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**FUTURE SCIENCE LEADERS**

**RESEARCH WORKSHOP**

**Organised by Centre for Media and Communication Research**

**Hong Kong Baptist University**

16-18 November 2015

Room 1022 CVA Building

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| https://upload.wikimedia.org/wikipedia/en/thumb/3/39/Ohio_University_seal.svg/1024px-Ohio_University_seal.svg.png | https://upload.wikimedia.org/wikipedia/en/0/0e/Zhejiang_University.png |

**16 November**

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| 13.30 |  | **Opening ceremony**  Professor Huang Yu Dean of the School of Communication |
| 14.00 |  | **Introduction to the participating universities**  Zhejiang University: Professor Wang Jing  Ohio University: Professor Michelle Ferrier  Leipzig University: Professor Dr. Ansgar Zerfaβ  Hong Kong Baptist University: Professor Huang Yu |
| 15.00 |  | **Tea and coffee** |
| 15.30 |  | **Guest Lecture**  Professor Joseph Man Chan, Chinese University of Hong Kong  **For a Comparative Communication Perspective**  Professor Chan will talk about the trend, the advantages, the methodological issues and feasibility of comparative communication research.  He will bring in comparative studies done by himself and others for the sake of illustration.  Both implicit comparison in case studies and explicit comparison involving two or more cases will be discussed. |
| 17.00 |  | **Group One introductions**  Dr Terri Chan (Hong Kong Baptist University)  Dr Lisa Dühring (Leipzig University)  Dr Oh Hyun Jee (Hong Kong Baptist University)  Mr Jeremy Saks (Ohio University) |
| 18.00 |  | **Group Two Introductions**  Dr Benjamin Bigl (Leipzig University)  Mr Fu Zhengke (Zhejiang University)  Professor Jatin Srivastava (Ohio University)  Dr Song Yunya (Hong Kong Baptist University) |
| 19.00 |  | **Close of business** |
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**17 November**

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| 08.30 |  | **Coffee, tea and snacks** |
| 09.00 |  | **Group Three Introductions**  Mr Muhammad Khalil Khan (Zhejiang University)  Mr Long Qiang (Zhejiang University)  Ms Swati Maheshwari (Hong Kong Baptist University)  Ms Enakshi Roy (Ohio University)  Professor Dr Cornelia Wolf (Leipzig University) |
| 10.00 |  | **Group Four Introductions**  Dr Yusuf Kalyango (Ohio University)  Dr Lü Nan (Hong Kong Baptist University)  Professor Wang Jing (Zhejiang University)  Dr Markus Wiesenberg (Leipzig University) |
| 11.00 |  | **Tea and coffee** |
| 11.30 |  | **Group Five Introductions**  Ms Hodan Osman Abdi (Zhejiang University)  Professor Michelle Ferrier (Ohio University)  Ms Li Jing (Zhejiang University)  Ms Suzanne Temwa Harris (Hong Kong Baptist University) |
| 14.00 |  | **Group discussions** |
| 16.00 |  | **Tea and coffee** |
| 16.30 |  | **Group discussions** |
| 17.30 |  | **Introduction of the Double Degree MA in Global Mass Communication/Journalism organised by Leipzig and Ohio Universities**  Dr Benjamin Bigl |
| 18.00 |  | **Close of business** |
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**18 November**

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| 08.30 |  | **Coffee, tea and snacks** |
| 09.00 |  | **Report from Group One** |
| 09.45 |  | **Report from Group Two** |
| 10.30 |  | **Tea and Coffee** |
| 11.00 |  | **Report from Group Three** |
| 11.45 |  | **Report from Group Four** |
| 14.00 |  | **Report from Group Five** |
| 14.45 |  | **Discussion of future plans**  Professor Dr Süss (Leipzig University) |
| 15.45 |  | **Tea and Coffee** |
| 16.15 |  | **Closing ceremony**  Professor Huang Yu (Hong Kong Baptist University) |
| 16.45 |  | **Close of business** |

**Information on the Participants**

**Leipzig University**

# Dr Benjamin Bigl

Benjamin Bigl, PhD, is postdoc at the Institute of Communication and Media Studies in the empirical research department. Benjamin finished his PhD in 2014 with a study on the reception of movement controlled virtual reality video games and its effects on involvement, sense of presence, and moods. Generally, his research is focused on media effects research, online communication and various topics in the field of environmental communication. Benjamin has studied Communication,

