

目次

第2卷 第3期 2015年9月

从文化霸权到媒介霸权：论葛兰西思想的美国之 化 · 国化 · 化 · 化：	周显含，胡翼青 / 1 张涛甫 / 18
2009—2010 H1N1 的	W. 蒂 · / 26 · , / 37 —— 权 论的 · , / 51 · / 60
国 ， ——	， 张 / 64
“ ” “ ”： 化媒 · 化 · 的	的 · / 73 国 的 · / 92 · / 107
的 国 的	· / 127
	135

CONTENTS

Volume 2\$ Number 3\$ September 2015

. / 012

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

3/ 145 6789: ! 799 &: 5; 7 : 37 / . 03;2;2 0/ & & 14; 076; / 4

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

5; 79/ ! 1:

Communicating with the World on the Chinese Footing!
An Interview with Wang Lijun £ £ £ £ Zhenzhi Guo\$ Yonghua Zhang' 64

2/ 0; 79 &: 5; 7

%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

4: < 8/ / =2>: 9?: 2

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