sup>3</sup>. The goal is to investigate

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<sup>1</sup> Coombs, W. T. (2006). Crisis Management: a communication approach. In C. H. Botan & V. Hazleton (Eds.), *Public Relations Theory II* (pp. 171-197). Mahwah, NJ: Routledge

<sup>2</sup> Child, J. (2009). Context, Comparison, and Methodology in Chinese Management Research. *Management & Organization Review*, 5(1), 57-73

<sup>3</sup> Scheufele, D. A. (1999). Framing as a Theory of Media Effects. *Journal of Communication*, 49(1), 103-122

whether, how and to which extent the national context as an independent variable influences the framing process of crisis as a dependent variable. It investigates a homicide at a McDonald's restaurant on *weibo*, the Chinese microblogging service, as the case. An inductive framing analysis<sup>4</sup> of the 100 top forwarded posts about the case demonstrate the way in which factors within a national context influence, construct and (re)shape the crisis attribution. More specifically, multiple crisis communicators contributed five context-embedded frames, including nine sub-frames, to the online discussion of the event on Weibo. Three main contextual factors have been identified from the context-embedded frames, namely civic society, politics and culture. These contextual factors exert their influences on crisis attribution by framing the event and shaping the crisis type. Based on the empirical findings, this study refines and advances the model of SCCT in the following two ways: First, the evaluation of crisis situation should rely on the framing process of crisis instead of fixed crisis frame. Second, the consideration of “modifiers” should integrate contextual factors within the material and ideational system in a national context. In this way, SCCT as a western originated theory can be further informed and enriched when it is transformed itself into contextually sensitive theory of crisis communication for the worldwide view.

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<sup>4</sup> vanGorp, B. (2007). The Constructionist Approach to Framing: bringing culture back in. *Journal of Communication*, 57(1), 60-78

# **Crisis Communication in China: A Social Constructionist Approach**

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## **Abstract**

The aim of this conceptual paper is to develop the social constructionist approach to crisis communication<sup>1</sup>, focusing on online crisis communication in a Chinese context. The paper is mainly theoretical, but also based on earlier research about crisis communication in China and secondary data.

According to earlier research there are two main weaknesses in the existing literature on crisis communication. First, most crisis communication theory and research lacks cultural contextualization<sup>2</sup> Second, most previous research on crisis communication has been rooted in empirical material and theories originating from Western countries<sup>3</sup> The first and second modernity, also named the “risk society”<sup>4</sup> or late modernity, in China cannot be viewed the same way as in Western countries<sup>5</sup>. In this regard, the distinct Chinese characteristics, contexts and their influence on crisis communication deserve more academic attention.

In this paper, based on a conceptual paper published ten years ago, we use a social con-

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<sup>1</sup> Author A & Author B, M. (2006)

<sup>2</sup> Kaman, B. L. (2005).Crisis, Culture, Community.*Annals of the International Communication Association*, 29(1), 275-310.

<sup>3</sup> Huang, Y.-H. C., Wu, F., & Cheng, Y. (2016). Crisis communication in context: Cultural and political influences underpinning Chinese public relations practice. *Public Relations Review*, 42(1), 201-213.

<sup>4</sup> Beck, U., & Ritter, M. (1992).*Risk Society: Towards a New Modernity*. London: Sage.

<sup>5</sup> Beck, U., Deng, Z., & Shen, G. (2010). Risk Society and China: A dialogue with Ulrich Beck. *Sociological Studies*(5) (in Chinese), 208-231.

structionist perspective<sup>6</sup> to understand crisis communication in China, with an emphasis on the cultural-contextual aspect of crisis communication. Crisis communication is in this paper described and analyzed as a sense-making process where reality is negotiated and constructed in cultural context and situations. That is, we do not believe in the traditional understanding of reality as an objective phenomenon “out there” that easily can be captured with quantitative surveys. Rather we firmly believe that there only exists a *social reality* that is based on peoples’ experiences and interpretations. A social reality is produced and reproduced in communication between people in groups, cultures, and societies. Consequently, communication is not only a tool that is used to describe the reality, but has also a constituting function<sup>7</sup> In the paper, Chinese Internet culture is used to examine whether and how cultural context influences online crisis communication. Different from the traditional understanding of Chinese culture (e.g., collectivism) in term of national variable, Chinese Internet culture can be regard as non-mainstream or a unique culture that is “defined by the public themselves”<sup>8</sup>, which is diverse and dynamic.

