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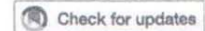
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Issue competition and presidential debates in multiparty systems: evidence from the 2002, 2007, and 2012 Korean presidential elections

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ABSTRACT

Which issues do political parties emphasize in campaigns? Selecting the issues to emphasize in campaigns is treated with the same importance as policy positioning. Nevertheless, little attention has been paid to understanding parties' strategies of issue competition in presidential elections under multiparty systems. By analyzing statements of presidential candidates in the 2002, 2007, and 2012 Korean presidential debates, we find that presidential candidates use their issue emphasis strategies differently in presidential elections according to party size and ideological relationships with other parties. Specifically, a small party's candidates have been more likely than mainstream parties' candidates to pursue their issue ownership advantage. In addition, a mainstream party's candidates have emphasized the issues of a small party more than those of his own party when the two parties have had a similar ideological foundation, whereas, when there were no such ideological similarities, a mainstream party's candidate has only focused on issues of the mainstream party. Our results imply that the political communication used by political parties and candidates is conditioned not only by political contexts such as electoral systems or party systems but also by the size and ideology of parties.

ARTICLE HISTORY

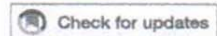
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KEYWORDS

Issue ownership; issue competition; presidential debates; party competition

Introduction

In the literature on issue competition, selective issue emphasis is a decision treated with the same importance as policy positioning (Carmines & James, 1993; Green, 2011; Green-Pedersen, 2007; Meguid, 2005; Wagner & Meyer, 2014). Questions raised include: Which issues do political parties emphasize in campaigns? Do political parties campaign on the same or different issues? For these questions, the dominant theoretical explanations (e.g. Budge & Farlie, 1983; Petrocik, 1996; Simon, 2002) have focused on selective issue emphasis based on issue ownership and issue salience rather than on issue responsiveness and engagement (e.g. Green-Pedersen & Mortensen, 2014; Meguid, 2005). According to scholars of issue ownership and issue salience, during a campaign,



Practices and representations of environmental rights in rural China and India

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ABSTRACT

Using China and India as examples, this article analyses how different regimes influence people's perceptions of environmental rights. In addition to a literature review and fieldwork, it looks at two documentaries reporting environmental movements in rural China and rural India to investigate the politics of expression in their environmental arenas. In order to enrich the understanding of the grassroots movements in the two countries, the study examines how their common people differ from middle-class activists in the way in which they participate and make alliances in civil society. The findings suggest that the Indian campaigners tend to seek allies in civil society in order to formulate a joint voice in the public sphere, while the Chinese campaigners aim to gain assistance directly from official institutions. The poor communication among the public may result in a shortage of critical discourses in support of people's movements and weaknesses in the legitimacy of public participation in the environmental arena.

ARTICLE HISTORY

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KEYWORDS

China; India; environmental rights; harmony and conflicts; civil society

Introduction and methodology

The debate regarding the impact of the political regime on environmental governance has long been a critical theme in writings on environmental politics (Doherty & Geus, 1996; Eckersley, 2004; Fotopoulos, 1997; Taylor, 1998). Some researchers consider that democracies involve a greater degree of public participation in decision-making when compared to environmental governance in authoritarian regimes, which is mainly guided by governments (Beeson, 2010; Gilley, 2012). Using China and India as examples, this article applies a comparative perspective and seeks to analyze how the two different regimes influence people's perceptions of environmental rights and participation. Nevertheless, the authoritarian or democratic tendencies of the environmental arena of a country should be evaluated by considering not only the evidence of public participation but also other social factors that enhance or inhibit participatory actions, such as selective information disclosure and the extent of freedom of expression. Therefore, two documentaries that report grassroots environmental movements in the respective societies will be introduced to exemplify my arguments, so that the way in which environmental rights are exercised and performed in a society can be better understood.



Indian field notes: new institutionalism and journalism education

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ABSTRACT

This paper utilizes the theoretical framework of new institutionalism and a two-year qualitative study of three Indian journalism schools to explore the manner by which influences from the organizational field of American journalism education have spread across borders. The study locates and details a system of supranational institutional carriers and finds evidence of both institutional isomorphism, whereby the Indian schools structurally emulate established American programs, and ceremonial conformity, whereby the Indian schools enact a façade of isomorphism. The findings ultimately suggest a new layer of complexity – the influence of the organizational field – be included within the larger discussion of why journalism education looks the way it does around the world.

ARTICLE HISTORY

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KEYWORDS

Journalism education; India; new institutionalism; organizational field; institutions; isomorphism

Introduction

Tucked away in the library archives of the Indian Institute of Mass Communication (IIMC) in Delhi, catalogued alongside bound editions of *Advertising Age* and *Journalism Studies*, are the early editions of the school's own academic journal, *Communicator*. Within the early issues of this journal are two speeches delivered to the school's student body by Wilbur Schramm, founder of the University of Illinois' Institute of Communications Research and Stanford University's Institute of Communications Research and popularly recognized as one of the founders of the United States' mass communication research tradition. As he introduced Schramm to the student body in 1968, the school's Director, Shri I. P. Tewari, referenced the influence the American had in developing a *global network of mass communication research*:

The most important thing to remember is that before [Schramm's] arrival on the scene, mass communication was considered only a trade and the communicators at best taken to be practitioners in the trade. But for his zeal and his pioneering efforts, mass communication would not have acquired the academic status it has acquired all over the world today. (1968)

Schramm, in fact, had been instrumental in the creation of IIMC in 1965. Tewari, in his introduction for the American scholar, noted that IIMC 'owed [its] origin' to an international scholarly team led by Schramm (1968). This influence is recognized today on the school's website, which declares that 'the blueprint for the Institute was drawn up by a team of internationally renowned mass communication specialists, representatives



Practitioners' celebrity endorser selection criteria in South Korea: an empirical analysis using the Analytic Hierarchy Process

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ABSTRACT

This study investigated how clients and advertising agencies in Korea prioritized celebrity selection criteria differently. Responses from 50 client-side and 50 agency-side executives in Korea were analyzed using the Analytic Hierarchy Process. Results show that the brand-centered factor 'Match-up' was considered most important by both clients and agencies but that the celebrity-centered factor 'Popularity' was ranked quite differently (i.e. second by agencies and fourth by clients, out of five factors). Other factors (i.e. Availability and Potential Risk) were ranked similarly. The main finding of the study is that Korean ad agencies and clients placed different weight on celebrity endorser selection criteria. This finding is particularly valuable to national and international advertisers who are deliberating about celebrity endorsement for the Korean market.

