



媒介與傳播研究中心

# NEWSLETTER

Centre for Media and Communication Research  
School of Communication, Hong Kong Baptist University



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY



傳理學院  
School of Communication

- P. 03      International Conferences and Forums
- P. 07      Distinguished Lecture Series on Communication and Cultural Studies
- P. 08      Public Relations Series
- P. 10      Seminars
- P. 12      Research Program and Projects
- P. 15      Visiting Scholar
- P. 15      Postgraduate Student Corner
- P. 18      *Chinese Journal of Communication and Society*

This newsletter is a publication of the Centre for Media and Communication Research (CMCR) to spread the news on research activities and programs that took place in the Centre. CMCR promotes and coordinates research activities on media and communication. It aims at raising the quality of research and enhancing its impacts.

Editor : Prof. Emilie Yeh 葉月瑜  
Editorial Assistants : Ms. Elizabeth Cheung 張婷欣  
Ms. Christy Li 李卓婷  
Cover design : Tin Hung  
Design : Stephanie Lai 黎嘉英

## About this issue

Centre for Media and Communication Research  
媒介與傳播研究中心  
Director: Prof. Emilie Yeh  
Associate Director: Dr. Flora Hung  
Administrative Executive: Ms. Elizabeth Cheung  
Enquiries:  
Tel: (852) 3411 2391  
Fax: (852) 3411 8157  
Email: [cmcr@hkbu.edu.hk](mailto:cmcr@hkbu.edu.hk)  
[www.comm.hkbu.edu.hk/cmcr](http://www.comm.hkbu.edu.hk/cmcr)

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## *“Rethinking Chinese Film Industry: New Methods, New Histories”, co-organized with David C. Lam Institute for East-West Studies, 8–9 October 2010*



Co-organized by CMCRI and David C. Lam Institute for East-West Studies (LEWI), the international conference, “Rethinking Chinese Film Industry: New Methods, New Histories” was held on 8-9 October 2010. The conference was a success in which more than 20 renowned scholars from mainland China, Hong Kong, Taiwan, Japan, Singapore, UK and the US, presented the fruits of their research.

Focused on the industrial history of Chinese film before 1950, the two-day conference was inaugurated by President Albert Chan at the opening ceremony. A total of six panels were held to explore topics such as the westernization of Chinese-language film, industry moguls, film capital and regional spheres, as well as new audience research methodology.

The industrial history of Chinese film before the 1950s has been burgeoning area of research interest over the years. However, the scope of research is still

limited. As Prof. Feng Xiaocai from Fudan University indicated, a lot of personalities, companies and events were neglected in the research on the industrial history of early Chinese film. For instance, film production and distribution in major cities such as Shanghai and Hong Kong were studied by numerous scholars, while those in minor cities were rarely investigated.

Considering the limitations of research in early Chinese film history, the conference aimed at presenting findings and developing new research directions that review and refine the standard conceptions of early Chinese film industry.





At the conference, gaps in existing research were filled by the participants' profound findings and new research methods. Dr. Liu Hui from Shenzhen University investigated the setup of China Film United, a Shanghai studio run by Japanese occupation forces between 1937 and 1945, which has not been thoroughly researched before. Dr. Xiao Zhiwei from California State University challenged the notion of "cultural imperialism" by reflecting on Hollywood's presence in China

during the first half of the 20th century. He pointed out that the recognition of Hollywood films dominating early Chinese market was mediated and the dynamics between Hollywood films, Chinese audience and distributors were more complicated than one might expect.

The conference was part of the Centre's project on early Chinese film industry. The project's research outcomes will be released within the next couple of years. The anthology of the conference will also be published by the Beijing University Press in 2011.

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## ***"History, Literature, and Auteurs: Revisiting Taiwan New Cinema", co-organized with The Institute of Chinese Literature and Philosophy at Academia Sinica, and The Visual Culture Research Center at National Central University, 22-23 October 2010***

The symposium, co-organized by the Centre, Academia Sinica and National Central University, was held at the Institute of Chinese Literature and Philosophy in Academia Sinica, Taiwan. The symposium originated from the aspiration of the Taiwan and International scholars in their vigorous reviews of Taiwan New Cinema, in terms of historiography, literature and auteur. The symposium focused on exploring the link between the history of New Cinema and that of Taiwan Cinema, between New Cinema and adaptation of literature, and between auteur critique and the aesthetics in New Cinema. The symposium aimed to pioneer and catalyze the cross-cultural and cross-genre research of New Cinema in Taiwan.