Journalism and History at Leipzig University. He is member of several academic associations (e.g. DGPuK, DGOF and IAMCR), and author and co‐author of several books, articles and journal contributions and presented his research at national (e.g. DGPuK) and international conferences (e.g. IAMCR, ECREA, GOR and Cyberspace Conference). Benjamin is deeply involved in the international exchange especially with the Ohio University, which he visited 7 times. He also was a visiting scholar in 2008 and 2010. Furthermore, in 2012 and 2014 he organized field trips and excursions to the U.S. (Washington, D.C., Chicago, San Francisco, and Los Angeles) including Ohio University with bachelor and master students studying in Leipzig. Since 2015, Benjamin is programme director of the first double‐degree master’s program the field of communication and journalism between a German and an U.S. university: Beginning with the winter term 2015/2016, the Ohio University and the University of Leipzig have launched a unique joint program, offering an integrated double master’s degree (M.A. Global Mass Communication/ M. Sc. Journalism). The German Academic Exchange Service (DAAD) is generously funding the program, which is designed to integrate more cooperation partners as well. Therefore, one of Benjamin’s goals during the Hong Kong workshop is to present the degree program and its elements and to point out possibilities for potential cooperation partners including funding through the DAAD.

# Dr Lisa Dühring

Lisa Duehring has recently finished her PhD on the topic of “Reassessing the Relationship between

Marketing and Public Relations. New Perspectives from the Philosophy of Science and History of Thought” supervised by Prof. Dr. Zerfass, University of Leipzig. Her research evolves around the areas of PR theory, critical PR and marketing studies, social marketing, international PR research, strategic corporate communication, and environmental communication. She has authored and co‐authored several books, articles, and journal contributions and presented her research at several national and international conferences (Euprera, ECREA, IAMCR, etc.). She spent 3 months as a visiting scholar at the Waikato School of Management, Hamilton, New Zealand, that furthered her interest in critical PR and marketing studies. In her time as a research and teaching assistant to Prof. Zerfass she was involved in a diverse range of applied research projects with international companies and agencies which addressed topics as diverse as education and professionalization, CSR, Online‐Communication, or Integrated Communications. She also co‐organized and accompanied the first visit of Leipzig Master Communication Management students to Athens in 2012. Lisa recently did a research report on the status quo of Corporate Communication and Public Relations in Asia: http://www.akademische‐gesellschaft.com/fileadmin/webcontent/Research\_report/

AGUK\_FB07\_CC‐and‐PR‐in‐Asia.pdf. Lisa is interested in strengthening international contacts and establishing future research collaboration in the areas mentioned above. She is in an early stage of planning a comparative research project in the field of Environmental Communication and would be happy for international partners to join.

# Dr Markus Wiesenberg

Markus Wiesenberg ist Research Associate at Leipzig University. His research focuses on the following areas and projects:

# PR Ethics and a future PR Oath

As public relations is still not a recognised profession, the absence of PR ethics in many academic curricula as well as individual assistance concerning ethical decisions demands action. The project thus suggests the introduction of a public relations oath intended to (1) create social capital, (2) increase higher ethical standards in PR education, (3) help PR professionals make the correct decisions when faced with big ethical challenges, and ultimately (4) help PR to become an established profession. The first theoretical paper and hopefully the fruitful discussions afterwards would be precursors for a worldwide (at least on every continent) Delphi study which is planned for 2016, so as to reach a consensus among experienced PR professionals and academics in the field on the content and implementation of a future PR Oath.

# Communication management of religious organisations

Strong environmental drivers are challenging the two European and also German major churches (Catholic and Lutheran). From the religious sociology point of view, the main challenge are secularization and pluralism processes that already diminished the church in some eastern parts of Germany very fast and that continues in other parts slowly but constant. However, the mediatisation of religious topics has steadily improved over the past years. For churches, the mediatisation implies both risk and chance. Through external media, the church can reach a wider audience. However, they are challenged by the media logics (they need to translate their arguments and communication related to the media logics and the society). Nevertheless, churches still have their own media and channels to engage their members. The question therefore arises as to what extent the two major German churches shape the perceptions of their members, if less members interact personally with their church. What role do local congregations, intertwined with other levels, play in strategic church communication with their members? Which gatekeeper and/or disseminator functions do the clergy have in that context?

The study based on new‐institutionalism theory and focuses on the communication management processes in the institutional church on their different levels (national, regional and local). Compared to the clergy and other employees, voluntary members cannot separated as internal or external stakeholders, because they are both. Church communication management needs therefore both, institutional work to defend their religious legitimacy in society and identity work to deliver constant identification with the church and its faith.

