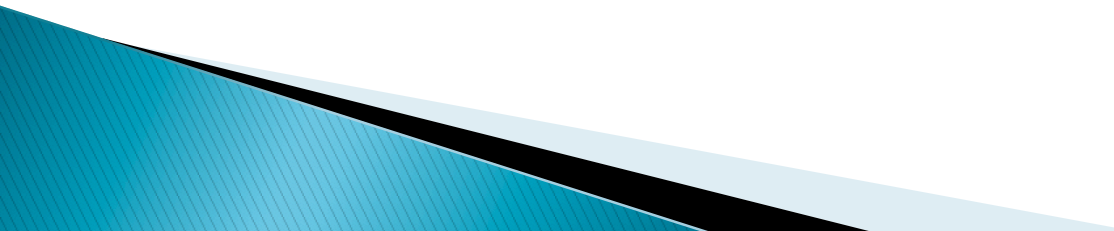
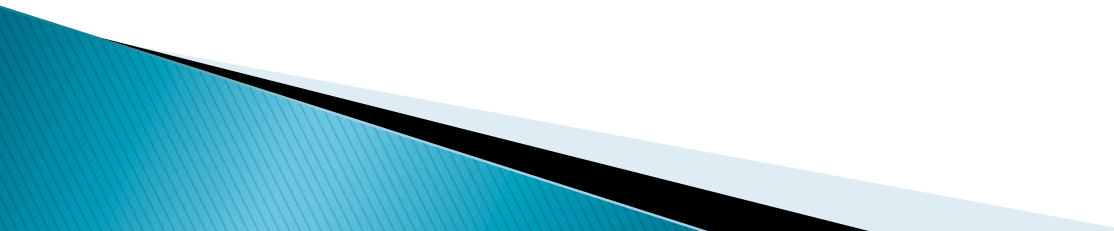


The election atmosphere in Hong Kong and Taiwan

Group members: Tinkei Wong
Wingz Kong
Pik Lui
Yanie Pang
Yuk Ma



Comparision

- Public awareness
 - Candidate Propaganda
 - Media Coverage
 - Feedback
- 

Taiwan

- People are more concern the election
- Went to the election campaigns



► Show their support in public



Hong Kong

- Recent Chief Executive Election 2012
- Less public involved and representativeness (i.e. only 1200 election committee)



Candidate Propaganda in Taiwan

- ▶ Personal charisma
- ▶ Get close to the public in person
- ▶ E.g. Ma's visit in Ningxia night market
Tsai's participation in public activities
- ▶ Give a genuine and sincere impression to the public



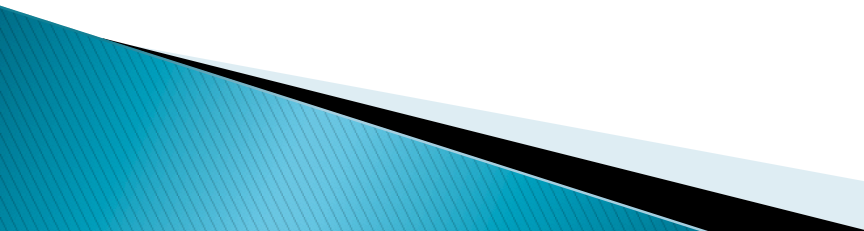
- ▶ Souvenir selling
- ▶ Trendily designed souvenirs with slogans and mottos
- ▶ E.g. Tsai's 小英商號 iing's goods
- ▶ Promote personal charisma and convey ideas implicitly



Candidate Propaganda in HK

- ▶ Visit the community in person
- ▶ E.g. Henry Tang's visit to a wet market in Shatin
- ▶ Public response: Blame him for disturbing their normal life
- ▶ Give an impression of being ignorant, artificial and superficial



- ▶ Election slogan
 - ▶ Tang: 明天在你我
We Are Tomorrow
 - ▶ Leung: 齊心一意 撐香港
One Heart One Vision For Hong Kong
 - ▶ Similar to Taiwan, less focus on actual political program, more on slogan
- 

How the media coverage presented differently under election?



Newspaper

- ▶ Taiwan – 聯合報 (with obvious stance)
- The comment/ the ads
- Public would know this and choose the one they want to read



Any in HongKong ?