## *“PR Summit 2011: A Forum on Measuring and Evaluating Public Relations Functions”, 15-16 April 2011*



The award-winning Public Relations Summit was held on the 15-16 April, 2011. Thanks to the support from the industry, associations and the University, the two-day Summit was a resounding success on all counts. The theme of this year's Summit, “Measuring and Evaluating Public Relations Functions”, was aimed at maintaining a sense of relevance to the industry while addressing current issues faced by the field of public relations research.



Keynote speakers (from left to right): Prof. Zhao Xinshu & Prof. Jim Macnamara

The Summit organized a welcome reception for public relations industry practitioners in Hong Kong to engage and exchange ideas on the eve of the forum. Industry practitioners interacted with each other as well as with members of the academia from Hong Kong and China. Supporting organizations of the Summit, CIPRA, PRPA and IABC, and the sponsor BASF, were acknowledged for their continuous support for the PR Summit series. Speakers of the Summit were from various countries, such as keynote speaker Prof. Jim Macnamara from the

University of Technology, Sydney, as well as Prof. Guo Huimin from China's University of International Relations.

The response and attendance for the one-day forum were very encouraging, with participants from governmental agencies such as the Hong Kong Police Force, as well as industry practitioners from international public relations agencies such as Edelman, Ketchum and Ogilvy in attendance. The turnout for the forum attests to the relevancy of the theme and the credentials of the speakers, a balanced mix of perspectives from the industry as well as research and academia.

*international  
forum*

The subject matter of this year's forum was a timely one. The importance of being able to measure and evaluate public relations functions allows practitioners and academics to provide a more tangible dimension of public relations. Relationships were becoming increasingly important in organizations today, yet they still remained a challenge when it came to measurement, due to the intangible nature of relationships.

With more organizations and public relations agencies utilizing new media and social media tools, leveraging on social networks and relationships online, the concept of relationships has expanded and managing relationships online will become more important, due to the expectations of various publics and stakeholders. The organizers of the event identified this challenge and were of the opinion that the forum would provide a good platform for academics and industry practitioners to weigh in on the issue of measurement and evaluation for public relations functions.



Welcome reception for public relations industry practitioners

Participants indicated that they learnt from the perspectives provided by the industry speakers, who were up for lively debates and discussions during the question and answer sessions. Participants also appreciated the interactions with speakers during lunch and tea, as well as the bilingualism during the forum; with translations provided live during the panel sessions. Overall, participants and speakers deemed PR Summit 2011 to be an unmitigated success, cementing HKBU School of Communication's status as an institution that conducts quality research while maintaining its relevance to the industry.

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***Shanghai International Film Forum on "The Industries of Chinese-Language Cinema: History, Reality and Technology", co-organized with David C. Lam Institute for East-West Studies, Film Art and the School of Film & TV Arts and Technology at Shanghai University, 10-11 June 2011***

Co-organized with David C. Lam Institute for East-West Studies (LEWI), Film Art and the School of Film & TV Arts and Technology at Shanghai University, the forum was held from 10-11 June 2011 at the Shanghai University. The forum was inspired by and thus a sequel to the "Rethinking Chinese Film Industry: New Methods, New Histories", held by CMCR and LEWI in October 2011. The forum aimed at exploring the history and contemporary development of Chinese films domestically and globally, through investigating into aspects such as the films, directorship, companies, market and audience. The forum invited 80 scholars from the US, UK, Germany, Canada, Korea, Japan, Singapore, Mainland China, Hong Kong and Taiwan. CMCR's director, Prof. Emilie Yeh also delivered a keynote paper at the Forum.

Launched in fall 2006, the Distinguished Lecture Series on Communication and Cultural Studies aims to bring leading media and communication scholars to the University to enrich our intellectual experience and research culture. In 2010-2011, the Series organized two lectures which discussed the importance of a comparative perspective in the development of Chinese communication theories, and the social and economic implications of the transnational language-media connection.

28 April 2011



## **Professor Joseph M. Chan 陳韜文教授**

Professor of Journalism and Communication,  
The Chinese University of Hong Kong

pragmatic by allowing the integration, hybridization and appropriation of theories. Under this comparative perspective, Prof. Chan advocated that Chinese communication research should be based on the social-cultural context of Chinese societies, while treating western scholarships as research resources.

### ***DLS XII: Imaging Chinese Communication: A Comparative Perspective***

Prof. Chan distinguished different orientations of Chinese communication researches and re-examined the relationship between Chinese and Western communication studies. He indicated that China and the West was in a state of flux. They were both changing over time, he pointed out, and subjecting to globalizing forces, resulting in hybrid societies and/or multiple modernities. Therefore, the China-centrism theorization and Western-centrism theorization in communication research were both problematic.