# European Communication Monitor

‐ CEO Communication

‐ How PR professionals interact with the mass media today and tomorrow

**Project with Evandro Oliveira: “From the inside out: Four communication flows of NGOs’ and Churches’ legitimation”**

**Junior Professor Cornelia Wolf, Ph.D.**

Jun.‐Prof. Dr. Cornelia Wolf is Junior Professor for Online Communication at Leipzig University. Her research and teaching focuses on innovation management, cross‐media strategies in journalism and public relations, the digital transformation of legacy media and revenue models, NGO communication, science and innovation communication as well as the adoption and reception of new media.

Since 2007 Cornelia Wolf has specialized in the institutionalization of mobile journalism in newspaper, magazine, radio and TV newsrooms. She observes the process with a longitudinal analysis (quantitative survey among editorial offices in Germany, content analysis of journalistic apps for smartphones and tablet‐PCs). One aim is to enlarge this project to a cross‐national study.

In addition, together with Prof. Dr. Alexander Godulla (University of Applied Science WürzburgSchweinfurt, Germany) Cornelia Wolf recently finished a large multi‐method research project in four phases (reception survey, producer survey, content analysis, user observation), investigating the production and reception of digital longforms in journalism and corporate publishing(e.g. scrollytelling, web documentaries, selective multimedia storys). This project could also be enriched by comparative analysis in different countries and regions.

Together with colleagues from different universities in Germany Cornelia Wolf hosted a third‐party funded symposium on “Change in journalism” (http://change‐in‐journalism.org/). The aim was to bring together research experts in journalism studies to discuss about methods to track the changing production and reception processes as well as quality in journalism. It would be great to enlarge the network with experts at Ohio University and Hong Kong Baptist University.

Furthermore, the habilitation thesis focuses on innovation communication in the context of smart cities around the world. Cornelia Wolf is looking for research partners to start an international project about communication strategies in smart cities.

**Ohio University**

**Professor Michelle Ferrier**

Associate Professor in Journalism and Associate Dean for innovation, research/creative activity and graduate studies in the Scripps College of Communication at Ohio University. She is founder of TrollBusters, a tool for fighting online harassment with counternarratives. Ferrier is president of Journalism That Matters and is active in research around the changing media ecosystem and curriculum change. Her current research agenda includes media entrepreneurship and the Media Deserts Project that examines places where fresh news and information are lacking. Her presentation focus is on ***Making Visible the Invisible in Hypertextual Space.*** Dr. Ferrier examines several research endeavours that use data visualization and user interface design to make visible situated knowledge and the changing media ecosystem.

**Professor Yusuf Kalyango**

Associate Professor and Director of the Institute for International Journalism in the E. W. Scripps School of Journalism at Ohio University in the United States. He also heads two U.S. government-funded academic training projects called the Study of the U.S. Institute (SUSI) on Journalism and Media at Ohio University as well as the Young African Leaders’ Initiative (YALI) Connect Camps for Mandela Washington Fellows. He is author and editor of three scholarly books; and editor of a peer-reviewed journal: International Communication Research Journal. His presentation focus is on ***Facebook Use and Negative Body Image among U.S. College Women*.**Professor Kalyango tests a hypothesis that desire for weight change would moderate the relationship between time on Facebook and paying attention to physical appearance—with women wanting to lose weight—and paying more attention to the physical appearance of others, controlling for an eating disorder diagnosis and weight difference.

**Ms. Enakshi Roy**

Ms Roy is a Ph.D. candidate in the E.W. Scripps School of Journalism at Ohio University. Her dissertation is a comparative survey of content removal from the Internet, by the two largest democracies in the world, the U.S.A. and India. Her publications include a book chapter on strategies of content localization in India for the game show Who Wants to be a Millionaire? and an upcoming book chapter on New Media in India. She has presented in several conferences such as AEJMC and IAMCR. Her presentation focuses on ***Content Screening, Internet and Democracies.*** Ms Roy examines the process for content removal and screening from the Internet, by the two largest democracies in the world, U.S.A. and India. She analyses cases of content removal both from a legal perspective and from a gatekeeping and users’ perception perspective

**Mr. Jeremy Saks**

Mr Saks is a doctoral student in the E.W. Scripps School of Journalism at Ohio University. His research has been published in the Newspaper Research Journal and forthcoming in the Journal of Broadcasting and Electronic Media and the Journal of Sports Media. Additionally, Jeremy has won a top student paper award and a second-place student paper award for his research at the AEJMC. His dissertation focuses on the impact of commercials and personalized ratings on viewers’ evaluations of television shows. His presentation focuses on ***Effects of Demographic Congruency and Targeting on Evaluations of Television Shows.*** Mr. Saks discusses past, present, and future research on the influence of external factors, such as advertisements and personalized ratings, on viewers' evaluations of a target show.

