

Global Media Journal

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The academic information of the Journalism and Communication School of Tsinghua University

**“城管来了!”:
网络舆论引爆的铺垫效果理论分析与实证检验^①
“Chengguan is Coming!”:
A Theoretical Analysis and Empirical Test of the Priming
effect in Ignition of Online Public Opinion**

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Abstract: The phenomenon of is generated fr(f)3 1 3()-135 te()-135pi fct

effect is tested through the selection of one case about urban management issues by sampling 953 valid comments in Weibo.com and undertaking a quantitative content analysis. It is also discovered that the framing effect existed in some degree in this study. It is also found that although the official micro-blog of *People's Daily* has an obvious guidance in online public opinion, however, the supporting rate Chengguan is significantly lower than the one for the street vendors. Considering the comments on the holding side, the negative comments about the opposite party in the framework of supporting evidence are much greater than the positive comments about your own. It also shows that the phenomenon of *Street Vendor Stigma*". The nature of the stigma is relied on how deep of being labeled "violence" with the "bloody" prints.

Key words: stigma, law-enforcement via violence, online public opinion, priming effect, communication effect

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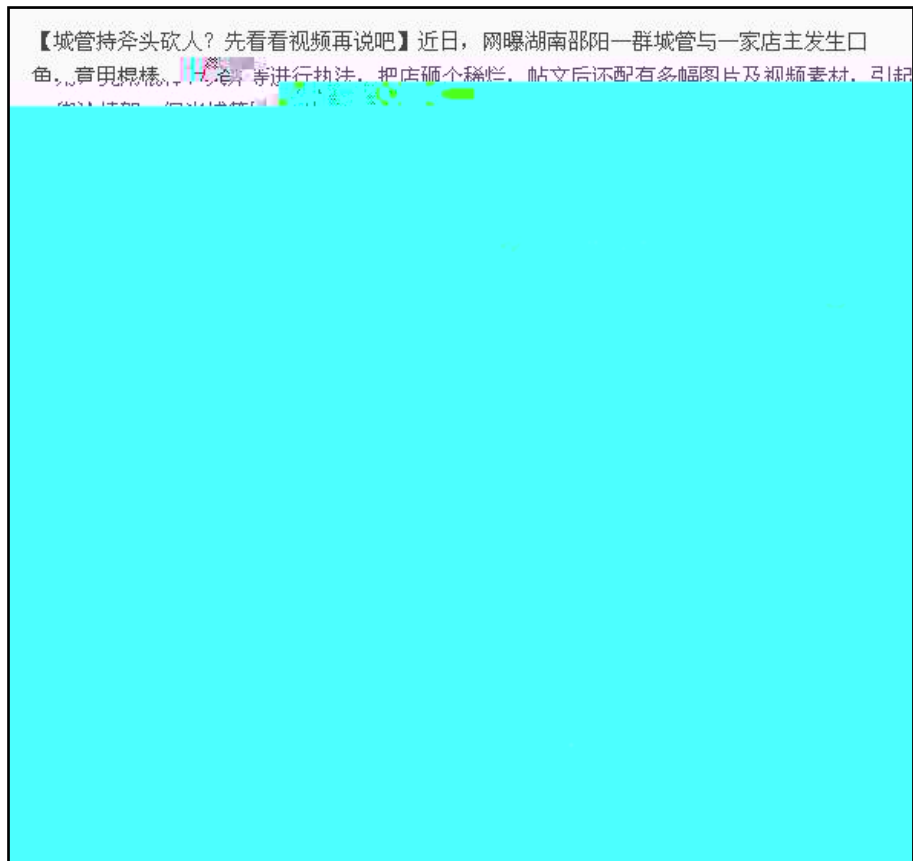
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construct is highly unlikely to be used in a given situation, no matter how accessible it is. Indeed, even the most basic priming studies in social psychology demonstrate that inapplicable yet highly accessible constructs are
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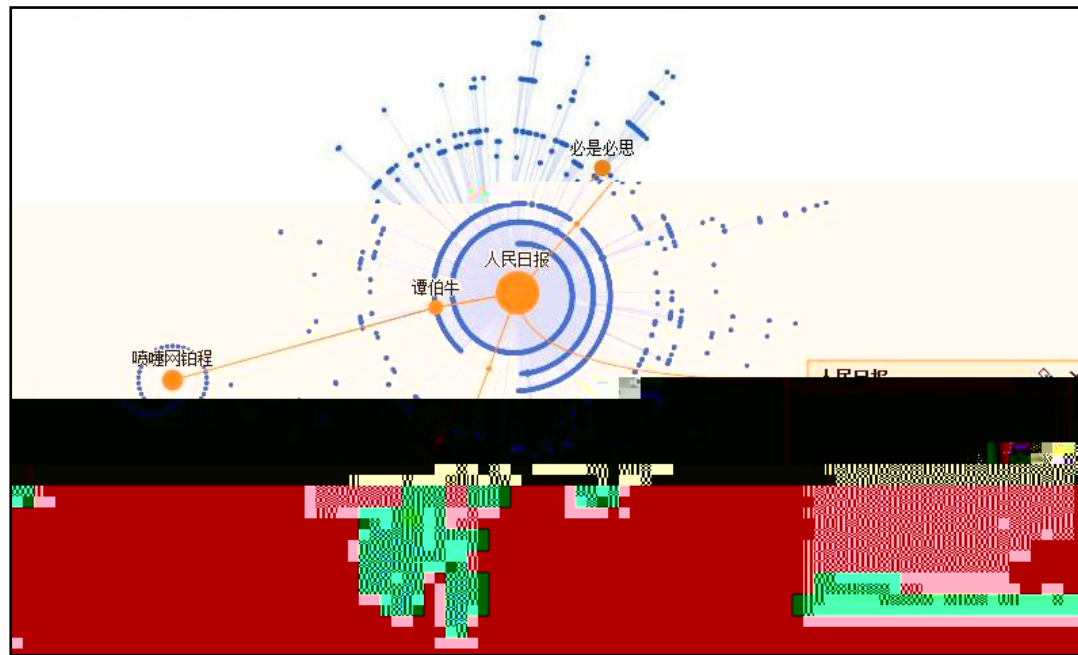
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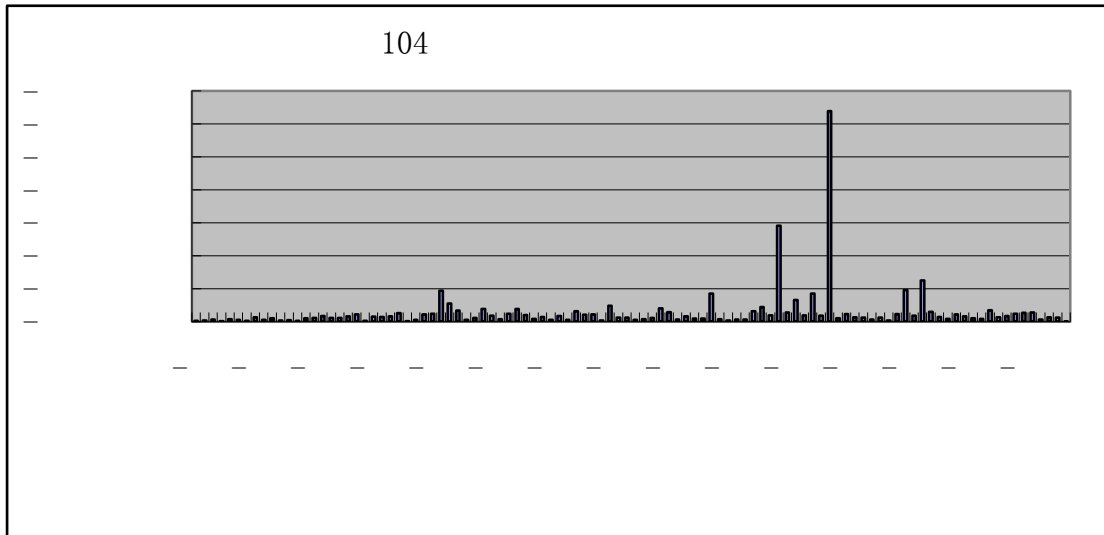
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Scheufele, D. A. & D. Tewksbury. Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models. *Journal of Communication*, 2007.57 (1), 9-20.