Prof. Chan then argued for a comparative perspective in the development of Chinese communication theories. The comparative perspective, as he argued, is dynamic and

2 December 2010



## **Professor Michael Curtin**

Mellichamp Professor of Global Studies,  
Department of Film and Media Studies,  
University of California, Santa Barbara

### ***DLS XI: The Fatality of Language and the Logic of Media Capital***

In this lecture, on the linkage between language and media, especially the transnationality of the language-media couplet, Prof. Curtin argued that the globalization of media should not be understood reductively as cultural homogenization or Western hegemony. Instead, it was a large set of complicated processes that operated translocally, interactively, and dynamically. To provide a persuasive account of the most significant forces driving these processes, Prof. Curtin advanced the double-meaning "Media Capital", which was not only a spatial concept stating the centre of media activity, but also a concept encompassing the resources, reputation and talent which could be accumulated and circulated.



Recognizing the growing field of public relations and the niche position of our faculty in this area, the Public Relations Series was launched in 2008 to enhance the faculty's network and relations with the industry and professionals, and to bring synthesis of theory and practice up to date. In 2010-2011, a total of five seminars were held, covering topics from social media governance, new directions for communication controlling, social purposes and marketing, issue management, and brand vulnerability.

**4 March 2011**



## **Prof. Dr. Ansgar Zerfass**

Director, Institute of Communication and Media Studies,  
University of Leipzig

### ***Social Media Governance: Regulatory Frameworks as Drivers of Success in Online Communications***

In recent years, the rapid development of social media was deemed the greatest revolution in the history of public relations. Social media offer organizations a powerful new channel to present their products and viewpoints directly to key constituents, while heavily challenging organizations' ability to control information dissemination. To improve organizations' skill of social media use, Prof. Zerfass introduced the concept of Social Media Governance, which means the formal or informal regulatory framework for actions of members of the organization in the social web, as a means to accelerate the establishment of social media in organization's communication practice.

**24 February 2011**    ***Measurement and Communication Controlling – New Directions***

Prof. Zerfass introduced the main areas of strategic and operational communication controlling and corresponding methods, such as scorecards, value links, multi-level framework of communication effects and measurement methods. He also indicated the status of communication controlling in Europe based on an empirical survey among 1863 communication managers from 34 countries.

**10 November 2009**



## **Mr. Alan VanderMolen**

President, Asia Pacific, Edelman Public Relations

### ***Consumers Engage***

The Goodpurpose consumer survey is Edelman's annual global research that explores consumers' commitment to specific social issues and their expectations of brands and corporations. In his lecture, Mr. VanderMolen introduced some key trends uncovered by this year's survey. According to the survey, good social purposes were becoming more and more important for the development of companies, as consumers were expecting brands and companies to take up social responsibilities. These "citizen consumers" were taking actions to support good cause brands by purchasing, recommending and promoting their products and services. Thus, embedding social purpose in the marketing fabric of a brand was no longer a "nice to do" but a "need to do".



# lations series

**3 November 2010**

***Managing Issues in a Minefield: Navigating Communications in Today's Treacherous Political, Economic and Financial World – Analyses and Observations through Case Studies***

Mr. Liu indicated that issue management is a complex and systematic project, in which we have to take into many dimensions and considerations, such as the government, community, media, customers, investors and employees. To illustrate how to manage issues in different areas, Mr. Liu took many cases in which he was involved as examples, and answered questions from students at the end of the seminar.



**Mr. Chris Liu**

Partner & Chief Business Officer, Greater China, Ketchum

**20 October 2010**

***From Bad Boy to Giraffe – Brand Vulnerability Matters***

Ms. Fung indicated that as brand value becomes more and more significant for many large corporations, these brands become an increasingly sensitive target for NGOs' campaigns. Moreover, brands with unique identities would be more prone to be challenged on environmental, social and human rights issues. Facing this challenge, Burson-Marsteller developed an evidence based index called "The Brand Vulnerability Index" (BVI) to measure and track brand's exposure and vulnerability to issue-based NGO campaigns. It allowed companies to monitor risks and identities where threats might arise, helping them identify potentially hazardous practices and change behavior before the practices were exposed.



**Ms. Georgeanna Fung**

CEO & Market Leader, Burson-Marsteller Hong Kong

In 2010-2011, the Centre organized four seminars covering a wide variety of topics including the changing landscape of American television news, “Internet Man-Hunt” in China, the emerging markets in the global cinema, and media ethics in reporting crisis.