In the paper we propose an analytical framework for investigating the cultural context of crisis communication (Author A & Author B, 2006, p. 187) in the Chinese case. The analytical framework dissects the following themes, including

(1) *A public perspective – audience-orientation*: How does the Chinese Internet culture influence the way Internet users make sense and interpret crisis?

(2) *A proactive and interactive approach – focusing dialogue*: How does the Chinese internet culture affect the way organizations communicate during and after crises?

(3) *A community-focused approach gaining a long-range pre-crisis perspective*: How do online memories impact the crisis sense making and understanding?

By using earlier research and secondary data, the proposed framework is employed to the investigation of Chinese Internet culture and online crisis communication.

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<sup>6</sup> Author A & Author B, M. (2006)

<sup>7</sup> Carey, J. (2009). *Communication as culture: essays on media and society*. New York, NY: Routledge

<sup>8</sup> Author A & Author B, M. (2006)

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

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## **Abstract**

Based on the related concept of various ethics and the development of children, from the truth, justice, care and development of the four ethical level, factor analysis of the collected 200 children's television advertising products, to explore the ethical and practical problems of the current children's product advertising, the paper presents an analysis framework of children's advertising ethics.

**Keywords:** Children's advertising, ethics, analytical framework, factor analysis

# **Application of the Health Belief Model into the Debate about the Laser Eye Surgery on the Chinese Social Media Platform**

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## **Abstract**

Because of its unpredictable results, the Laser Eye Surgery is controversial in contemporary medical area and has risen heat debate since it was introduced into China. The health belief model (HBM) has been widely used in the health communication to explain or predict an individual's decision making process. By content analysis, the current study investigate how the Chinese netizens view the Laser Eye Surgery. Total 250 pieces of comments about the surgery were collected from two of the most famous social media platform in China: Tianya and Zhihu for the presence of HBM constructs: perceived susceptibility, perceived severity, perceived benefits and perceived barriers. Results showed that in general, the information about the Laser Eye Surgery appearing on the Tianya and Zhihu stayed in line with the four constructs of HBM, appearing almost averagely on the perceived susceptibility (144, 21.9%), perceived severity (195, 29.7%), perceived Benefits (222, 33.8%) and perceived barriers (96, 14.6%). Specifically, the Tianya more focused on the negative aspects- perceived severity (67, 30.5%) and perceived barriers (56, 25.5%) about the Laser Eye Surgery than perceived susceptibility (55, 25.0%) and perceived benefits (42, 19.0%). However, the Zhihu more highlighted the perceived benefits (180, 41%) of the surgery than other three constructs- perceived susceptibility (89, 20%), perceived severity (128, 29%) and perceived barriers (40, 10%). This apparent difference mainly due to the different attributes of these two social media platforms.



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

**Hangyi Zhou**

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## **Abstract**

On the surface, the subject of multi-media storytelling is the “author” of narrative texts, who narrates through the media. In fact, the “readers” of narrative texts are the real subjects of multi-media storytelling. In the perspective of Cultural Studies, the text is no longer the center of object research. At the same time, in order to make the readers have become possible subjects and culture forms, cross media narrative essentially points to every circulation time in the main form of social life. Referring to the “Generate/Generating” (French: *devenir*) theory from Gills Deleuze, this paper observes multi-media storytelling with cultural studies perspective, considers that the nature of multi-media storytelling is a kind of participatory generating to social life from the readers of the narrative text.

# **The Local Practice of the Situational Crisis Communication Theory in China---The Study of Classification and Communication Strategy of Chinese Sports Star Using Stimulant Event in Base of the Situational Crisis Communication Theory**

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## **Abstract**

The crisis of use of stimulant of Chinese sports star is the fuzzy field of crisis communication because of the mistiness of the responsibility and responsible caused by complex factors of science and technology which usually is directly related to national image. The general principles of the traditional orientation of public relations crisis response strategy are hard to provide a valid path of crisis communication in this complicated context because it ignores the heterogeneity of the crisis events. Using the research method of focus group interview and case study, adopting "Situational Crisis Communication Theory" as its basic framework, based on the analysis of the characteristics of sports stars using stimulant crisis in China and communication difficulties, this study divided our country sports star using stimulants crisis into three categories such as using stimulants rumors, fault using stimulants crisis, deliberately using stimulants crisis. And it put forward the "back", "rationalization" and "full apology" corresponding communication strategy according to corresponding outline of crisis scenarios and response measures just like continuous belt drew by Coombs. It also addresses the possibilities and challenges of localizing "western paradigm" in Chinese context in the field of communication studies.