

A Comparison of Crisis Communication Strategies of Typhoon Morak in Taiwan and China Snowstorm

鄭婕妤、姚惠忠

E-mail: 321761@mail.dyu.edu.tw

ABSTRACT

This study using content analysis to explore Taiwan and China 's governments take crisis communications strategies and communications effects in the nature of crisis events. Understand the relationship between crisis communication strategies、 crisis response form and communication effects. The results showed that Taiwan and China 's governments using different communication strategies, and communication effects are ineffective. Crisis response form had the mediation effect on the relationship between crisis communication strategies and communication effects.

Keywords : crisis communication strategies、 crisis response form、 communication effects、 content analysis

Table of Contents

中文摘要	iii	英文摘要	iii
iv 致謝詞		v 內容目錄	
vi 表目錄		viii 圖目錄	
ix 第一章 緒論	1	第一節 研究背景	1
1 第二節 研究動機	2	第三節 研究目的	2
4 第二章 文獻探討	5	第一節 危機溝通策略	5
5 第二節 危機反應形式	11	第三節 溝通效果	11
13 第三章 研究方法	15	第一節 研究架構及研究設計	15
15 第二節 資料收集	16	第三節 類目建構	15
19 第四節 資料分析方法	25	第四章 研究分析	19
28 第一節 基本資料分析	28	第二節 危機溝通策略	28
30 第三節 危機反應形式	33	第四節 溝通效果	30
34 第五節 危機溝通策略、危機反應形式對溝通效果之影響	36	第五章 結論與建議	41
41 第一節 研究發現與討論	41	第二節 研究限制與建議	43
45 參考文獻	45	附錄A 台灣莫拉克颱風與大陸雪災之編碼表	54

REFERENCES

- 一、中文部份 Berger, A. A. (2004), 媒介與傳播研究方法(黃光玉, 劉念夏譯), 台北:風雲論壇出版社, (原文於2000年出版)。中國民政部(2008), 民政部通報近期低溫雨雪冰凍災情和救災工作情況[線上資料], 來源: <http://www.mca.gov.cn/article/zwgk/mzyw/200802/20080200011960.shtml> [2008, February 24]。王石番(1992), 傳播內容分析法:理論與實證, 台北:幼獅書局。王寓中, 黃良傑, 李欣芳(2009, August 17), 馬說負全責, 卻是要懲處官員, 自由時報(台北), 2版。台灣智庫(2009), 「八八水災」暨「民眾對政府救災表現的看法」[線上資料], 來源: <http://www.taiwanthinktank.org/chinese/page/5/71/1259/0> [2009, August 21] 吳宜蓁(2000), 危機溝通策略與媒體效能之模式建構 - 關於腸病毒風暴的個案研究, 新聞學研究, 62, 1-34。吳宜蓁(2002), 危機傳播, 台北:五南出版社。李明賢, 林新輝, 楊湘鈞(2009, August 19), 馬哽咽道歉 九月初究責, 聯合報(台北), 1版。李順德(2009, August 13), 救災速度太慢, 劉揆:「救很快了」, 聯合報(台北), 3版。柯惠新, 劉來, 朱川燕, 陳洲, 南雋(2005), 兩岸三地報紙災難事件報導研究 - 以臺灣921地震報導為例, 新聞學研究, 85, 71-109。于澤遠(2008, February 5), 中國氣象局局長:極端天氣歷史罕見冰凍災害預估不足, 聯合早報(北京)。姚惠忠(2006), 公共關係學:原理與實務, 台北:五南出版社。姚惠忠, 汪睿祥(2008), 候選人危機情境分類之探討, 選舉研究, 15(2), 67-90。姚惠忠, 粘淑菁(2006a), 候選人危機反應策略之探討 - 以胡志強競選2005年台中市長為例, 選舉評論, 1, 1-23。姚惠忠, 粘淑菁(2006b), 候選人競選期間形象修護策略之研究 - 以2005年台北縣長候選人周錫璋為例, 關係管理研究, 4, 111-132。莫拉克災後重建推動委員會(2010), 統計概覽[線上資料], 來源: <http://88flood.www.gov.tw/work.php> [2010, July 10]。陳憶寧(2001), 總統候選人攻擊性新聞報導與其支持度的關聯:以公元兩千年總統大選為例, 新聞學研究, 69, 113-140。黃明堂, 王述宏(2009, August 11), 馬勘災民哭喊:全家投你為何見你這麼難, 自由時報(台北), 2版。黃振家(2002), AIDS與媒體 - 社會問題

的創造、轉換與公共宣導訊息之間的互動關係初探, 復興崗學報, 75, 233-250。葉嘉楠, 徐文保(2006), 從新聞報導的觀點評估政府危機處理能力 - 以SARS事件為例, 中華行政學報, 3, 59-82。詹定宇, 龔昶元, 金海濤(2006), 菸害相關新聞報導內容之分析: 以台灣報紙為例, 中華傳播學刊, 9, 239-271。新唐人(2009), 封面故事[線上資料]來源: <http://mag.epochtimes.com/b5/123/6346.htm> [2009, May 14]。聯合早報網(日期不詳), 關於早報網[線上資料], 來源: <http://www.zaobao.com/ads/ads2006/adabout.html> [日期不詳]。謝玲, 李文, 熊斌(2008, February 1), 大陸雪災, 各地滯留旅客怨聲四起, 新唐人(北京)。謝龍生, 于宜強, 柯孝勳, 李欣輯(2008), 2008年初中國雪災所造成衝擊之警訊, 災害防救電子報[線上資料], 來源: <http://www.ncdr.nat.gov.tw/Epaper/Epaper.aspx?id=41> [2008, April 18]。羅文輝(1995), 新聞記者選擇消息來源的偏好, 新聞學研究, 50, 1-13。羅文輝(2000), 精確新聞報導, 台北: 正中出版社。

二、英文部份

Babbie, E. (2001). *The practice of social research*. Belmont, California: Wadsworth.