**11 March 2011**



## **Ms. Mable Chan**

Visiting Scholar, Fairbank Center for China Studies,  
Harvard University

### ***The Changing Faces of American Television News***

Ms. Mable Chan, former Coordinating Producer for “Good Morning America”, shared her insider knowledge and experience regarding the changing landscape of American television news over the past two decades. By telling a series of stories on the history of American broadcasting news, Ms. Chan outlined the prospect of a TV News career for the aspiring journalists. Mr. Raymond Wong, the distinguished fellow of the School of Communication, chaired the seminar. Mr. Wong has a 49-year journalism career. His lively interaction with the speaker and his comments on the journalist profession added to the highlight of the seminar.

**11 November 2010**



## **Professor Luo Gang 羅崗教授**

Department of Chinese Language and Literature,  
East China Normal University

### ***Chinese Style Internet Man Hunt and Internet Public Opinion* 中國式人肉搜索與網路民意**

Prof. Luo Gang gave a lively lecture on the hot issue of “Internet Man-Hunt” in China. He indicated that “Internet Man Hunt” was a term to define the collective effort of countless anonymous Internet users to track down a certain person or expose the person’s personal information. The hunting targets included corrupt political officials or people who broke the law or social morals. However, there were also some innocent people who were hunted just because of the Internet users’ curiosity. Prof. Luo took the latest event “My father is Li Gang” as an example to interpret the active role played by Internet Man Hunt in maintaining social justice and combating official corruption. On the other hand, He also pointed out that Internet Man Hunt can be a dangerous tool, which would be abused to infringe the reputation and privacy rights of the innocence.

# seminars

15 October 2010

## ***Dynamics of World Cinema: Five Strands in Transnational Film Circulation***

Prof. Dina Iordanova raised her concern of the preconception of the world cinema. In previous research, the world cinema was often divided into two parts: the prosperous Hollywood and the weak and fading rest. However, the map of the contemporary world cinema was much more versatile and complicated than this division. According to Prof. Iordanova, the film industries in countries such as China and India were developing rapidly. Thus, more attention should be paid to these emerging markets in regard to the dynamic of the global cinema.



### ***Professor Dina Iordanova***

Provost of St Leonard's College;  
Dean of Graduate Studies,  
University of St Andrews

29 September 2010

## ***Media Ethics in the Philippines Bus Hostage Crisis*** 菲律賓巴士人質事件中的媒介倫理

The Philippines bus hostage crisis drew the world's attention, not only on the eight deaths, but also on the professional ethics of the Philippine journalists, whose behaviors have obstructed the rescue of the hostage. Prof. Yin indicated that journalists would be in a dilemma when reporting hostage crisis on the spot. On one hand, the news value of the hostage crisis would propel every journalist to want to be very close to the source, on the other hand, it is difficult for she/ he to maintain an appropriate distance to avoid implicating the rescue mission. Facing that, Prof. Yin suggested, media journalist should work together to establish the code of ethics for reporting on crises, as well as the premise of "a proper distance".



### ***Professor Weizhi Yin 陰衛芝教授***

Associate Professor, School of Journalism and Communication;  
Deputy Director, Communication Law Research Center,  
China University of Political Science and Law



## Research Program

CMCR's Research Program is an initiative aiming to enhance faculty members' networks, attract reputable scholars for collaborative works, promote a rich and stimulating research environment, and to strengthen connections with the local and international scholarly and professional community.

The funded research programs are expected to deliver the following results: organizing international workshops, seminars, symposia, and conferences; generating external grants and attracting international cooperation; and involving and nurturing strong collaboration between individuals, departments, schools, universities, regions, countries, and disciplines. This year, three programs were completed with fruitful outcomes, whereas a new program is launched:

### 2010 - 2011

Program Title: **Celebrity Endorsement Research: Impacts, Theories and Challenges**

Program Coordinator: **Dr. Kineta Hung, Department of Communication Studies**

Expected Outcomes: To disseminate research findings in conferences and journal papers; furthermore, to host a themed research session on celebrity endorsement research in the annual conference of the Pan Media Institute (PMI), a consortium of communication-related firms and universities in China that offer communication programs.



### 2008 - 2009

Program Title: **Chinese Film Industry Research Group** (completed in 2010)

Program Coordinator: **Prof. Emilie Yeh, Academy of Film**

Outcomes: Two RGC funded research projects, one consultancy report for the Motion Picture Association of America, one international conferences funded by FRG grants, one anthology to be published by Beijing University Press in late 2011.



