

Global Media Journal

(XIV)

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社交媒体：美国公共外交的力量、实践与概念限制

Statecraft

· Bruce Gregory
“ ”
(Gregory, 2011, pp. 368-369) —
(Castells, 2009)
“ 2.0 ”
(Hanson, 2012; Kelley, 2010; Price, Haas, & Margolin, 2008)
(Cohn, 2011; Comenetz, 2011; Lichtenstein, 2010;
Schmidt & Cohen, 2010) 2010
QDDR 2009 2012
· 2003
(Neumann, 2003)

(Cull, 2011, p. 7)

(Hayden, 2011a)

“ ”

(Castells, 2004; Fisher, 2008)

“ ”

Judith McHale

2011

(McHale, 2011b)

(American Diplomacy in the Information Age, 1991; Cull, 2009b; Dizard, 2001)

90

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Alan Hanson

“ 20

”(Hansen, 1989, p. 211)

1993

(Cull, 2012)

Penn Kemble

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”(cited in Cull,

1998

2012)

(Burt et al., 1998)

· Jaime Metzl 2001
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” (Metzl, 2001)

9 · 11

(Hanson, 2012, p. 5)

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(Corman & Trethewey, 2007; Entman, 2008)

· Karen Hughes

“ ”

(Nakamura & Epstein, 2007, p. 10)

2009

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” (United States Government

Accountability Office, 2009, p. 31)

· Donna Oglsby

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” (Oglesby, 2009, p. 8)

 (Cowan & Arsenault, 2008)

· James Glassman

“ 2.0 ”

(Glassman, 2008)

(Khatib, Dutton, & Thelwall, 2011)

“ ”
 (Hayden, 2011a)

(McHale, 2011b)

Walter Isaacson 2011

 (Isaacson, 2011)

“ ” (Cull, 2008)

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Alec Ross 21

“ agenda ”

” Ross, 2011, p. 452

” Ross, p. 452

QDDR

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2012 ” 21

“ Ross, 2012

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” Ross, 2012

Schmidt & Cohen,

2010 “ hyper-transparency ”

21

Virtual Student Foreign Service Tech@State

“ 21st Century Statecraft ” , n.d.; Comenetz, 2011; Lichtenstein, 2010
the Internet Freedom agenda 21

McCarthy, 2011

21 2012

21 “

” Ross, 2012

“ bring people in ” “

” “ ” Ross, 2012 21

“ ” Melissen, 2011

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Clinton, 2010

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Glassman “ 2.0 PD 2.0 ”

International Information Programs IIP

Education and Cultural Affairs EAC

Facebook Twitter YouTube

2012

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125 YouTube · Fergus Hanson

600 “ ” Hanson, 2012 ·

John Roos · Robert Ford

Michael McFaul
Kelemen, 2012; Sternberg, 2011

ExchangesConnect

2011 Dwan McCall
Hayden, 2011b America.gov

“ ”

eJournal USA Global
Conversations: Climate Global Conversations: Our Planet
the Democracy Video Challenge the Con.Nx
Innovation Generation

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2009 Copeland, 2009; Fisher, 2010; Zaharna,

Undisclosed, 2012

“ force amplifier ”
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Edward Comor Hamilton Bean “
engagement ” Comor
& Bean, 2012 “ ”
“ mutual respect ”
Comor & Bean, 2012, p. 204
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“ ”
Comor & Bean,
2012, p. 208 —
— “ representational force ”
Bially Mattern, 2005
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“ ” Comor &
Bean, 2012, p. 208
the US National Strategy on Strategic
Communication “ game-changing ”
Comor & Bean, 2012, p. 210
—
“ dialogue ”
“ engagement ”
Robert Ivie
Comor & Bean, 2012, pp. 214 – 215
—
“ engage ”
Oglesby, 2009
“ ”
Alec Ross
“ ” Ross, 2009
“ ”
2012 the 2012 National Framework for Strategic
Communication “

" United States National Security Council, 2012

Roger Cohen

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" Cohen, 2011

2011 " collaborative
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Ali Fisher

open-source "

E-bay

Fisher, 2012

" Slaughter, 2011

culture of measurement "

Banks, 2011

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John Brown

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Sending, Pouliot, & Neumann, 2011

al., 2011, p. 539

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跨媒介讲故事、企业协同和受众表达
**Transmedia Storytelling, Corporate Synergy
And Audience Expression**

