ASIAN JOURNAL of Communication

CONTENTS

Original articles

Routledge
Taylor & Francis Group

Check for updates

Utilization of CSR to build organizations' corporate image in Asia: need for an integrative approach

Augustine Pang[a], May O. Lwin[b], Chrystal Shu-Min Ng[b], Ying-Kai Ong[b], Shannon Rose Wing-Ching Chau[b] and Kristle Poh-Sim Yeow[b]

[a]Lee Kong Chian School of Business, Singapore Management University, Singapore, Singapore; [b]Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore, Singapore

ABSTRACT

Corporate social responsibility (CSR) has been found to be a strong predictor of a favorable corporate image [Gray, 1986. *Managing the corporate image: The key to public trust*. London: Quorum Books]. Websites have become an essential communication platform [Dawkins, 2004. Corporate responsibility: The communication challenge. *Journal of Communication Management, 9*(2), 108–119]. This study aims to investigate how CSR can be used in enhancing organizational corporate image. Content analyses of 150 corporate websites of organizations in Asia headquartered in Singapore were conducted, followed by in-depth interviews with public relations (PR) practitioners to examine the motivations behind their CSR engagement. Findings showed that organizations utilized CSR as a means to enhance corporate image via four ways: Engaging in two-way conversations with stakeholders, adopting an inside-out communication approach with employees, recognizing the relevance of other CSR communication channels, and communicating CSR with authenticity. However, some organizations hesitate to use CSR communication to enhance their corporate image because they wanted to avoid being seen as using CSR as a promotional tool.

Introduction

Corporate image is an important asset (Benoit & Pang, 2008) as it provides a basis for stakeholders to favor the organization; it also creates strategic advantages for the organization (Cornelissen, 2011). Increasingly, organizations are showcasing their corporate social responsibility (CSR) efforts, which enhance corporate image; this in turn elicits positive public perceptions (Pfau, Haigh, Sims, & Wigley, 2008). While CSR can be communicated through many channels, corporate websites have emerged as a key platform to present corporate image (Coombs & Holladay, 2012).

However, few studies have examined the importance of communicating CSR on this platform; even fewer showed how Asian organizations utilize it (Golob et al., 2013; Moreno & Capriotti, 2009). While there is growing interest in CSR communication in Asia, research in this area is nascent (Dhanesh, 2016).

Routledge
Taylor & Francis Group

Check for updates

Examining cultural identity and media use as predictors of intentions to seek mental health information among Chinese

Zhaomeng Niu [a] and Jessica Fitts Willoughby [b]

aRutgers Cancer Institute of New Jersey, Rutgers, The State University of New Jersey, New Brunswick, NJ, USA; bThe Edward R. Murrow College of Communication, Washington State University, Pullman, WA, USA

ABSTRACT

Mental health is a stigmatized issue in many parts of the world. We conducted a survey of Chinese adults ($n = 661$) to examine predictors of intentions to seek information related to mental health. Attitudes and subjective norms positively influenced intentions to seek mental health information, with subjective norms being a stronger predictor. Cultural identity was negatively associated with intentions to seek mental health information, with participants who held a stronger cultural identity being less likely to seek information related to mental health. Media use was positively associated with intentions to seek information. This research highlights that cultural identity may influence mental health information seeking, and that health campaigns could focus more on influencing subjective norms, thereby changing the seeking intention of Chinese adults regarding mental health information. Additionally, practitioners may want to explore possible ways of providing health information to people with strong cultural identity, as they may be less likely to seek out information on their own.

One in four people in the world will experience a mental health problem at some point during their lives, and more than 450 million people experience such conditions worldwide (World Health Organization, 2001, 2015). Approximately 173 million people in China have a diagnosable psychiatric disorder (Xiang, Yu, Sartorius, Ungvari, & Chiu, 2012). A Surgeon General's Report on Mental Health defined mental health and mental illness as follows:

> Mental health is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and an ability to adapt to change and to cope with adversity. ... Mental illness is the term that refers collectively to all diagnosable mental disorders. Mental disorders are health conditions that are characterized by alterations in thinking, mood, or behavior (or some combination thereof) associated with distress and/or impaired functioning. (US Department of Health and Human Services, 1999)

The public tends to misunderstand the definition of mental illness (Granello & Granello, 2000). People who are not mental health professionals are likely to perceive schizophrenia as mental illness; however, they are less likely to perceive depression, anorexia nervosa,

