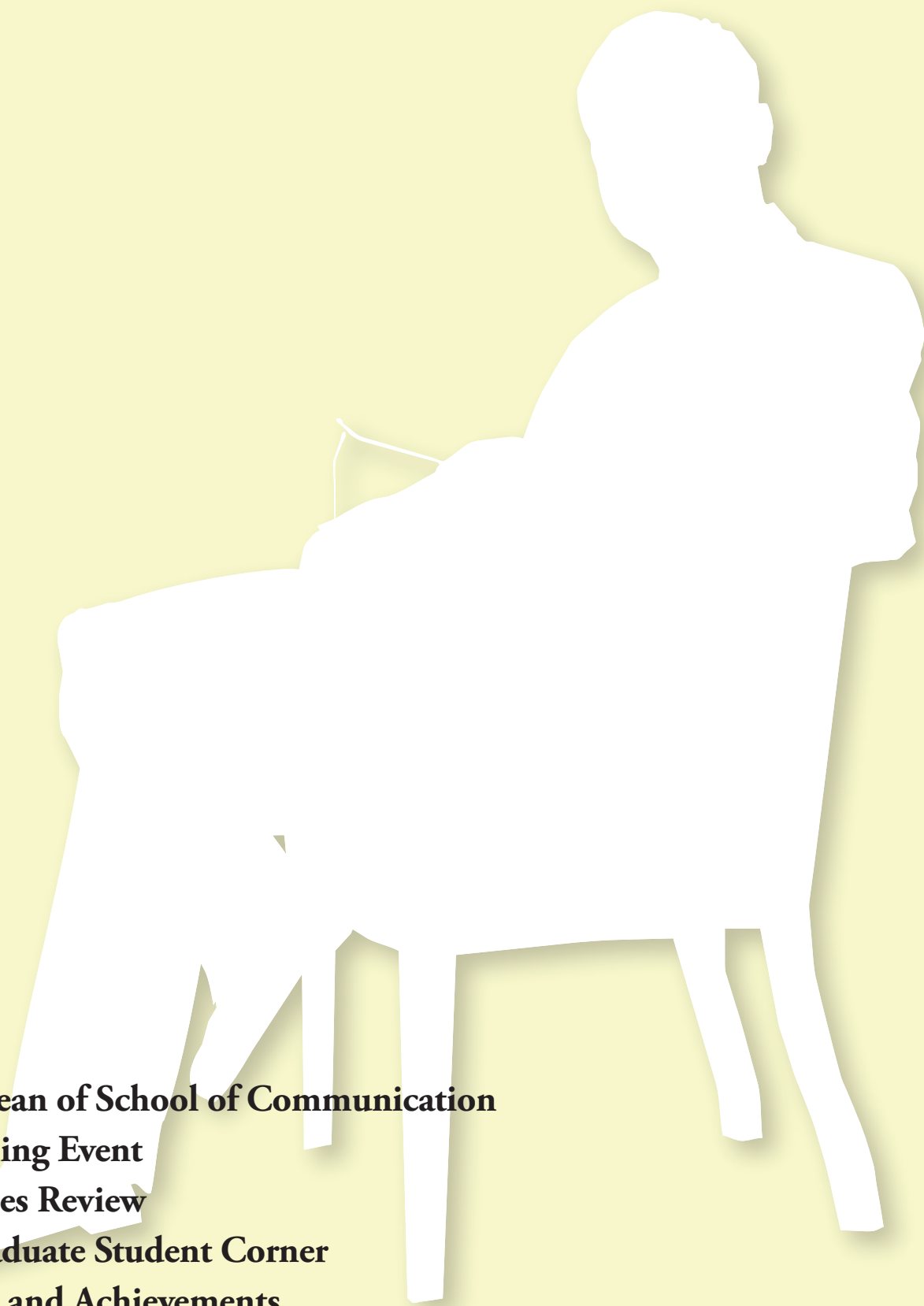


**Nov
2007**

媒介與傳播研究中心

Newsletter

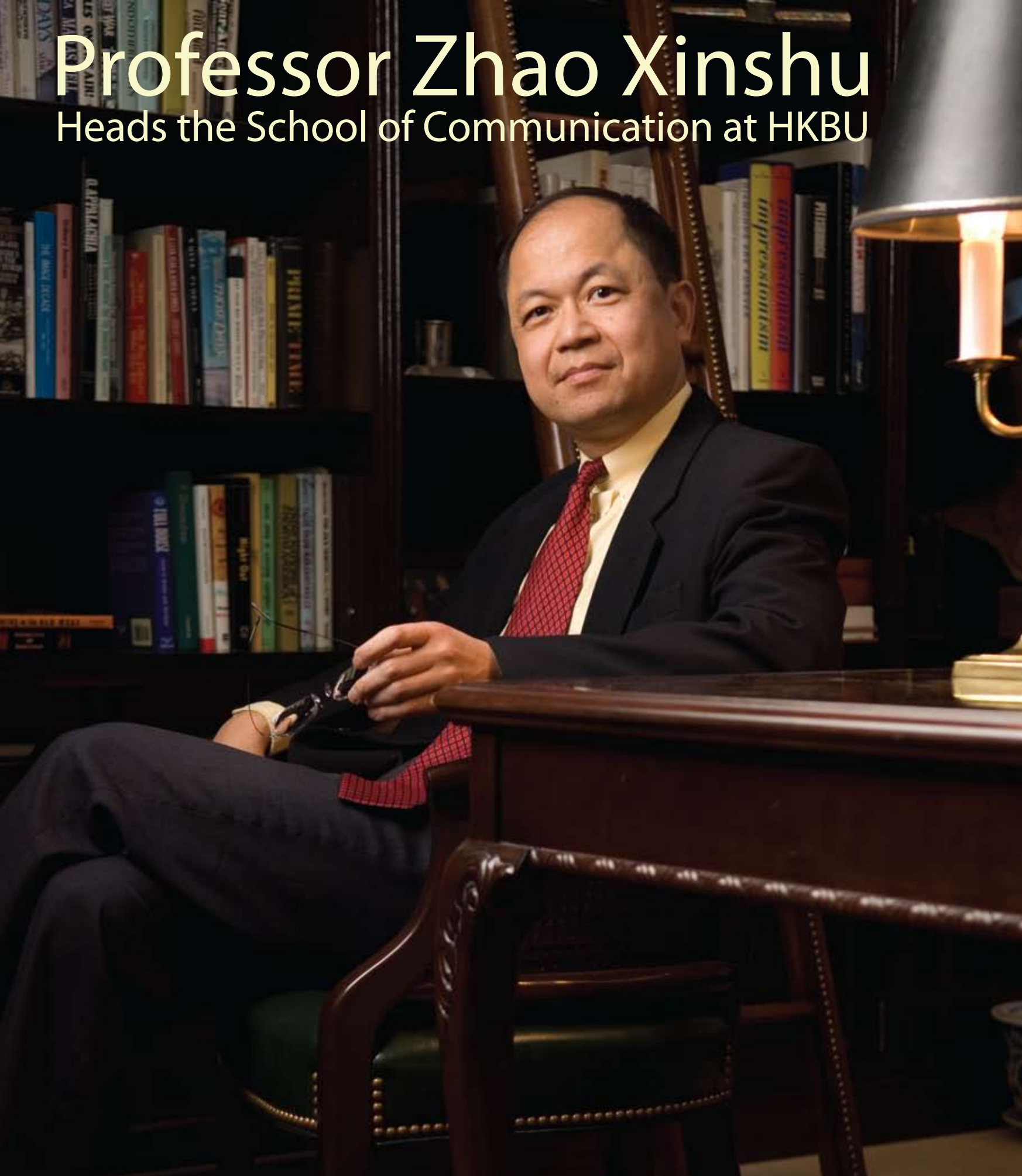
Centre for Media and Communication Research
School of Communication, Hong Kong Baptist University



- **New Dean of School of Communication**
- **Upcoming Event**
- **Activities Review**
- **Postgraduate Student Corner**
- **Awards and Achievements**
- **Publications**

Professor Zhao Xinshu

Heads the School of Communication at HKBU



Prof. Zhao Xinshu (趙心樹教授) has taken up the deanship of the School of Communication, Hong Kong Baptist University, from the first semester of 2007/2008 academic year.

Before his new appointment, Prof. Zhao was previously Professor at the School of Journalism and Mass Communication, and Director of the Center for Research in Journalism and Mass Communication at the University of North Carolina at Chapel Hill (UNC). He is also an Honorary Professor at the China University of Political Science and Law, and an Honorary Fellow of the Centre for Research in Information and Communication at Fudan University in China.