### 2007 - 2008

Program Title: **Tween girls, Consumption and Gender Identity: A Cross Cultural Study**  
(completed in 2010)

Program Coordinator: **Prof. Kara Chan, Department of Communication Studies**

Outcomes: Four manuscripts of journals and book chapters, paper presentation at the Research Forum session of "Children, media, consumption and health" in the World Summit on Media for Children and Youth (June 2010, Karlstad), collaboration with Dr. Russell Williams on the extension of the research program.



Program Title: **Strategic Public Relations Management in the Chinese Society**  
(completed in 2010)

Program Coordinator: **Dr. Flora Hung, Department of Communication Studies**

Outcomes: Two international conferences funded by two FRG conference grant and the PR Seminar Series to enhance the faculty's network and relations with industry and professionals.



## Research Coordination

### "Hong Kong Media Transition" Project

Currently the Centre manages a public opinion survey laboratory associated with the "Hong Kong Media Transition" project. Supported by the University's Strategic Development Fund and the School of Communication, "Hong Kong Media Transition" aims at enhancing the School's reputation as the leading communication education and research institution in the

region. The main objective of the project is to construct a research laboratory to study the usage and effect of the media in Hong Kong and in the region during transition. The research facility promotes and optimizes research activities such as the innovation of questionnaire designs and apt interpretation of data, thereby re-branding the School as the prime media survey centre in Hong Kong and the region.

In the second half of 2011, the lab will engage in activities in two areas: web mining and online survey. In regard to web mining, the lab will collaborate with Phoenix TV in devising the public concern index on different hot topics in Hong Kong and mainland China. The lab will also measure public views towards different social issues by the Hong Kong public mood index, which is also a part of the CATI (Computer-assisted telephone interviewing) Survey plan. In terms of online survey, the research lab is going to implement surveys to investigate attitudes of Hong Kong university students towards issues such as working in Mainland China, media credibility and career prospects. A website will also be constructed to promote the work of the research lab, by means of CMS (Content management systems), news feed, graphical statistics charts etc.



## Research Space

The Centre is now situated in Room 808 of the newly built Communication and Visual Arts Building. It serves as the research office for the School of Communication and provides space and other infrastructural support for research projects, research collaboration and special projects of the School. The office is equipped with 15 computers, printing facilities and a mini library of relevant publications and references. Faculty members can apply for working space for their research assistants in the research office.

## Research Projects

CMCR provides space and other infrastructural support for research projects, research collaboration and special projects of the School. Various research projects conducted by faculty members and visiting scholars are affiliated with the Centre. Here is a brief summary of the projects.

Name of Principal Investigator and Team Members/Fellowship/Visiting Scholar	Duration of the Project	Project Title	Type of Grant
Dr. Timothy Fung	1 Jun 11 to 31 May 12	Media Coverage of Communicable Diseases: Linking Psychometric Paradigm of Risk and Issue Attention Cycle toward an Integrated Theory of Print News Coverage of Communicable Diseases in Hong Kong	Faculty Research Grant, HKBU
Prof. Kara Chan	1 Mar 11 to 28 Feb 12	Content Analysis of Health Information in TV Commercials	Faculty Research Grant, HKBU
Dr. Roselyn Du	1 Feb 11 to 31 7 11	Teaching Journalism and Mass Communication in the Trend toward Convergence: A Longitudinal Study	Faculty Research Grant, HKBU
Dr. Kineta Hung	1 Jan 11 to 30 Dec 12	Celebrity Endorsement Research: Impacts, Theories and Challenges	General Research Fund, Hong Kong Research Council
Prof. Huang Yu	20 Dec 10 to 19 Dec 11	Hong Kong Media Performance	Strategic Development Fund, Institute for Journalism and Society
Dr. Vivian Sheer	1 Sep 08 to 31 Dec 10	A Meta-analysis of Health Related Self-efficacy: Implication for Health Promotions and Interventions	Faculty Research Grant, HKBU
Prof. Kara Chan	1 Sep 10 to 31 Oct 11	Perception of Age and Creativity in the Workforce Context	Faculty Research Grant, HKBU
Prof. Huang Yu	27 Sep 10 to 1 Oct 12	Media Doctor Hong Kong	Partly funded by the Institute for Journalism and Society
Prof. Emilie Yeh	1 Oct 09 to Dec 2011	On Wenyi: Establishing a Generic and Critical Category in Chinese Film Studies	General Research Fund, Hong Kong Research Council
Prof. Ian Aitken	31 Dec 07 to 31 Dec 11	Hong Kong Documentary Film: The Documentary Film Series	General Research Fund, Hong Kong Research Council



