

出國報告（出國類別：專題研究）

國家元首之國際形象形塑策略之效益研究——
以陳水扁總統 2000 年迄今在歐洲之國際形象為例

服務機關：總統府

姓名職稱：江佩玲 薦任科員

派赴國家：荷蘭

出國期間：95 年 4 月 10 日至 10 月 10 日

致 謝

本研究能如期順利在荷蘭完成，在此要向許多人致上誠摯謝忱。

首要感謝服務單位的薦送，得緣執行此一有趣又富挑戰的計畫，謝謝同仁們在研究期間的代勞，分擔了我在台灣的工作。非常感謝台北駐荷蘭代表處全體同仁，他們毫不保留地在各方面提供我最大的支持與協助，從他們身上我看到外交人員竭盡心力為拓展台灣國際生存空間所做的付出，特別向新聞組鍾組長京麟、Melton Tseng先生等致意，他們慨借許多英譯資料作為本計畫之主要研究題材，方有後續之研究結果及分析。

所有接受我訪問的專家學者—阿姆斯特丹大學Jereon de Kloet教授，萊頓大學Tak-Rong Ngo教授，UNPO秘書長Marino Busdachin，Fred Sanders先生及商界人士，還有許多人坦誠真摯的對話，感謝他們在沒有任何誘因下，仍願撥冗，不吝分享個人觀點及意見，使得本研究內容更臻完整及豐富。僑胞賴志剛夫婦有如接待家庭般的熱情與好客，協助許多異鄉人適應荷蘭社會，無疑地成為形塑台灣國際形象之良好媒介。

本人深為珍惜在海牙專業大學國際傳播管理所（MICM）之訪問研究及學習的機會，感謝所上提供的各項協助及Chris Aalberts博士在研究初期給予方法論上之關鍵指點。而整個計畫之進行與完成，指導教授Marita Vos博士扮演不可或缺的角色。她在忙碌的行程中固定與我討論，協助對於荷蘭社會文化脈絡之瞭解與詮釋，在研究設計與結果分析等不同階段給予許多指導，耐心答覆我對形象傳播議題所提出之疑問，本人衷心銘感。

Acknowledgements

I am deeply indebted to many people in getting this project done in time over the past six precious months in the Netherlands.

First, to my office who nominated me for having the opportunity to carry out such an interesting and challenging research and to my colleagues that had to share my workload in Taiwan during my time of absence. Second, to all the staff of Taipei Representative Office in the Netherlands, for their generous assistance in many aspects during this period. From them, I have seen the faithfulness in their endeavors as diplomats to our nation and their bids for bringing Taiwan to the international community. Special thanks to the staff of the Information Division, Director Ging-lin Chung and Mr. Melton Tseng, for kindly providing me with original documents for the main source of this research material; without them, there would not be any possibility for the subsequent analysis shown here.

I would also like to give my earnest appreciation to all the interviewees, Dr. Jereon de Kloet, Dr. Talk-Rong Ngo, Director Marino Busdachin, Mr. Fred Sanders, the businessman who asked to be anonymous, and all the others who openly shared their thoughts with me. All of them without any incentive, willingly and frankly shared their valuable thoughts, which indeed have added many extra insights to make this research content much more solid.

Many thanks to the overseas Taiwanese couple, Mr. and Mrs. Charlie Lai, for their warmth and hospitality reached out to many expatriates there, helping ease our unfamiliarity to this new environment. Undoubtedly they are also the contributors shaping the good images of Taiwan abroad.

Last but not least, it was a privilege to be the first research fellow in MICM (the Master's Program of International Communication Management), to which I have cherished to be attached in The Hague. I appreciate the chance to learn there and to benefit from much of their administrative help. Thanks to Dr. Chris Aalberts for his suggestions on methodology at the very beginning. My supervisor, Dr. Marita Vos has been very supportive as an indispensable role throughout the whole process. She took her time off for a regular coaching in her busy schedule, gave me advice on the research design as well as hints on Dutch culture and consulted patiently on the image-related issues from her expertise in communication, for all I am sincerely grateful.