After receiving his first degree from Fudan University, Prof. Zhao pursued further studies in the United States and obtained his Master's degree from Stanford University and PhD from the University of Wisconsin–Madison. Prof. Zhao has taught at various universities, including Pennsylvania State University, University of Minnesota and UNC where he was promoted to Professor.

An established scholar in communication, Prof. Zhao is interested in the research of advertising, political communication and health communication in the United States and China. Besides a distinguished track record in teaching and research, Prof. Zhao also possesses a wealth of professional experience. He has worked at various news organisations in China and provided consultancy for a multinational corporation as well as a number of public broadcasters.

Prof. Zhao has authored or co-authored three books in Chinese: *Breaking the Plight of Elections: the Past and the Future of Democracy* (Taipei: Asia Pacific Publishing House, 2004), *The Plight of Elections: A Critique of the World's Election Systems and the Constitutional Reforms* (Chengdu: Sichuan People's Publishing House, 2003), and *The Power of the Media* (Guangzhou: Southern Daily Publishing House, 2002).

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This newsletter is a publication of the Centre for Media and Communication Research (CMCR) to spread the news about the various endeavors of the Centre to those interested. CMCR promotes and coordinates research activities on media and communication. It aims at raising the quality of research and enhancing its impacts.

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Upcoming event: International Symposium on Marketization in China to take place in March 2008

The Centre will hold an international symposium on an intriguing yet controversial topic, marketization in China, on 14 March, 2008 at Wing Lung Bank Building for Business Studies. Titled "Marketization in China: A Contested Project from the Communication Perspective," the symposium seeks to provide a platform for the exchange of contested views of the subject, with an aim to generate new thoughts and directions on this critical issue in contemporary China.

Marketization presents both opportunities and challenges to China's development. With market economy being the main force of economic growth and new consumption patterns, marketization has brought about various advantages to the socialist, one-party system: spectacular economic surge; rising incomes and standards of living; proliferating choices for consumers; as well as diverse means of marketing cultural products, information and lifestyles.

However, marketization also attracts critique. It intensifies the polarization between the rich and the poor. It is said to have a role in the breakdown of traditional values, such as loosening the social networks of community, health and welfare. It promotes materialism and consumerism, etc. These contested views suggest the re-envisioning of China's future and China's global relations.

Seven well-known scholars representing different perspectives will address the above issues at the symposium.

Stephanie Hemelryk Donald

Professor of International Studies
Director of Institute for International Studies
University of Technology Sydney, Australia

Class and the Study of Contemporary Chinese Film

Based on two films *Tuya's Wedding* and *Lost in Beijing*, Donald looks at "class" in reforms. She argues that the symptomatic view of class identity may be blended with a nuanced understanding of extreme wealth, coming close to how money and social stratification are deployed in China today.

Michael Curtin

Professor of Communication Arts
Director of Global Studies
University of Wisconsin-Madison, U.S.A.

Market Spaces,
National Places: Chinese Media Capital in Global Context

Advancing the concept of *media capital*, Curtin is of the view that logics of accumulation, trajectories of creative migration, and forces of socio-cultural variation could help explain the historical development and spatial deployment of Chinese screen industries.

Luo Gang 羅崗

Professor
Department of Chinese Language and Literature
East China Normal University, China

Cyber Space and Transformation of Contemporary China

Luo argues that the outlook of contemporary China after the mid 1990s has been reshaped by the dual force of the cyberspace, namely "New Technology" and "New Economy". As a new medium, the cyberspace provides a new public sphere for cultural production, while at the same time is limited by the interaction of the market and the power.

Ji Hua Qiang 紀華強

Vice-Director
International Public Relations Research Center
Fudan University, China

An Advertising Perspective:
Research on Mainland China's Media
Marketization Development

From an advertising perspective, Ji will discuss the role of media advertising in driving media marketization and the resulting social problems. He will also talk about how the dual force in media operation and management (i.e. government order and market adjustment) creates conflicts and contradictions, and how advertising impacts upon media management in the era of digital communication.

Wang Hui 汪暉

Professor
Department of Chinese Language and Literature
Tsinghua University, China

Depoliticizing Politics and the Publicness of Mass Media

Wang will talk about the formation of "Depoliticized Politics" and its impact on the media. He argues that under the triple force of marketization, globalization and "depoliticization", there is a need to reinterpret the concept of hegemony in the 20th century when international and market relations play an increasingly significant role. He is of the view that the public nature of the mass media hinges on the interaction of the various forms of hegemony.