Leigh H. Edwards

Abstract: This article argues that transmedia storytelling evidences competing trends, exemplifying corporate synergy on the one hand while allowing for audience-generated participatory culture on the other. The essay examines these competing dynamics as well as new developments in transmedia storytelling across multiple media platforms. It assesses how well recent media theory has accounted for these transmedia storytelling trends. It also analyzes key

Leigh H. Edwards
2009

Johnny Cash
Twitter

atpopmatters.com

ABC-CLIO

examples, which include online interactive reality television and crowd sourced music videos.

Keywords: corporate synergy, transmedia storytelling, participatory culture, new media, reality television, media studies

Jenkins 2006

Henry

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” Jenkins 2006 Jenkins

Jennifer Gillan 2011

p. 2 Mark Andrejevic

Andrejevic, 2003, 2007a,

2007b; Ouelette Hay, 2008 Eileen Meehan 2005

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” p. 111

“ ” Oxygen “ ”

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” Bethenny Frankel NeNe Leakes

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Chris Milk
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Jean-Louis Lévy
Milk
Johnny Cash
” Chris Milk
Johnny Cash
Robert Elfstrom 1969

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Kardashian

Chris Milk

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可能性的空间：加拿大本土制作的华语电视节目中的公民对
话与多元文化身份认同^①

**“Space of Possibilities”: Civic Discourse and Multicultural
Citizenship in Locally Produced Chinese Television
Programs in Metro Vancouver**

2013
1 , 119-138
(Shuyu Kong)

Journal of International Migration and Integration 14
(Simon Fraser University)

Abstract: This paper uses content analysis and interviews to produce case studies of -affairs talk show programs in Mandarin. Based on the concept of geo-ethnic media and multicultural communication infrastructure model, the paper argues that ethnic media can be a powerful means to promote civic

supplement to the mainstream public sphere, which allows a sub-national ethnic community to maintain its cultural identity. The paper concludes that further efforts should be made to foster communication and interaction between the mainstream media and the diverse world of ethnic media in Canada.

Keywords: geo-ethnic media, multicultural citizenship, local content, public sphere, transnational Chineseness

(ethnic media)

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Murray, C., Sherry, Yu, & Ahadi, D. (2007). *Cultural diversity and ethnic media in BC: a report to Canadian Heritage Western regional office*. Burnaby, BC: Simon Fraser University, 29.

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41.7% 18.2% 1990

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Huang, J. 2008 47~50

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Zhu, Y. (2008). *Television in post-reform China*. London: Routledge.

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Kymlicka, W. (1995). *Multicultural citizenship: a liberal theory of minority rights*. Oxford: Clarendon.

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2009 5 David Lam Center for International Communications, Simon Fraser University, Canada.
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Murray, C., Sherry, Yu, & Ahadi, D. (2007). *Cultural diversity and ethnic media in BC: a report to Canadian Heritage Western regional office*. Burnaby, BC: Simon Fraser University, 123.

Yu, S., & Ahadi, D. (2010). Promoting civic engagement through ethnic media, *PLATFORM: Journal of Media and Communication*, 2(2), 54–71.

2009 4 27 9 16 2009 5 21

Kari Devereaux Ferguson and Leslie Regan Shade (eds.), *Civic discourse and cultural politics in Canada: a cacophony of voices*. Westport, CT: Ablex Pub.

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“ ” 3 1 4 25

		Topic (English)		/
3 6		Will the animal head statues from the Old Summer Palace be returned to China?		Y
3 13		on Canada	Y	Y
3 20		The Guo Guanying incident and civil		Y
3 27		The pressure of the falling U.S. dollar on		Y
4 3	G20	Can G20 Become the Turning Point of Global Financial Crisis	Y	Y
4 10		Canada-China relations	Y	
4 17	09 BC	Topics and Dialogue on the 2009 BC Election	Y	
4 24		environmental policies	Y	

“ ” 2007-2008

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0838		The Impact of Economic Issues on the Federal Election
0839		Election Issues on Peoples' Livelihood: Childcare; Healthcare and Food Safety
0840	:	The Election and Foreign Affairs Issues: The Afghan Campaign and Canada China Relations
0843		Who Will Win the Peoples' Support in the End?
0844		The Liberal Party's Future in the Light of the Election Results
0916 0919		The B.C. Election: Debating the Issues
0920		Eye-Witness Account of the B.C. Election
0937		How Will the Voters Face Yet Another Federal Election?

