

2014 International Conference on Media Impact & Public Opinion Representation

Agenda

Host/Organizer: Shih Hsin University

Date	Time	Agenda	
2014.Mar.19 th (Wed.)	08:00-18:00	Full-day check-in	
2014.Mar.20 th (Thu.)	08:00-09:00	Conference Registration	
	09:00-09:20	Opening ceremony	
	09:20-10:20	Keynote speech 1-The Reconceptualization of Public Opinion in the Digital Era- How Online Public Opinion Changes the World Speaker: Prof. Kruckeberg Dean School: University of North Carolina at Charlotte	
	10:20-10:50	The Credibility of Poll News Press Conference Topic: An investigation on poll news credibility and viewers consuming behaviors.	Tea-time break
	10:50-11:50	Keynote speech 2-Public Relations Role in Society: New Opportunities and New Challenges Speaker: Prof. Maureen Taylor School: University of Oklahoma	
	11:50-13:00	Lunch	
	13:00-15:00	Summit Meeting among PR Managers of Taiwan and China Topic: The Change and Convenience of New media: The PR Communication on Online Communities	
	15:00-15:20	Tea-time break	
	15:20-17:20	Paper Presentation	
	18:00-20:00	Banquet	
2014.Mar.21 st (Fri.)	08:00-08:30	Conference Registration	
	08:30-10:30	Paper Presentation	
	10:30-10:50	Tea-time Break	
	10:50-12:00	Academic Forum for the Development of Communication in the Digital Era Topic: Media Integration: PR implications for Digital convergence	
	12:00	Closing Ceremony	
	12:00-13:30	Lunch	
	13:30-17:30	Taipei Culture Tour	
2014.Mar.22 ^{ed} (Sat.)	All day	Academic Investigation & Visit	
2014.Mar.23 rd (Sun.)	All day	Academic Investigation & Visit	
2014.Mar.24 th (Mon.)	All day	Farewell	