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Advertising; celebrity;
Analytic Hierarchy Process; ad
agency; South Korea

Featuring famous people in advertising is so popular today (Ilicic & Webster, 2013; Knott & James, 2004; Swerdlow & Swerdlow, 2003) that celebrity endorsement, that is, 'using well-known and admired people to promote products' (Keller, 1998, p. 294), has become ubiquitous in today's marketplace. For example, about 20% of U.K. advertisements and 25% of U.S. advertisements use celebrities (Halonen-Knight & Hurmerinta, 2010), and 59% of commercials aired during prime-time programming in Korea feature celebrity endorsers (Paek, 2005).

Literature shows that commercials featuring celebrity endorsers enhance consumers' perception of, attitude toward, and purchase intention for the advertised product (Berko-witz, 1995; Choi & Rifon, 2012; McCracken, 1989; Ohanian, 1991; Papiernik, 2002; Wentz, 2002; Zollo, 1999). On the other hand, many studies (e.g. Fong & Wyer, 2012; Till & Shimp, 1998) have shown that celebrity endorsement does not always have a positive effect. Some studies have demonstrated that the use of celebrity endorsers with a negative image (e.g. scandal; Zhou & Whitla, 2013) can trigger unfavorable effects on the product and brand, and a 'vampire effect' on brand recall can occur when a celebrity overpowers or



The effects of prior reputation and type and duration of charitable donation on celebrities' personal public relations: an investigation based on attribution theory

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ABSTRACT

Charitable donations made by celebrities are being increasingly reported by news media in South Korea. This experimental study has examined the effects of celebrities' prior reputations, and the duration and type of charitable donation they perform, on young participants' evaluations of these celebrities (i.e. motive attribution, attitudes toward the celebrities, and related purchase intentions). The results ascertained the main effects of prior reputation and duration and type of donation on the dependent variables. Most notably, the results also found the interaction effect of duration and type of donation on the participants' evaluation of motive attribution. That is, participants who were exposed to news stories concerning celebrities' volunteer efforts, or monetary contributions that involve volunteer efforts, performed over long periods of time reported the highest level of motive attribution. Based on these results, this study discussed theoretical and practical implications.

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KEYWORDS

Attribution theory; prior reputation; duration of charitable donation; type of charitable donation; motive attribution; personal public relations

Introduction

Recently, charitable donations by celebrities have been frequently covered by mass media. An increasing number of celebrities in the entertainment and sports industries are becoming involved in various charitable activities to contribute to social good and possibly improve their image. As charitable activities are ethically desirable and have a favorable influence on public's perceptions, many celebrities actively engage in them. In line with this trend, some media outlets (e.g. *Forbes*) annually evaluate celebrities' charitable donations and related efforts (Antunes, 2012). Charitable donations, which are a form of social welfare, have been examined in the field of public relations (PR), with researchers focusing on the impacts charitable donations have on organizational PR and image management in the context of corporate social responsibility (CSR). The present study aims to extend the findings on corporate philanthropy to the context of celebrity PR. Considering that a growing number of citizens are becoming suspicious of the authenticity of CSR activities conducted by corporations or celebrities, it is critical to identify the factors that influence the public's perceptions of the authenticity of CSR efforts.



Social media as amplification station: factors that influence the speed of online public response to health emergencies

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ABSTRACT

Online public response to health emergencies is a major and complex public health issue. This study employs hierarchical linear modeling to investigate the speed of online users' response to health emergency information on Chinese microblogging sites. The distribution of response speed for all posts is highly skewed. Only a minimal number of posts are forwarded in less than one minute. We further examine the effects of the characteristics of original messages as well as the effects of the factors of reposted messages and information transmitters, to determine the response time of messages on health emergencies. Original messages with different emotional orientations have different response times. The homophily of geographical location among dyadic information transmitters, the addressivity of reposted messages, and the degree of activity and popularity of information transmitters shorten the response time. This study expands the social amplification of risk model to an online context and contributes to the literature on information diffusion by identifying the effects of dyadic relationships among information transmitters. Practical implications are briefly discussed.

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KEYWORDS

Response time; diffusion speed; social amplification of risk model; natural language processing

Online public response to health emergencies is a major and complex public health issue (Rousseau et al., 2015). Traditionally, health crisis communication is a one-way broadcasting process in which the general public is assumed 'deficient' in knowledge, whereas the authorities (e.g. scientists, public health experts, and emergency managers) have 'sufficient' crisis-related information to communicate. During this process, mass media plays a key role in amplifying or attenuating public attention to certain risks (Kasperson et al., 1988).

However, the upsurge of social media has profoundly shifted the process of health crisis communication from a one-way broadcasting to an interactive word-of-mouth (WOM) process. Previous studies have identified several benefits of using social media for online health crisis communication, including widening online access, sharing huge amounts of available and tailored information, increasing interaction among individuals, and providing peer/social/emotional support (Moorhead et al., 2013; Rousseau et al.,