

全球传媒学刊

目次

第2卷 第3期 2015年9月

关注

- 从文化霸权到媒介霸权：论葛兰西思想的美国之旅 …… 周昱含，胡翼青/1
新闻传播学：话语生产与话语权力 …… 张涛甫/18

圆桌：全媒体时代的危机传播

- 变化中的企业危机传播图景：全媒体时代的生活 …… W.蒂莫西·库姆斯/26
跨国化·社交化·情感化：危机传播研究的新视域 …… 史安斌，孟冬雪/37
2009—2010 台湾 H1N1 疫苗施打争议事件解析——和解权变理论的观点
…… 吴宜蓁，蔚巧筠/51
风险社会中的危机传播 …… 黄懿慧/60

对谈

- 立足国内，对外传播——王立俊访谈录 …… 郭镇之，张咏华/64

社交媒体

- “群”与“圈子”：互联网公益行动组织机制的实证研究 …… 仇筠茜/73
组织能力与社会化媒体使用：一项针对中国高校微博的经验研究
…… 徐 煜/92
微博健康信息的传播效果分析 …… 王海燕/107

新书架

- 传播学研究的新趋势与中国传播学研究的发展 …… 盛 夏/127

- 投稿格式规范 …… 135

Global Media Journal

CONTENTS

Volume 2, Number 3, September 2015

FOCUS

- From Cultural Hegemony to Media Hegemony: The Journey of Gramsci's Ideas in US Yuhan Zhou, Yiqing Hu/1
- Journalism and Communication: the Discourse Production and Discourse Power Taofu Zhang/18

ROUND TABLE: ALL MEDIA ERA OF CRISIS COMMUNICATION

- The Changing Landscape of Corporate Crisis Communication: Life in the Omni-media Era W. Timothy Coombs/26
- Global, Social, Emotional: Approaching the New Trends of Crisis Communication Study Anbin Shi, Dongxue Meng/37
- Analysis of the H1N1 Vaccine Inoculation Crisis in Taiwan(2009-2010): From the Perspectives of Contingency Theory of Accommodation Yizhen Wu, Qiaojun Wei/51
- Crisis Communication in Risk Society Yihui Huang/60

DIALOGUE

- Communicating with the World on the Chinese Footing: An Interview with Wang Lijun Zhenzhi Guo, Yonghua Zhang/64

SOCIAL MEDIA

- "Clique" and "Swarm": An Empirical Study of the Organization Mechanism of ICT-Mediated Philanthropic Actions Yunxi Qiu/73
- Organizational Capacity and Social Media Utilization: An Empirical Study of Weibo Use among China's Universities Yu Xu/92
- Evaluating the Dissemination of Health Information Through Microblog Haiyan Wang/107

NEW BOOKSHELVES

- The New Trends of Communication Studies and the Development of Communication Studies in China: An Interview with Hong Junhao Xia Sheng/127

STYLE AND FORMAT GUIDELINES 135