Prof. Dr. Ansgar Zerfass, Director of the Institute of Communication and Media Studies and Professor for Communication Management at University of Leipzig, was invited as the Centre's visiting scholar from February to March 2011. During his visit, Prof. Zerfass delivered two lectures on his expertise for the Centre. Prof. Zerfass has also met with the Dean and faculty members of the School of Communication, the director of International Office to discuss exchange opportunities for students in HKBU and University of Leipzig at the bachelor, master and PhD levels. Meetings were also arranged for Prof. Zerfass and professional partners of HKBU: Edelman, BASF and University of International Relations in Beijing, to plan possible collaboration. A joint research project in the field of strategic communication has been initiated between HKBU and University of Leipzig, which will be coordinated by Dr. Flora Hung and Dr. Regina Chen from the Department of Communication Studies, and Prof. Zerfass in 2012-13.



## Postgraduate Student Corner

In 2010, our postgraduate students have had an active and fruitful year in academic research. They are happy to share with us some of their achievements.



### *Patrick PENG Kan 彭侃*

*M.Phil. Student*

Before I joined the Hong Kong Baptist University, I obtained a masters degree at the School of Journalism and Communication, Tsinghua University. My M.A. thesis, "A Study on the Industry Institution of Contemporary American Independent Film", was awarded as one of the best graduate theses by Tsinghua University.

As a researcher focusing on contemporary Chinese film industry from a political economy perspective, I've published in various renowned Chinese academic journals, including Arts Criticism, Film Arts, Film Appreciation Academic Journal, Journal of Film and Television Arts, Journal of Modern Chinese Studies, and Global Media Journal. Since April this year, I have started writing an industry observation column for China Radio Film & Television, one of the most influential trade journals of the media industries in China.

In December 2010, I won the second class award (postgraduate student category) at the 2nd Film Criticism Competition of the Beijing College Student Film Festival, a nation wide competition participated by more than 800 students from more than 100 universities in China. My paper “What Kind of Mainstream Films Should We Make in the New Era” analyzed the common characteristics shared by various award winning films such as *Assembly*, *Ip Man*, *Forever Enthralled*, *The Message*, *Bodyguards and Assassins*, and *Aftershock*, and summarized a general direction for the current development of mainstream films in China.

In May 2011, my paper “Small Town Story and the Outsiders in the Order of Modernity” was awarded the bronze prize in the City Literary Competition, Group of Culture and Art Criticism, hosted by City University of Hong Kong. In this paper, I analyzed the film *And the Spring Comes* from the dimensions of space, time and the characters.

I wish to express my special thanks to Professor Emilie Yeh of the Academy of Film, School of Communication, for her guidance and encouragement. I also wish to thank the School of Communication. I have benefited a lot from the School during last year where I’ve learned a lot from the renowned professors.

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### Fanny KONG Sze Kei 江詩琪

M.Phil. Student

On 28-29 April 2011, I have joined the 2011 Four Round Joint International Symposium, entitled “Uses and Consequences of Social Media: Cross National Perspectives”. Held in Seoul this year, the conference was jointly organized by Hong Kong Baptist University, Seoul National University, Monash University and Communication University of China.



Over 30 faculty members and postgraduate students explored the recent uses and effects of SNS technologies during the 2 day program. I presented my paper “Walking Along the Upper Albert Road: The Use of Facebook of Hong Kong government” together with my M.Phil. classmate, Ms. Victoria Chow. Our paper was well received and triggered inspiring discussion among the panelists and the audiences. The event provided an excellent platform for exchange of ideas and experiences.

Participants were also impressed by the stunning scenery of blooming sakura around the campus.