**Professor Jatin Srivastava**

Assistant Professor at E. W. Scripps School of Journalism at Ohio University. His research involves theory-based exploration of the new media environment. His research has appeared in various peer reviewed academic journals such as Computers in Human Behavior, Communication Review, Journal of Health Communication, Communication Research, and Human Communication Research. His presentation focuses on ***Online, mixed, and offline media multitasking: Role of cultural, socio-demographic, and media factors****.*Professor Srivastava examines the role of cultural and socio-demographic factors on frequency of media multitasking in three contexts based on the nature of media combination: (1) group-level cultural factors and socio-demographic factors incorporated as exogenous variables; (2) media ownership, preference for multitasking, and frequencies of online, mixed, and offline media multitasking incorporated as endogenous variables.

**Zhejiang University**

**Ms Hodan Osman Abdi** (Ph.D. student)

**Negotiating Identity in Transnational Spaces: the Consumption of Nollywood films in the African Diaspora of China.** The Consumption of Nollywood films in China is a site of complex cultural construction and and transnational engagement. Nollywood's consumption within African communities beyond the borders of Nigeria has been well documented  in Africa, Europe and the Americas. This is the first research project that focuses on the consumption of Nollywood films within the African Diaspora in China. The African Diaspora in China appreciate the cultural affinity Nollywood films provide. Following a survey that covered over 20 cities and provinces in mainland china, this paper attempts to decode the media viewing habits of the African Diaspora in China, and analyze the different reasons guiding their choices between watching Chinese films and Nollywood films.

**Mr Fu Zhengke** (Ph.D. student)

**The imagination of the community: a dialogue between the real home and ideal home.** In these years, the idea of public can be seen in China’s modern community. With this trend, the people living in the community have two types of family in their mind, one is the real home which is the community they live in, the other is the ideal community with more public ideas, by these two kind of family, we form our idea about the community. In essence, home is a practice, the idea or the practice will influence how we see, do and say the community. How people read the idea home in the newspaper can represent the dialogue between the ideal home and real home in our mind. Using the framing theory as the middle range theory, the independent variable is the media frame, the dependent variable is the thought and emotion of the people, by using the between group experiment and the word cloud analysis, this paper try to answer how the media frame will affect the people about the topic of public home. The one-way ANOVA analysis shows that the media frame has significant effect to peoples’ idea and emotion, which means the media frame will affect peoples’ focus on the public home, at the same time, people will using their living experience in their answers. The word cloud analysis shows that some of the people have negative emotion toward the public home, and they are self centered. However most of the people can link themselves with other members and community, also they will be aware of their responsibility they should take.

Keywords: ideal home, real home, frame interaction, word cloud analysis

**Mr Muhammad Khalil KHAN** (Ph.D student)

**Journalistic Insularity or Hegemonic Narrative: Discourses of Free Speech in the Western and Islamic Media.** The Charlie Hebdo attack and later its survivor edition reprinting the ghastly cartoon of Prophet Muhammad embroiled France once again into the controversy over freedom of expression and religious sensitiveness. Media discourses in the Western and the Eastern part of the world further aggravated already tense situation around the world by polarizing the issue. Western media fully supported the Charlie Hebdo right to offend and redraw cartoon of Prophet Muhammad

whereas Islamic media termed the crisis as a Western hegemonic narrative to impose Western values on Muslims. This study examines how the Western media (The New York Times; BBC News) and Islamic media (Al-Jazeera News; AlArabia News) frame the issues about freedom of expression and Anti-Islamic Sentiments in the aftermath of Charlie Hebdo attack respectively. The results show that Western media endorsed the Charlie Hebdo right to offend religion belief and lauded its role to protect the Western value of free speech. Whereas, Islamic media views all the Western discourses as anti-Islam/anti-Muslims and emphasizes on the need of good taste and manner in journalism particularly related to the religious beliefs. Study also finds some Westophobic (anti-West) sentiment in Islamic media. Key Words: Freedom of expression, Right to Offend, Anti-Islamic Sentiments, Islamic Media, Western Media, Western Hegemonic narrative