---

CONTACT Zhaomeng Niu ✉ zhaomeng.niu@rutgers.edu

R Routledge
Taylor & Francis Group
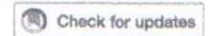
Culturally tailored narrative evidence about family health history: a moderated mediation analysis

Soo Jung Hong

Huntsman Cancer Institute, University of Utah, Salt Lake City, UT, USA

ABSTRACT

This study tests a theoretical model named the Extended Elaboration Likelihood Model for Narrative Evidence Processing (EELM-NEP) to investigate associations between message processing, message outcomes, and behavioral intentions (BI) in the context of family health history communication. Furthermore, to investigate the role of cultural tailoring within these associations, this study explores how the type of culturally tailored narrative evidence and participants' cultural identity moderate the relationships between message processing, message outcomes, and BI. A percentile bootstrap method and pairwise comparison tests in structural equation modeling (SEM) were employed. According to the results, identification significantly predicted engagement, and engagement had significant and positive effects on perceived message quality (PMQ), comprehension, perceived message effectiveness (PME), and BI. PME and resistance to counter-arguing significantly and positively affected BI. Importantly, the EELM-ENP model as well as pairwise comparison tests revealed that the messages were more effective when the participants read culturally distant messages. Findings suggest that cultural novelty might be more effective than cultural closeness in narrative persuasion.

In health communication research, studies regarding narrative evidence have often investigated the persuasiveness and effectiveness of health messages with varying message features such as emotion and character (see Niederdeppe, Shapiro, Kim, Bartolo, & Porticella, 2014; Volkman & Parrott, 2012). Nevertheless, the earlier studies of entertainment education have focused more on implicit persuasion through transportation, identification, and enjoyment based on the plots of narrative messages than on the persuasiveness and effectiveness of narrative evidence (see Green, 2004; Green & Brock, 2000). However, educational messages may include explicit persuasive intent as many instances of narrative persuasion such as tailored health interventions and testimonials in public service announcements (PSAs) reveal (Cho, Shen, & Wilson, 2014). In addition, considering the significant influence of narrative processing on the outcomes of campaign messages (see Niederdeppe et al., 2014; Volkman & Parrott, 2012), narrative evidence as a campaign strategy needs to be investigated from both theoretical perspectives: 1) implicit persuasion (peripheral/heuristic process) and 2) persuasiveness and effectiveness of narrative

Routledge
Taylor & Francis Group
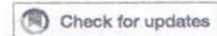
Memory mobilization, generational differences, and communication effects on collective memory about Tiananmen in Hong Kong

Francis L. F. Lee and Joseph M. Chan

School of Journalism and Communication, Chinese University of Hong Kong, Shatin, N.T., Hong Kong

ABSTRACT

People in a society share collective memories about numerous historical events simultaneously, but not every event is equally salient all the time. This study examines the implications of memory mobilization on recall of historical events. Memory mobilization is treated as a process that involves communication activities via a wide range of platforms. Focusing on Hong Kong people's memory of the 1989 Tiananmen Incident in Beijing, this study found that more people recalled the event during the period of memory mobilization, and communication activities involving interpersonal exchanges were related to recall of Tiananmen mainly in that period. In addition, the findings showed that the process of memory mobilization operated differently for different age cohorts. The theoretical implications of the findings are discussed.

Introduction

Collective memories play crucial roles in the formation of collective identity, shape a society's self-understanding, and influence decision-making about present issues (Misztal, 2003). Which historical events people remember and how they remember them thus constitute important research questions. A body of survey studies by sociologists and public opinion researchers has examined the factors that predicted the historical events recalled by individuals as significant (Griffin, 2004; Schuman & Scott, 1989). Several previous studies focused on the issues of generational differences, the effect of political attitudes on event recall (Griffin & Bollen, 2009), and recently, the possible effects of media communication (Kligler-Vilenchik, Tsfati, & Meyers, 2014).

Memories of historical events can also be central to social movements (Armstrong & Crage, 2006; Farthing & Kohl, 2013; Kane, 1997; Uehling, 2000). Movements aimed at correcting historical wrongs to social groups are particularly reliant on specific historical narratives to define and legitimize their causes. Moreover, such movements need to engage in memory mobilization, *that is*, they need to strategically bring the society's memory about historical events to the fore for the purpose of social mobilization.