Yuezhi Zhao 趙月枝

Associate Professor
Canada Research Chair
School of Communication, Simon Fraser University, Canada

One country, Many Struggles:
Media, Power, and Social Contestation in China

Examining the discursive contestation among elite and popular social forces over a number of key social issues, Zhao highlights the highly stratified and fragmented nature of China's media and Internet discourses. She will further discuss the possibilities and limits in challenging China's dominant political economic power relations, and foreground China's future agenda on social justice.

Ying Zhu 朱影

Associate Professor of Media Culture
College of Staten Island, The City University of New York, U.S.A.

Between the Mainstream and the Marginal:
the State-Media Relationship in China and its Cultural Ramifications

By examining a set of film and TV programs and practices that register the tension between the mainstream and the marginal in contemporary Chinese media, Zhu will discuss the nature and characteristics of Chinese-style controlled media commodification, as well as the resulting critical and policy debates about the future direction of Chinese society and culture.



Conferences Review

Chinese and Korean cultures are heavily influenced by Confucianism. In recent years their commonalities have encompassed mass media and technology. Korean movies and TV drama series, as well as electronic products, enjoy growing popularity in Chinese societies. This phenomenon deserves special attention from the perspective of communication.

At the first-ever Hong Kong-Korea communication conference organised by the Department of Communication Studies and sponsored by the Centre for Media and Communication Research that sought to promote exchange and collaboration of Korean and Hong Kong universities, 20 scholars from Korea, Hong Kong, Macau and the United States presented their latest findings on culture, media and new technology in the new era.



Inaugural Hong Kong-Korea Communication Conference: "Culture, Media and Technology in the New Era"

1. Media and Popular Culture in East Asia

- Emilie Y. Y. Yeh: Pan-Asian Cinema: Regional Cooperation and Global Competition
- Sean Michael Tierney: ABC, BBC, TVB: Locality, Glocality, and Fame in Hong Kong's Entertainment Industry
- Junting Lu: Korean Drama Viewing and Cultural Identification among Shanghai College Students
- Seung-Mock Yang: Paradigms of Korean Communication Study: A Content Analysis of Three Major Korean Journals
- Anthony Fung: On Foreign Cultural Industries in China

2. Communication and New Technology

- Kelvin Lee: Communication Technologies: From Analog to Digital
- Mike Yao: Toward An Integrated Theory of Online Computer Game Effects: The Influence of Content, Medium, and Other Players
- Vivian C. Sheer: ICQ versus MSN: Which Interface Helps Teenagers Make More Friends?
- Namjun Kang & Sungdong Cho: A Study on the Audience's Changing Media Usage Patterns in Multimedia Environment
- Louis W. C. Leung: The Influence of Internet Connectedness, Quality of Health Information Online, and Health Information Seeking Behavior on Roles of the Internet in Important Decisions in Life

3. Public Campaign in Asia

- June Woong Rhee, Heung Chul Lee & Jin Woo Kim: A Tale of Five Cities: Lifestyles and Their Impacts on the Consumption of Foreign Media Products in Beijing, Hong Kong, Seoul, Taipei and Tokyo
- Flora Hung: Relationship Building and Conflict Management: WTO Ministerial Conference in Hong Kong 2005
- Chen Ni: Publicity Campaigns for the Chief Executive Officer of HKSAR, 2007
- Regina Chen: Non-Communicative Components of Public Campaigns: Relationship and Reputation Management of the Yucca Mountain Project
- Jay Chang: Empowering the Powerless: An analysis of the Persuasive Discourses Employed in a Body Donation Campaign in Taiwan

4. Intercultural Interaction and Cultural Studies

- Chen Ling: On Doing Intercultural Communication Research
- Chang Hui-Ching: From Differences to Similarities: An Alternative Approach to Intercultural Communication Studies
- Misook Baek: 'Purity of Home' and Sound Sexual Ethics: A Historical-Cultural Approach to Regulation of Sexual Expressions in Korean TV drama
- Ringo Ma: The Changing Landscape of Intercultural Communication in the Context of New Technology
- Saskia Witteborn: Transnational Communities – New Challenges for Research in Non-Mediated and Mediated Settings

