

# News Frames of Public Offering of Foreign Brand in Taiwan Market-Comparative Study of Uniqlo and Zara

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## ABSTRACT

The study primarily discusses the variations of news frames and press releases from different countries of originality between the renowned Uniqlo as well as Zara in the midst of their debuts in Taiwan. Statistics have revealed that the press releasing techniques for debuts of foreign fashion industries are accustomed to seven major frame theories which are rarely applied in their counterparts in Taiwan. Japan, as a nation of originality, has relatively abundant news and reports for references compared to Europe and North America. The conclusion lies in the inspiration according to actual press releasing documents addressing the debuts of foreign fashion industries.

Keywords : frame theory、 news frame、 country of original、 brand、 fashion

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