“ ” 3 1 4 25

		Topic (English)		/
3 4		Women's Day: focus on women and the economy	Y	Y
3 11		Spotlight on the Chinese People's Congress sessions: maintaining growth and a high budget deficit		Y
3 18		Why are oil prices in Greater Vancouver staying so high?	Y	
3 25		Changes in immigration policies and the overseas Chinese population in Canada	Y	Y
4 1		The Tang Weizhen incident: investment or fraud?	Y	
4 8	BC	The BC election bandwagon formally gets going	Y	
4 15		Defence Minister Day's visit to China: new developments in Canada China relations	Y	Y
4 22		Should Canada's pension system be reformed?	Y	

“ ” 2007-2008 2007.2.23-2008.9.3

51%				24%	11%	9%	2%	2%	2%
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马来西亚的华语电视：历史、现状、未来^①

Malaysian Chinese Television's development:

History, actuality and future

1963

channels 8TV and NTV7 as well as paid satellite TV Astro. While competing internally and externally for the Malaysian Chinese audience, the TV medias above also play an important role in the social integration of Malaysia. It will be some time still for the free Chinese TV channel s emergence in Malaysia dues to the factors of policy, market and resource at present. At the same time, through integrating local resources and promoting international cooperation to enhance the overall strength of Malaysian Chinese television industry, related TV medias are seeking the middle path to balance the political pressure with market pressure, national interests with minority interests in the complex political and cultural environment.

Keywords: malaysian chinese television, development history, audience competition, social integration, future prospects

1957	1965
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	6,478,700	24.96%
	1,934,200	7.45%
	363,800	1.41%
	25,954,200	100%

Monthly Statistical Bulletin Malaysia, February 2011; Monthly Digest of Statistics
Singapore, March 2011.

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2009 4 “ One Malaysia ”

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Umi Khattab, Manickam. (2010). Who are the Diasporas in Malaysia? The Discourse of Ethnicity and Malay(sian) Identity. *SOSIOHUMANIKA*, 3(2): 157~174.

		2013	14	2013	06
		<i>Global Media Journal</i> , Vol 14, Issue Summer, June 2013			
A.C.	2010			1968	
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青岛近代德文报刊及原报资料述略
**A Study of Tsingtao Modern German Newspapers
And the Original Data**

Abstract: According to the latest survey of the author, the modern German newspapers at Qingdao are mainly Deutsch-Asiatische Warte, Tsingtao Neueste Nachrichten, Shandong Report, Amtsblatt fuer das Deutsche Kiautschou Gebiet, Tsingtao War Report, Eutsch-chiesische Rechtseitung, Der West=örtliche Bote. The last two newspapers are Sino-German Bilingual Newspapers (because author stated the Bilingual Newspapers in other papers, so this article omitted to write). Amtsblatt fuer das Deutsche Kiautschou Gebiet was the German weekly newspaper at the early time, and then it became a Sino-German Bilingual Newspapers at the later stage. These newspapers are rarely in China, and only Amtsblatt fuer das Deutsche Kiautschou Gebiet is collected in Qingdao Archives sporadically. These German newspapers in this paper were copied from the National Library of Germany and Japan foreign ministry reference room. It has highly historical value and will become an important supplement to the study of foreign language newspapers in China.

Keywords: Tsingtao, German Newspapers, Sino-German Bilingual Newspapers

1897 11 21
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 Deutsch-Asiatische Warte Tsingtauer Neueste Nachrichten
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 Tsingtauer Kriegsnachrichten 5
 Internationales Zeitungsmuseum

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 Hartmut Walravens. German Influence on the Press in China, <http://ifla.queenslibrary.org/IV/ifla62/62-walh.htm>.

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JAPAN ACTIVE IN SHAN-TUNG.
German Paper Printed at Tsing-Tau
Expresses Alarm.

