

Image Restoration Strategies of Electoral Candidates -A Case Study of 2006 Mayor Election in Kaohsiung

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ABSTRACT

This research is from a rhetorical prospective that is based on Bradford and Garrett's "communication response model" (1995) and Benoit's "image restoration strategies" (1997) as an analysis framework; it tests image restoration effects of candidates by using Coombs and Holladay's (2002) A Situational Crisis Communication Theory(SCCT). Discuss the connections between crisis situations, strategies and effects on Huang and Chen, who are candidates of the Kaohsiung mayor election in 2006. The method of this research will introduce "Content analysis" and "Quantitative research" as a means to analyze emergency response strategies and image restoration effects on candidates Huang and Chen of the Kaohsiung mayor election. This includes: "Decreasing crisis assault" is a major response strategy of a candidate. Preference of voters on political groups will affect the image restoration effects on candidates. The past of candidates would greatly increase any image restoration effects in positive way. It may affect candidates negatively if voters are unimpressed during an urgent event, or emergency controlling ability, etc.

Keywords : crisis communication, image restoration strategies, kaohsiung city mayor campaign, crisis of candidate

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