Routledge
Taylor & Francis Group

Check for updates
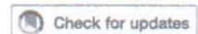
Mapping contentious discourse in China: activists' discursive strategies and their coordination with media

Yuqiong Zhou[a] and Yunkang Yang[b]

[a]School of Media & Communication, Shenzhen University, Shenzhen, China; [b]Department of Communication, University of Washington, Seattle, WA, USA

ABSTRACT

Discursive strategy in social movements in China has received limited scholarly attention. This paper systemically examines the way in which contentious discourse in China is informed by its cultural repertoire and illustrates how activists strategically frame their culturally informed discourse in coordination with the usage of media platforms. We analyzed 143 slogans and banners from 22 environmental and land requisition protests, and found that activists in China draw heavily on Chinese cultural repertoire. They embed family values in a rank system that is mapped onto two axes – space vs. time and us vs. them – with family/self at the center, to frame diagnostic, motivational, and prognostic collective action frames. In order to unpack the dynamic process of strategic framing, we paid special attention to activists' coordination mechanisms with media in our analyses drawn from extensive participatory observation and interviews in two protest cases. We found strategic framing (such as frame bridging, amplification, extension, transformation and borrowing) was used in coordination with both traditional and new media in an effort to adjust their contentious discourse to achieve consensus mobilization, action mobilization, and social mobilization at various stages of protest. This study brings cultural repertoire back into the study of contentious discourse in China and highlights the dynamic nature of strategic framing that is often practiced in coordination with media.

Introduction

Contentious politics has become a major research topic in political sociology in China (Yu, 2010). According to the report from Chinese Academy of Social Sciences, the number of protests with a turnout over 100 has risen from 8700 in 1993 to 74,000 in 2004 (CASS, 2005). This number has gone up to 90,000 in 2006 and remained over 100,000 for the following years (CASS, 2013). Illegal land requisition and environmental pollution are the main reasons behind protests in rural and urban areas.

A cursory look at collective action about environmental protection and land requisition may give an impression that these two types of social contention are incomparable – the issues are distinct, participants are different, and the events do not usually follow the same

Routledge
Taylor & Francis Group

Check for updates
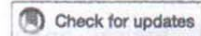
Search boundaries: human flesh search, privacy law, and internet regulation in China

Dong Han

School of Journalism, College of Mass Communication and Media Arts, Southern Illinois University Carbondale, Carbondale, IL, USA

ABSTRACT

This research examines privacy law and Human Flesh Search (HFS) on the Chinese Internet. HFS is spontaneous, widely participated search and publication of targeted individuals' personal information on the Internet. This research sees HFS as an important form of non-institutional information gathering and publication, and argues that the regulation of HFS is not only about privacy but also line-drawing for information collection and dissemination in the digital setting. Therefore, legal instruments and court cases in relation to HFS and online privacy must be assessed as important components of the Chinese state's Internet regulatory scheme. This research finds that the paired concepts of 'flexibility and populism,' key features of legal reform and development in contemporary China, are highly relevant to analyze the growth of digital privacy laws in China. The political-legal authorities' experimentation and innovation in the development of the law shed important light on how China's Internet governance adapts to changing circumstances and strives to keep pace with profound social transformations in new technological environments.

Introduction

This research examines privacy law and the so-called Human Flesh Search (HFS) on the Chinese Internet. HFS is spontaneous, widely participated search and publication of targeted individuals' personal information. It has triggered ample discussion on privacy issues in digital media. This research, however, takes a different perspective and argues that HFS is an important form of non-institutional information gathering and publication. Based on this, this research maintains that the regulation of HFS is part of China's endeavor to control content production on the Internet, and that an examination of HFS regulation and privacy law must be situated in a larger picture of Internet governance. Indeed, an understanding of HFS as information gathering and publication draws parallels between HFS and institution-based journalism production and between HFS regulations and China's Internet laws that seek to control news and information dissemination. By setting boundaries on what can be searched and published and what not, China's privacy law and HFS regulation are key components of Internet governance.

CONTACT Dong Han ✉ donghanuiuc@gmail.com ☎ School of Journalism, College of Mass Communication and Media Arts, Southern Illinois University Carbondale, 1100 Lincoln Drive, Mail Code 6601, Carbondale, IL 62901, USA