BERLIN, July 5.—An article in the semi-official Tsingtauer Neueste Nachrichten, reprinted here, calls upon Germany to take a firm and vigorous course in checking the trade invasion of Shan-Tung Province by the Japanese, who, the paper says, are establishing themselves in the capital and lesser cities of the province, while Japanese-made articles are in the shops in every place.
An Under Secretary of the Japanese Ministry of Commerce has, the article

The New York Times
Published: July 6, 1905
Copyright © The New York Times

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Internationales Zeitungsmuseum

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Hartmut Walravens. German Influence on the Press in China
<http://ifla.queenslibrary.org/IV/ifla62/62-walh.htm> Qingdao with its German garrison and a relatively large German community had three German papers, the Deutsch-Asiatische Warte (until 1906, weekly; with an interesting cultural supplement *Die Welt des Ostens*. *Altes und Neues aus Asiens drei Kaiserreichen*. Taidong gujin jian. Edited by V. Roehr), Tsingtauer Neueste Nachrichten (1905-1914, daily; edited by Fritz Secker) and Kiautschou Post (1908-1912, daily).



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Vom Kriege
Tsingtau, 6. Oktober vorm
Die deutsche Stellung in Frankreich ist befriedigend.
Die russische Offensive in Galizien ist voellig zusammengebrochen.
Bis zum 12. September waren in Deutschland 220000 Gefangene untergebracht dazu 4110 Offiziere.
Tsingtau, 8. Oktober Vorm
Unser kleiner Kreuzer Karlarruhe(1912 von Stapel gelaufen,4900t) hat an der Ostkueste von Amerika 7
Dampfer versenkt.
In den letzten Gefechten gegen die Russen haben wir nochmals 3000 Gefangene gemacht und 18 Geschuetze
genommen.
Tsingtau, 9, Oktober mittags.
Von den Forts von Antwerpen sind bereits gefallen.
Tsingtau, 10 Oktober, abends
Von den Forts von Antwerpen sind nunmehr bereist 8 gefallen. Die Stadt selbst steht infolge der Beschiessung in
Flammen.
Tsingtau, 12, Oktober vorm
Antwerpen ist seit Freitag in unseren Haenden.
Die Russen sind an der preussischen Grenze geschlagen worden.
Tsingtau, 30, Oktober nachm
Von den deutschen Verwundeten sind bereits wieder sehr viele in die Front zurueckkehert.

Eine Landung in England
Der Fall Antwerpens, die Besetzung Ostendes, die Zurueckwwerfung der verbuedeten englisch-franzoesischen
Truppen.
Tsingtau, 18.Oktober vorm
Den Oberbefehl auf deutscher Seite in Antwerpen fuehrt der General der Infanterie von Beseler.
Die belgisch-englischen Streitkraefte, die zur Garnison von Antwerpen gehuerten, sind beim Fall der Festung
nach Westen abgezogen. Sie warden von den deutschen Truppen unter General von Beseler verfolgt.
Die Kaempfe der englaender vom 23.August bis 2. Septrember 1914.
Die englischen Zeitungen hier draussen haben am 30. August und am 6. September durch vermittlung der
Gesandtschaft in Peking und der Konsularbehoerden amtliche Darstellung des auswaertigen Amts in London ueber
die Kaempfe der englischen Landungstruppen in dem jetzigen Kriege veroeffentlichen koennen.

10 28 “ ”
 10 27 “
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 1870 1914
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 1870
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 ” “ ” 10 29
 1914 8 23
 60
 11 7

die Kompagnie sechs, die D.U. Kompagnie,
 und fragt ihr, warum man D.U. sie genannt.
 Du Vaterland weisst es, wir stehn unsern Mann, Auch wenn uns bald Kigeln umfliegen.
 Wir Handvoll Menschen, was kommt darauf an?
 Nur Du Deutschland, Du Deutschland musst siegen!
 Doch strahlst Du im Glanze, dann denkt auch an sie, an die Kompagnia sechs, die D.U. Kompagnie.

Wieder also soll jetzt um die Oktober- und Novemberwende im Krieg gegen Frankreich, der auch anfang August begonnen, eine grosse festung genommen werden, deren Fall fuer den weiteren verlauf entscheidend sein muss. Das reizt zu einem Vergleich des Damals und Heute. Beide Kreige, der von 1870 und der von 1914, haben ja manche Vergleichspunkte, so grundverschieden sie sonst doch auch wieder sind.