

研究論文

自嘲作為情緒性回應的效果分析： 以天貓個案為例

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摘要

組織面對挑戰如果回應不當，類危機就由風險演變成真正的危機。本研究針對天貓購物網站宣傳數字失誤事件，以文本、內容分析法探討自嘲之策略類別、傳播效果與適用情境。研究發現自嘲是一種帶有正面情緒的表達方式，透過貶低自己來坦承錯誤，讓情緒訊息與語言或文字訊息呈現一致的責任承擔意圖。自嘲有分散注意力之作用，本研究將之歸為新增的類危機回應策略類目：重新框架。研究也發現，組織在錯誤是無心、與專業無涉、無受害者情境下，面對網友適用自嘲策略。

關鍵詞：類危機、自嘲策略、情緒性危機傳播、天貓購物網站、執行長溝通

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Research Article

Analyzing the Effects of Self-Mockery as an Emotional Crisis Response: Evidence from the T-Mall Case

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Abstract

Facing a challenge, an organization may turn a paracrisis into a crisis if it responds inappropriately. Drawing on the case of T-mall's error in sales quantity, this study explored the categories, communication effects, and applicable situations of self-mockery. The findings showed that self-mockery, which denotes the admission of mistakes by self-depreciation, is an expression of positive emotion and delivers an emotion-laden message that is congruent with a verbal one in terms of the organization's intention to take responsibility. Because self-mockery was found to have a distracting effect, this study classified it as a new category in paracrisis response strategies: reframe. The study also found that the self-mocking strategy was appropriate for online audiences when an organization's mistakes are unintentional, irrelevant for expertise, and victimless.

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Keywords: paracrisis, self-mocking crisis strategy, emotional crisis communication, T-mall shopping mall, CEO communication

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