

Crisis Communication Strategies of Political Candidates -A Case Study of Frank Hsieh in Taipei City Mayor Election

馮毓芳、姚惠忠

E-mail: 9607575@mail.dyu.edu.tw

ABSTRACT

This research is from a rhetorical perspective of Crisis Communication 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 Frank Hsieh who are candidates of Taipei mayor election in 2006. The method of the research will introduce " Content analysis " and " Quantitative research " as a means to analyze crisis response strategies and image restoration effects on candidates Hsieh of the Taipei mayor election. This includes: 1. " Decreasing crisis assault " and " Deny " are major response strategies of a candidate. The connections between crisis situations, strategies accord with the propose of Bradford and Garrett ' s " communication response model " (1995), but the effect is far behind the expectation because it is decided by development of the event. 2. Preference of voters on political groups will affect the image restoration effects on candidates. 3. The image restoration effects on candidates will help to judge the political position of noncommittal voters. 4. The past of candidates would greatly increase any image restoration effects in positive way.

Keywords : crisis communication ; crisis response policy ; Taipei city mayor campaign ; crisis of candidate

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