## Benjamin CHENG Ka Lun

鄭嘉麟

Ph.D. Student

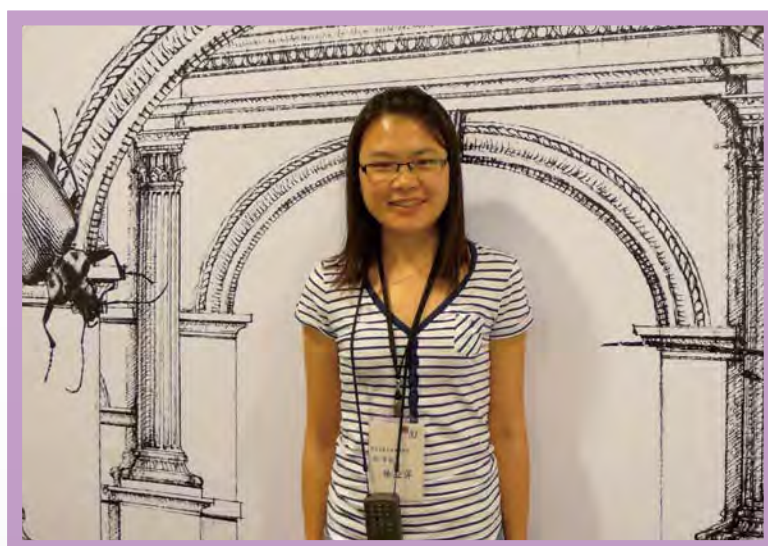
In August 2011, I had an opportunity to present a paper co-authored with Ms. Lo Wai Han (Communication MPhil student) at the Annual Conference of Association of Education for Journalism and Mass Communication (AEJMC). This conference was held in St. Louis, Missouri, US. In the conference, I met many scholars and post-graduate students from around the world, and engaged in academic discussion with them. It was a very good learning opportunity for me to interact with people who have different cultural backgrounds and research interests. I would like to thank the University and the School for supporting this journey. I also thank the professors of the School who gave us academic advice on the research paper.



## Apple XU Yaping 徐亞萍

Ph.D. Student

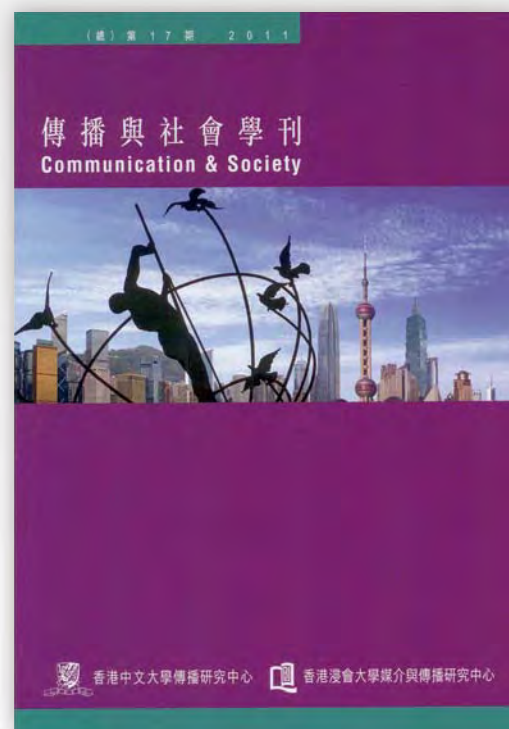
PACA 2010: "The Butterfly Effect: Migrant Portrayal and Globalized Production and Exhibition of Chinese Independent Documentary Films" In July 2010, I presented a paper – "The Butterfly Effect: Migrant Portrayal and Globalized Production and Exhibition of Chinese Independent Documentary Films" – at the 8th Biennial PACA (Pacific & Asian Communication Association) Conference which was held at Shenzhen University. Over 80 postgraduate students attended the conference from Malaysia, Macau, Korea, China, the United States, the Philippines, Taiwan, and Hong Kong. More than 40 research papers were presented covering the conference's theme "Media, Culture, Boundary". My paper was presented at the "Asian Pacific Region and the Western World in Global Context" session, which was selected as one of the best papers (there are five award recipients in total) presented at the conference and will be published in PACA's journal Human Communication.





The Journal published its seventeenth issue this year and subscriptions are on the rise. As the major Chinese language academic journal in the region, the Journal's acceptance rate is around 25% of all submissions. It serves as the platform for Chinese communication scholars and researchers for intellectual exchange as well as an outlet for publishing the fruit of research.

# Chinese



## 2010 年總第十三期

<p>全球化時代的電視國際新聞比較研究 羅文輝、陳韜文、黃煜、馬傑偉、蕭小穗、馮應謙、葉月瑜</p>	<p>內外之間的關聯政治：中國電視國際新聞研究——以 CCTV《新聞聯播》為例 周葆華</p>	<p>在控制與多元夾縫中播報國際電視新聞：新加坡案例分析 徐小鴿</p>
<p>新聞學比較研究的價值和挑戰 對談人：Akiba Cohen 李立、陳韜文 統稿：李立、陳韜文</p>	<p>台灣國際電視新聞的小報化 王泰俐、周慧儀、羅文輝</p>	<p>不經意的全球化想像：電視國際新聞中的多國新聞和國際組織 李立</p>
<p>華人社會電視國際新聞比較研究 李立</p>	<p>探討香港電視新聞中的議程多元性：本地、中國與國際新聞的比較 林宛瑩、李立</p>	<p>當代旅遊中的風景攝影——數位單反數碼相機的技術人類學研究 梁君健</p>

