

民意代表候選人公共關係之研究

從七十八年台北市增額立委與市議員選舉分析

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PUBLIC RELATIONS OF LEGISLATIVE CANDIDATE IN
THE 1989 TAIPEI CITY

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摘 要

中國人向來最重視謙虛美德，對個人公共關係的認知較為遲緩，以民意代表候選人為例而言，其在競選過程中，顯然缺乏「公共關係」概念，不重視其個人公共關係的推展。本文即從公共關係的觀點，分析民國七十八年台北市增額立委、市議員候選人在選舉期間與選民間的互動關係，建構民意代表候選人推展公共關係的相關知識。

民意代表候選人公共關係的推展，有助於提高候選人知名度，建立候選人良好形象，爭取公眾對候選人的認同與支持，最後贏得選票，達到當選目的。

民意代表候選人公共關係的推展，不應只侷限於選舉期間。因為，公共關係正是一種長期有計劃努力的結果，不可因當選而將公共關係推展的工作劃上休止符。相反地，候選人不論在選前或選後，都要致力於其個人公共關係的推展，以累積其政治資本，建立與公眾間長遠而穩定的公共關係。

ABSTRACT

Chinese have always placed great value on modesty and virtue. As a result, Chinese lack an awareness of the need for individual public relations. For instance, legislative candidates do not emphasize public relations in their campaigns. This paper will look at the relationship between candidates and voters in the 1989 Taipei city elections--in particular, the role of public relations in campaigning.

Public relations is essential to promoting a candidate's reputation, fostering

a public image, winning public recognition and support and, ultimately, getting voted into office.

Yet, a candidate's promotion of public relations should not be limited just to the campaign trail. Public relations is essential to increasing a candidate's political clout; as such, it should be emphasized before and after he/she enters office.