- ▶ Seldom recognize explicitly except some pro-china newspapers like 文匯報 or 大公報
- ▶ How about the major newspaper like Ming Pao, Orient Daily



唐梁參選安排比較

梁振英	唐英年
宣布參選  預告昨日舉行參選大會時正式宣布參選, 並安排支持者同場出席造勢	宣布參選  預告月底前作決定, 26日在街頭宣布參選, 周四舉行造勢大會
參選宣言 昨日在會展宣布參選, 同時發表長達10分鐘的詳細參選宣言, 提及他基層的成長背景、政策不需大變等重點	參選宣言 26日在街頭宣布, 發表約3分鐘簡章宣言, 指特首是重要使命, 需要有經驗及團隊精神的人帶領香港
家人朋友 出席活動多單獨赴會, 參選大會則與妻子及兒子梁博軒一同亮相	家人朋友 曾分別與妻子、兒子及好友出席活動, 26日在街頭宣布參選時, 好友劉鳴燾全程陪伴左右
個人網站 以「紅、白、藍」為主題, 照顧到弱勢人士需要, 可選擇字體大小	個人網站 以個人照作主題, 口號包括「讓我們攜手超越自己, 為大家的孩子努力!」(唐的個人網頁昨晚仍在更新, 未知最新內容)

資料來源: 明報資料庫

One significant change in HK

- ▶ More headlines and news about Hong Kong chief executive election
- ▶ But it only focuses on SCANDAL



Comparatively Taiwan focuses more on policy
e.g. diplomatic strategy to China

Television programme

- ▶ More analysis– discussion from critics (days and nights)
- ▶ More tensed and direct helps create strong election atmosphere





Campaign (造勢大會)

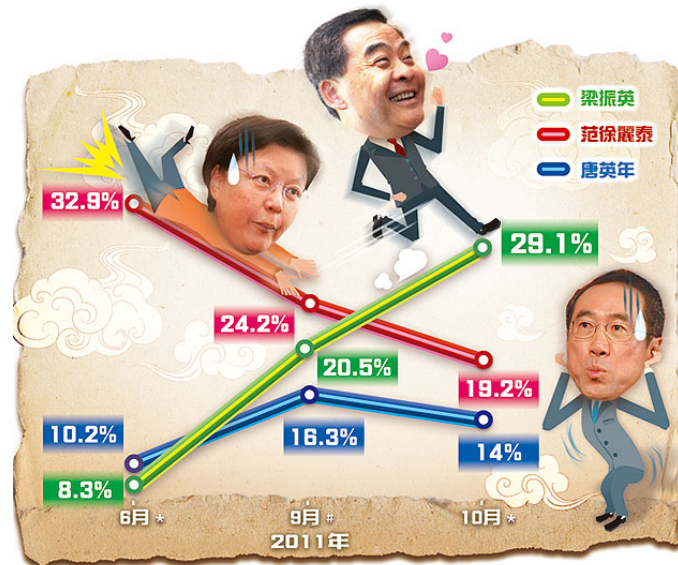


Public Opinion Programme

- ▶ Taiwan
 - not allowed to release before weeks
- ▶ Influential with strong influence



- ▶ Hong Kong– the additional index or statistics
- ▶ More concerned



* 南華早報委託港大調查
蘋果日報委託港大調查

資料來源：香港大學民意研究計劃

3. 23民間全民投票計劃

有見及此，香港大學民意研究計劃（民研計劃）有意於3月23日舉行「民間全民投票」，讓不同界別的人士和普羅大眾，透過民間投票表達意願，表達對第四屆行政長官候選人的支持程度。

其目的有三：

- 1) 結合民意調查結果立體展示民意，供市民和選委參考；
- 2) 推動公民參與，建構公民社會；及
- 3) 示範電子投票制度。

Feedback

Election atmosphere

- ▶ Taiwan: full of enthusiasm
- ▶ Hong Kong: ignorant, only concern the scandals of the presidential candidates

Visit of the Headquarters

Headquarter of Guo Min Tang (國民黨)

- ▶ Propaganda
e.g. CDs, keychain



Democratic
Progressive
Party

What is just
outside the
Guo Min
Tang
Headquarte
r:













