

# A Study of the Response Strategies to Negative News about Coast Guard Administration in Taiwan

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## ABSTRACT

This research studies crisis response strategies from Coast Guard Administration incident as well as situations from the perspective of the general public and people of different involvement in the incident. Through analyses of differential tests based on the situations from the perspective of the general public and people of different involvement, the study aims to answer whether the effects of image restore differ. The result indicates that there exhibits differences among the situations from the perspective of the general public and people of different involvement. In addition, my study shows that the "corrective action" and the "Sympathy" are the best strategies of image restore of CGA. Meanwhile, it also shows that the audience with different "in-volvement" influence the effect of image restore.

Keywords : crisis communication ; crisis situation ; image restore ; involvement

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