**Ms Li Jing** (Ph.D. Student)

**Changes of Discourse Mode on Party Media and Reconstruction of Cultural Hegemony in the Context of Party Adaptation: Case of People's Daily's Microblog (2013-2014).** This research analyzes the case of People's Daily's micro-blog, which was established by the Chinese central party newspaper, People's Daily, on Sina Weibo at a time when social media is thriving. Regarded as a sign of party adaptation, People's Daily's micro-blog was a reactive creation under the impact by the rise of new media on the traditional party propaganda system. This paper aims to explore what discourse connotation such a platform has and how its discourse mode differs from the traditional party media. By analyzing the articles People's Daily's micro-blog issued on demolition and migrant workers, we find that People's Daily's micro-blog has broken through the traditional propaganda doctrine to a great extent and shows a mixed mode integrating multiple elements like professionalism and sensationalism in the market newspapers. With the construction of conflicting political landscape, the adoptation of tender emotional strategy, absorbing the grassroots discourse, it tries to regain the attention of the public and shapes itself as part of the image repair strategy of the party to help it reconstruct its cultural hegemony.

Keywords: party adaptation, People's Daily's micro-blog, discourse mode, cultural hegemony

**Mr Long Qiang** (Ph.D. Student)

**The cognition of metaphor and its cross-cultural study.** Metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature. This paper mainly focuses on the cross-cultural study of metaphors from the viewpoint of cognitive linguistics. First it approaches some crucial issues about metaphors, such as the cognitive essence and the structure of metaphors, the fixed principles governing the metaphorical process and the classification of metaphors. As an important component of cognitive linguistics, studies on metaphors are closely related to cultures. Therefore, in the second part, from the comparative perspective, the present study explores the similarities and differences of emotion metaphors of anger and happiness in Chinese and English. At last, in order to handle the differences of metaphors during the process of cross-cultural communication, it provides three practical methods which illustrate some advisable ideas for improving effective and competent communication. Key words: metaphor; cognitive essence; cross-cultural communication

**Professor Wang Jing** (Assistant Professor)

**Sound, mobility and urban public space.** From automobiles honking, train and tram tracks vibrating, cycle wheels whizzing and footstep’ pattering, mobility in cities is rhythm and sound. Far from being just mere noise, these mobile sounds and sounds of mobility are part of sonic ecologies of cities: we communicate with them, we come to perceive them as being part of the fabric of urban life and our interactions are mediated by them. Sometimes we remove ourselves through spaces by way of headphones and mobile technology and at other times we may alter experience through augmented aurality. But what do these sounds do? What can we learn from them? What can we do with them? How have intersections in technology, mobility and sound re-shaped contemporary urban experience? My research engages in these questions and seeks to address the assemblages of sound, listening, hearing and mobilities in urban spaces.

**Hong Kong Baptist University**

**Dr Terri Chan** (Research Assistant Professor)

Dr. Terri Chan is research assistant professor of Department of Communication Studies, Hong Kong Baptist University. She received her Ph.D. in Marketing from the University of Hong Kong in 2014. Prior to her Ph.D. studies, she obtained her MPhil. degree from Cambridge University, UK. She holds a Bachelor of Social Sciences (with First Class Honors) from the University of Hong Kong. Dr. Chan conducts a variety of research projects that cut across inter-personal communication, advertising and marketing (specifically branding) fields. Her communication research focuses on conceptualizing and verifying the concept of audience engagement. Regarding research in the advertising domain, her current projects span across multiple levels from longitudinal advertising trends, to firm advertising strategies, to individual celebrity endorser-consumer interactions. Her other research stream lies in the area of branding. One of her recent studies examines how cross-platform advertising strategy affects brand perception. Her research is in review at multiple top journals in advertising and communication, and she has published articles in the Cyberpsychology, Behavior, and Social Networking, and the International Journal of Electronic Commerce Studies.

**Ms Suzanne Temwa Harris** (Ph.D. student)

Suzanne Temwa Harris’s focus area and research interests include researching media systems under transitional political phases, its relationship to the development agenda and the influence of neoliberal ideologies. Her research is a case study of Malawi's changing media system through a geopolitical lens. Using the theoretical influence of Antonio Gramsci, Suzanne is challenging Hallin and Mancini’s homogenization thesis, and transitologist’s assumptions that media transformation is explained as a “natural” shift rather than an external force towards media liberalization. Previously she was the Global Project Coordinator of the Open Society Media Program focusing on critical media literacy and journalism safety. She is also the founder of Changing the Face of Africa which is an online platform that promotes media literacy and critical thinking.