## 2010 年總第十四期

<p>嚴肅新聞何去何從 蕭小穗、陳韜文、黃煜、馬傑偉、馮應謙、葉月瑜、羅文輝</p>	<p>媒體與國家議價研究：中國大陸廣州報業的個案 楊銀娟、李金銓</p>	<p>對話普立茲新聞獎得主 統稿：黃煜、徐立丹</p>
<p>中國少數民族的「他者」再現——對 1999 年《北京青年報》少數民族新聞的內容分析 覃詩翔</p>	<p>媒介迷群與中國中產階層的文化認同——以美國電視劇《越獄》的中國網絡社群為個案 柳珊</p>	<p>「新聞感」與網絡新聞寫作之探討：從「倒三角形」的延續與創新出發 李明哲</p>
<p>市場競爭與媒介表現之相關性研究：檢視台灣報紙地方新聞的多樣性 葉碧華、李秀珠</p>	<p>修辭建構的「天意」：《易傳》的擬天手法分析 蕭小穗</p>	<p>為影像賦與聲音：傳意在視覺和口述之間 葛海崙、歐陽櫻</p>

## 2011 年總第十五期

風險社會與危機傳播 黃懿慧	台灣全球暖化風險溝通的常民認知 徐美苓、楊意菁	卓越公共關係理論的普適性 James Grunig 黃懿慧、陳韜文
視覺行動研究：《解構富士康》 邱林川	情境式危機傳播理論與中國本土實踐的檢視：以四川大地震為例 史安斌	共識的焦慮：中國媒體知識分子對社會風險的論述 司景新
機構的風險責任與公共論述——傳媒呈現香港匯豐控股負面消息的個案研究 陳智傑	運用網絡社交媒體於風險溝通以 2009-2010 年台灣政府 H1N1 防疫宣導為例 吳宜蓁	反思風險社會 馬傑偉、陳韜文、黃煜、蕭小穗、馮應謙、葉月瑜、羅文輝
科技民主化的風險溝通：從毒奶粉事件看網路公眾對科技風險的理解 李明穎	論中國語論中國語境下的危機事件與媒介制度變遷的內在關聯以汶川地震和群體性事件為例 潘祥輝	

## 2011 年總第十六期

對新聞化廣告的研究與行動 羅文輝、陳韜文	韓劇風潮及韓劇文化價值觀之相關性研究：從文化接近性談起 李秀珠、蔡佳玲、李育倩	視覺、創意教育與台灣：朱全斌教授專訪 周佩霞、馬傑偉
跨國公司的危機溝通策略——以博士倫藥水回收事件為例 向倩儀、黃敬華、徐任賢、姜采蘋、陳盈蓓、蘇惠群	謠言、大眾傳媒和國家價值取向——一項對中國愛滋病敘事 2003-2009 的分析 楊慧瓊	華文社群之「韓劇迷」解讀型態研究——以《我叫金三順》一劇為例 王小惠、闕奕婷
置入性行銷對新聞專業自主的影響：一個動態觀點的探索 劉蕙苓	三十年河東與河西：國際傳播研究再出發 對談人：李金銓、黃煜、陳韜文 統稿：黃煜、陳韜文 整理：趙心硯	

## 2011 年總第十七期

從健康傳播到傳播史研究 陳韜文	由台灣民眾的就醫經驗探討病患如何減低不確定感 葉蓉慧、連吉時	資訊尋求及品質評價：以具有美容整形經驗的女性為例 曾逸仙、盧鴻毅
科際整合與社群導向的健康傳播 對談人：Gary Kreps 陳憶寧、陳韜文 統稿：陳憶寧、陳韜文	憂鬱症的生物醫學真實、社會文化真實與新聞再現：以台灣的《中國時報》與《蘋果日報》為例析 徐美苓、吳孟津	半殖民主義與新聞勢力範圍：二十世紀早期在華的英美報業之爭 張詠、李金銓
健康傳播與公共衛生 陳憶寧	美國牛肉進口台灣危機中的媒介使用、政治信任與風險感知的關係 陳憶寧	Power 的多重演繹——從「聲光園」到香港風景 黃志涼、秦偉



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