

Global Media Journal

CONTENTS

Volume 2, Number 3, September 2015

FOCUS

- From *Cultural Hegemony* to *Media Hegemony*: The Journey of Gramsci's Ideas in US Yuhan Zhou, Yiqing Hu/1
- Journalism and Communication: the Discourse Production and Discourse Power Taofu Zhang/18

ROUND TABLE: ALL MEDIA ERA OF CRISIS COMMUNICATION

- The Changing Landscape of Corporate Crisis Communication: Life in the Omni-media Era W. Timothy Coombs/26
- Global, Social, Emotional: Approaching the New Trends of Crisis Communication Study Anbin Shi, Dongxue Meng/37
- Analysis of the H1N1 Vaccine Inoculation Crisis in Taiwan(2009—2010): From the Perspectives of Contingency Theory of Accommodation Yizhen Wu, Qiaojun Wei/51
- Crisis Communication in Risk Society Yihui Huang/61

DIALOGUE

- Communicating with the World on the Chinese Footing: An Interview with Wang Lijun Zhenzhi Guo, Yonghua Zhang/65

SOCIAL MEDIA

- Clique and Swarm: An Empirical Study of the Organization Mechanism of ICT-Mediated Philanthropic Actions Yunxi Qiu/74
- Organizational Capacity and Social Media Utilization: An Empirical Study of Weibo Use among China's Universities Yu Xu/94
- Evaluating the Dissemination of Health Information Through Microblog Haiyan Wang/109

NEW BOOKSHELVES

- The New Trends of Communication Studies and the Development of Communication Studies in China: An Interview with Hong Junhao Xia Sheng/130

- STYLE AND FORMAT GUIDELINES 138