Iyengar, S., & Kinder, D. R. *News that matters: Television and American opinion*. Chicago: University of Chicago Press. 1987.

媒介形式对危机传播效果影响的实验研究
Empirical Research on the Impacts of Medium on
Communicative Effects

Abstract le for the crises, and
traditional media also play a crucial role in crisis communication. The medium is as important as

the message. However, classical crisis communication theories neglect the role of the medium. Based on crisis communication researches, Considering crisis involvement and crisis response strategies, this research investigates the role of the medium on communicative effects during the initial stage and response stage of the crisis by two experiments. The results show that, the effects of the medium on communicative effects are significant, and the effects of traditional media on communicative effects are more obvious than social media in crisis. However, the effects of the medium are modified by crisis involvement and crisis response strategies. If organization takes a matched crisis response strategy via traditional media, the negative communicating effects will be reduced. If organization takes a mismatched crisis response strategy via social media, the negative communicating effects will be reduced. In the end, managerial suggestions on the crisis communication strategy are put forward. The research limitations and future directions are also discussed.

Key words crisis communication, crisis response strategies medium crisis involvement communicative effects

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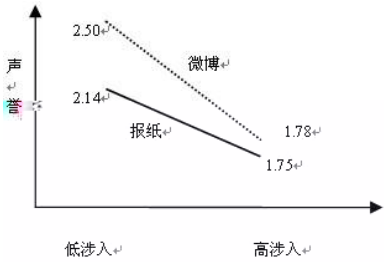


图 1: 媒体形式与涉入度对声誉的交互影响

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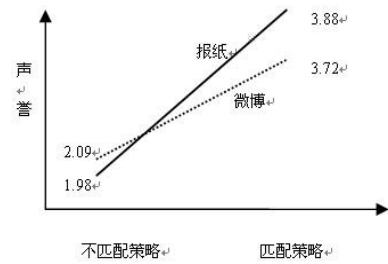


图 2: 媒体形式与策略匹配度对声誉的交互影响

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环境群体性危机事件中的政府环境话语：以什 事件为例
**Environmental Discourses of Governments during Collective
Actions: Shi Fang Incident as an Example**

TDA

Abstract: Through Thematic Discourse Analysis (TDA), three environmental discourses constructed by government during environmental collective actions, namely, scientific discourse, regulatory discourse and economic discourse, are identified in the paper. The discourses respectively reflect science rationality, administrative and economic rationality of government in terms of environmental cognition. Lastly, the paper holds that the turns of ecological rationality and public-involved risk communication should be realized.

Key Words environmental discourse, collective actions, Shi Fang

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阿拉伯世界社交媒体、政 与公共政策的动力

Social media, politics and public policy's dynamics in the Arab world

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**电影的昨天、今天和明天——理查德·安德森 Richard
Anderson 清华大学演讲实录**

Movie's yesterday, today and tomorrow:

Richard Anderson's speech in Tsinghua University

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《端纳档案》：民国热下的冷考据

***Client's File: cool textual criticism under the research
boom of the Republic of China***

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海内外顶尖学者携手打造城市品牌研究盛宴 ——“中国首届城市品牌国 论坛”于清华大学举行

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