**Dr Lü Nan** (Postdoctoral researcher)

Nancy Lu acquired her doctoral degree in the School of Communication, Hong Kong Baptist University in 2015. She is currently working as research assistant and part-time lecture in the school. She majored in Broadcasting Journalism for her bachelor degree in the School of Journalism, Fudan University in Shanghai, and International Journalism for the master degree in HKBU. She worked for a newspaper, a TV channel as journalist and a modern art museum as public relationship assistant before she started her academic training. She is in general trained in the discipline of cultural studies, but works with both qualitative and quantitative approaches. Her major research interest focuses on women’s magazines and femininity construction in China. In her thesis, she explored how femininity is constructed in the symbolic world of international women’s magazines in China, and how young, urban and educated women in Shanghai make use of these magazines to construct their own version of femininity. She is also interested in the studies of new media and online identity. Currently, she is working for a research project on journalists’ performance and their perceptional roles across Mainland China and Hong Kong, and a project focusing on the impact of the Internet to the press industry in Mainland China.

**Ms Swati Maheswari** (Ph.D. student)

India has experienced an explosion of media outlets as a result of the economic restructuring of the last two decades. The number of television channels has increased dramatically, and today India has the largest concentration of 24-hour news networks anywhere in the world. There are an estimated 86000 newspapers and magazines, a majority in indigenous languages, with many continuing to see an increase in their circulation. Such a proliferation of media outlets ought to have positive implications for a country that proudly labels itself “the world’s largest democracy.” There are certainly some writers who argue that the expansion of the media has strengthened deliberative democracy in India, giving a “new publicness to the country’s culture of debate and dissent” (Mehta, 2008, p. 7). Other voices argue that journalism in India is following in the footsteps of what Robert McChesney termed “an anti-democratic” force with the increasing power of business in the media as it becomes more and more corporatized and commercialized. Well respected editor T. N. Ninan encapsulates this dichotomy, “India’s media has got bigger and richer and yet more vulnerable.”

My thesis explores the myriad complex, multi-layered, forms of censorship, manifest as well as latent, its constituents and the discursive processes by which it is produced in India’s ‘free press’. It is particularly interested in the grey area beyond overt censorship that includes self-censorship and the intersection of manifest and latent censorship where the two intermingle, dissolving to blur boundaries to such an extent that it’s difficult to discern the dynamics of structural constraints and human agency. Broadly, its analytic focus is on what Holquist describes as the “structure of prohibition” and “the ecosystem in which censorship seeks to exercise discursive hegemony. The issues mentioned above are analysed employing a theoretical framework that synthesizes Bourdieu’s field theory and New Institutional theory developed by Timothy Cook and Bartholomew Sparrow.

**Dr Oh Hyun Jee** (AssistantProfessor)

Hyun Jee Oh received a Ph. D. in strategic communication from the Missouri School of Journalism. Oh’s research is focused primarily on media relations, health promotion, and crisis communication. Her doctoral dissertation explored how the source-reporter relationship can affect media agenda-building, especially in health-related topics. It utilized a survey and an experiment to explore the perceptions government public relations personnel and health journalists have toward each other and toward health topics. She has developed her research stream since then by exploring how health journalists’ perceived comprehension level of the audience affects their narratives in reporting and how health journalists judge the newsworthiness of stories that depict race- specific health information. Before joining HKBU, she worked as a postdoctoral research fellow at Nanyang Technological University (NTU) in Singapore. At NTU, she was involved in human-robot interaction projects that aimed to assist autistic children. Along the same research line, she is currently working on studies that examine the effect of social media in disseminating health information and disclosing crisis information. Oh teaches introduction to communication and public relations courses including corporate crisis communication, and has working experience both as a public relations professional and as a newspaper reporter.

**Dr Song Yunya** (Assistant Professor)

Director of the Applied Communication Research Lab in the School of Communication. Her research involves computer-mediated social networks and their implications for political communication and global communication. She examines political discussions on internet forums and the micro-blogging social media Weibo, as well as international networks based on foreign news reporting. Her research has been published in top journals in the field, including *The Harvard International Journal of Press/Politics*, *Public Relations Review*, and *Media, Culture & Society*. These and other studies have been presented in major international conferences in the field.