

研究論文

在跨際中演化：策略溝通領域的發展脈絡與現況

顏瑞宏、胡光夏

摘要

因應媒介科技發展，政治傳播、公關、廣告、行銷、組織傳播等傳統理論的適用性必須重新檢證。國外已向策略溝通領域尋求解決方案，從而促進了學門的興起。本文首先梳理了策略溝通概念自缺席決策階段、參與決策階段演進至共同決策階段的變動過程；繼而沿著社群媒體發展的線索，從傳播異態及組織策略困境等面向，勾勒出領域再興的脈絡；最後考察策略溝通的國際與本土發展現況，嘗試借鑒國際經驗，為本土傳播研究的視域拓展，提出一個可供參考的路徑。

關鍵詞：四階段模型、社群革命、策略溝通、傳播研究、領域發展

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Research Article

The Evolution of Interdisciplinary Integration: The Context of Development and the Current Status of Strategic Communication

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Abstract

In response to the development of media technology, the applicability of traditional theories, such as political communication, public relations, advertising, marketing, and organizational communication, must be reexamined. Foreign countries have begun to seek solutions for strategic communications, which has led to a revival of this discipline. This study first searched for the concept of strategic communication over the dynamic process from the absent decision-making phase and the participating decision-making phase to the joint decision-making phase. Following the clues given by social media development, the study determined the revival of strategic communications based on extraordinary communications and dilemmas in organizational strategy. Lastly, the study examined the current development of strategic communications from both international and local perspectives, attempting to learn from international experience to propose a useful approach for broadening the horizon of local communications studies.

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Keywords: four-stage model, social media evolution, strategic communication, communication study, field development

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