Benoit, W. L. (1997). Image repair discourse and crisis communication. *Public Relations Review*, 23(2), 177-186.

Benoit, W. L., & Brinson, S. L. (1994). AT and T: Apologies are not enough. *Communication Quarterly*, 42(1), 75-88.

Benoit, W. L., & Brinson, S. L. (1999). Queen Elizabeth 's image repair discourse: Insensitive royal or compassionate queen? *Public Relations Review*, 25(2), 145-156.

Benoit, W. L., Gullifor, P., & Panici, D. A. (1991). President Reagan 's defensive discourse on the Iran-contra affair. *Communication Studies*, 42(3), 272-294.

Benoit, W. L., & Henson, J. R. (2009). President Bush 's image repair discourse on Hurricane Katrina. *Public Relations Review*, 35(1), 40-46.

Coombs, W. T. (1995). Choosing the right words: the development of guidelines for the selection of the " appropriate " crisis-response strategies. *Management Communication Quarterly*, 8(4), 447-476.

Coombs, W. T. (1999). *Ongoing crisis communication: Planning, management, and responding*. California: Sage Publications.

Coombs, W. T. (2006). *Crisis management: A communicative approach*. In C. H. Botan & V. Hazleton (Eds.), *Public relations theory* (pp. 171-197). Mahwah, New Jersey: Lawrence Erlbaum Associates.

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(2), 165-186.

Coombs, W. T., & Holladay, S. J. (2005). Exploratory study of stakeholder emotions: Affect and crisis. In N. M. Ashkanasy, W. J. Zerbe, & C. E. J. Hartel (Eds.), *Research on emotion in organizations: The effect of affect in organizational settings* (pp. 271-288). New York: Elsevier.

Coombs, W. T., & Holladay, S. J. (2007). The negative communication dynamic: Exploring the impact of stakeholder affect on behavioral intention. *Journal of Communication Management*, 11(4), 300-312.

Coombs, W. T., & Holladay, S. J. (2008). Comparing apology to equivalent crisis response strategies: Clarifying apology 's role and value in crisis communication. *Public Relations Review*, 4(3), 252-257.

Coombs, W. T., & Holladay, S. J. (2009). Further explorations of post-crisis communication: Effects of media and response strategies on perceptions and intentions. *Public Relations Review*, 35(1), 1-6.

Elliott, G., & Charlebois, S. (2007). How Mosaic-Esterhazy applied a crisis communication strategy when it suddenly had the world's attention. *Public Relations Review*, 33(3), 319-325.

Garvin, A. P. (1996). *The art of being well informed*. Garden City Park, New York: Avery.

Grunig, J. E. (1992). *Communication, public relations, and effective organizations: An overview of the book*. In J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 1-30). Hillsdale, New Jersey: Lawrence Erlbaum Associates, Inc.

Hearit, K. M. (1996). The use of counter-attack in apologetic public relations crises: The case of General Motors vs. Dateline NBC. *Public Relations Review*, 22(3), 233-248.

Holladay, S. J. (2009). Crisis communication strategies in the media coverage of chemical accidents. *Journal of Public Relations Research*, 21(2), 208-217.

Huang, Y. H. (2006). Crisis situation, communication strategies, and media coverage: A multicast study revisiting the communicative response model. *Communication Research*, 33(3), 180-205.

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(2), 297-327.

Huang, Y. H., Lin, Y. H., & Su, S. H. (2005). Crisis communicative strategies: Category, continuum, and cultural implication in Taiwan. *Public Relations Review*, 31(2), 229-238.

Hwang, S., & Cameron, G. T. (2008). Public 's expectation about an organization 's stance in crisis communication based on perceived leadership and perceived severity of threats. *Public Relations Review*, 34(1), 70-73.

Kaufmann, J. B., Kesner, I. F., & Hazen, T. L. (1994). The myth of full disclosure: A look at organizational communications during crisis. *Business Horizons*, 37(4), 29-39.

Lukaszewski, J. E. (1997). Establishing individual and corporate crisis communication standards: The principles and protocols. *Public Relations Quarterly*, 42(3), 7-14.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *The Journal of Marketing*, 58(3), 20-38.

Sheldon, C. A., & Sallot, L. M. (2009). Image repair in politics: Testing effects of communication strategy and performance history in a Faux Pas. *Journal of Public Relations Research*, 21(1), 25-50.

Sillince, J. A. A. (2002). A model of the strength and appropriateness of argumentation in organizational contexts. *Journal of Management Studies*, 39(5), 585-618.

Siomkos, G. J. (1999). On achieving exoneration after a product safety industrial crisis. *Journal of Business and Industrial Marketing*, 14(1), 17-29.

Stern, E. (1997). Crisis and learning: A conceptual balance sheet. *Journal of contingencies and Crisis Management*, 5(2), 69-86.

Ulmer, R. R., Seeger, M. W., & Sellnow, T. L. (2007). Post-crisis communication and renewal: Expanding the parameters of post-crisis discourse. *Public Relations Review*, 33(2), 130-134.

Ware, B. L., & Linkugel, W. A. (1973). They spoke in defense of themselves: On the generic criticism of apologia. *Quarterly Journal of Speech*, 59(3), 273-283.