

學術對談

新媒體環境下的經典傳播理論

對談人：韋恩·旺塔、黃懿慧

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(Prof. Wayne Wanta)

「議程設置研究仍會是一大重要領域。基於最初假設的研究仍在持續進行，而關於新領域的探索亦不曾間斷。在第一層議程設置——顯著性研究減弱之際，第二層議程設置——屬性研究已受關注。目前，第三層議程設置（包含網絡議題）業已興起。新興研究總會取代舊的領域，未來亦將如此。究其不衰之根本，在於議程設置研究始終在探索一個重要命題：人對其所處之社會環境的感知過程。」

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Dialogue

How to Re-Thrive? Reconsideration of Classic Communication Theory in the New Media Environment

Discussants: Wayne WANTA, Yi-Hui Christine HUANG

Editor: Yi-Hui Christine HUANG

Abstract

Professor Wayne Wanta, a leading scholar in the research on agenda setting, looks back and traces his research program development. With a prolific body of research work, Professor Wanta first shares in this dialogue his views about to what extent the theory is limited with respect to effect-orientation. He then delineates the conditions and contextual factors in which the theory is effective. In addition to his reflections on the conditional factors, Professor Wanta explicates the challenge and opportunity for agenda-setting theory in the digital era. Finally, Professor Wanta shares his view of future research in this area.

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