

A Case Study on Crisis Communication Strategies for Candidates in Election Campaign —The Candidate of Taipei City ...

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ABSTRACT

The research of crisis communication is to explore the relationship among situation, policies, and effects, such that the appropriate corresponding policy can be well applied to different crisis situations. Then, the target of recovering image can be achieved. With regard to the view point of rhetorical, the study utilizes the response communication model by Bradford and Garrett in 1955 and the image recovering policy by Benoit in 1997, both of which serve as the analysis frame-work. Besides, the Situation Crisis Communication Theory (SCCT) is employed to check the effect of recovering the candidate's image. For the example of Hao that run in the 2006 Taipei city major election, the study discusses the relationships among the crisis situations, response policies, and effects. In the work, multi methods of collecting data are applied, such as the second-hand data (the reports in media) and questionnaire investigation. As to the research method, it employs the content analysis method and quantification research. Accordingly, the involved corresponding policies and the effects of recovering image can be examined, while encountering the crisis events in the election for Hao. Several points can be given from the investigation of the study, as follows. 1. Aimed at the events that bring the voters a serious aversion, a candidate tends to employ the sub-policy of counterattack; as for those events that just cause light aversion, a candidate then prefers the sub-policy of revealing his advantages and looking for favors from others. 2. "To reduce the influence from the crisis" and "to deny" is the mostly general policies used by candidates. 3. In case that a candidate applies the image recovering policy suggested by the scholars, he can reach neuter-above policy effects. 4. For the voters, the variances, including the candidate's past expression, the authenticity of the accusing evidence presented by the opposite, their aversive level towards the crisis incidents, causes recovering image and the crisis response effects great influence. 5. The voters' recognition towards the candidate's handling ability of a crisis greatly influences the latter's image recovering effects.

Keywords : crisis communication, crisis response policy ; taipei city major election ; candidate Crisis

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