In the age of globalization, digital communication has acted as an active change agent and has great impact on every aspect of our life. Around 180 scholars, media professionals and website operators flocked to the Centre's international conference "Digital Communication and Social Transformation: Chinese Societies and Beyond" held from 15-17 December 2006 at HKBU to exchange views on the following themes:

1. Virtual connections between globalization and localization;
2. Communication and control in the net society;
3. Digital challenges for news media practice;
4. Digital media production and new forms of social critiques;
5. Integrated marketing communication management, publicity campaign, and policy making in the digital time;
6. Critique of information society;
7. Social transformation and impact of digital technologies on theory, approach, practice and consumption;
8. Internet communication and social mobility in Chinese societies; and
9. Internet, digital media products and development of the youth, women, ethnic minorities, disadvantaged and other social groups.

Six keynote speakers shared their views at the conference. Prof. Nicholas Garnham from University of Westminster critiqued the theories of information society, which were said to have over-magnified the power of communication technologies. Prof. Vincent Mosco, Canada Research Chair in Communication and Society at Queen's University, talked about the experiences of Canadian knowledge workers in organizing new form of workers' union, as well as their role in the production of global knowledge. Prof. John V. Pavlik, Director of Journalism Resources Institute, Rutgers, The State University of New Jersey, and Prof. Jonathan J. H. Zhu (祝建華) from the City University of Hong Kong shared their views on how new media and digital communication are changing our life, help record happenings and enhance research.

Prof. William H. Dutton, Director of Oxford Internet Institute of University of Oxford, illuminated the "reconfiguring access" function of the Internet in reshaping the power relations between information providers and receivers. Prof. Junfei Du (杜駿飛), Director of Computer Mediated Communication Research Centre of Nanjing University, opined that research on the net in China is now being consolidated and about to enter a new phase.

Participants also exchanged views at the forum titled "Communication Research in the Age of Digital Communication". They discussed issues such as whether digital communication offers any epistemological break, whether we should adopt new perspective or continue to use old perspective to look at the new phenomena, and how we should negotiate the tension between theoretical generality and cultural specificity.

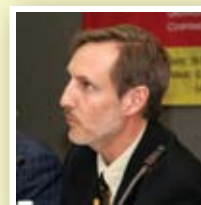
Digital Communication Conference attracts scholars, media and IT professionals, and website operators alike



Prof. Nicholas Garnham



Prof. Vincent Mosco



Prof. John V. Pavlik



Prof. Jonathan J. H. Zhu



Prof. William H. Dutton



Prof. Junfei Du

The 1990s saw the downfall of Taiwan film industry with only 16 films produced (or 0.5% market share) by the end of the decade. In 2001, when the Motion Picture Law was revised to meet WTO requirements rendering local films powerless against Hollywood films, the situation was even worse. The box office only recorded 0.1% market share. The local film economy showed some positive signs starting from 2002. In the seminar, Dr. Wenchi Lin (林文淇), Associate Professor of the Department of English, Taiwan's National Central University, highlighted the major changes in Taiwan's film policy and film industry for the period 2002-2006, which included the introduction of practical and feasible policies by the government, local investments on film production and the adoption of more aggressive marketing strategies by local film makers. He also analyzed how these changes contributed to the local film economy.



Dr. Wenchi Lin

Taiwan Film Industry 2002-2006
26 October 2007

Cultural Representation of East Asians: Some Reflections on Intercultural Communication Textbooks

25 May 2007

The surge of East Asian countries, particularly Mainland China, Korea, and Japan, has made them the focus of the international arena. Many assume that the cultural representation of these countries in intercultural communication textbooks should be unbiased and objective. However, Dr. Chang Hui-Ching (張惠晶), Associate Professor of Communication at the University of Illinois, Chicago, holds a different view. Examining two select intercultural communication textbooks, Dr. Chang revealed that in describing and inscribing different cultures, these textbooks are particularly susceptible to problems arising from struggles over power and ideology, whether through literary/rhetorical or political/historical process. The seminar also addressed the meta-theoretical issues based on these analyses.



Dr. Chang Hui-Ching

當選2006年「最具創新成就傳媒人物」之范以錦教授，是暨南大學新聞與傳播學院院長、廣東省新聞工作者協會主席，以及「21世紀報系」、「南週報系」、「南都報系」三大報系的創辦人。在一個有關媒體發展趨勢和對策的研討會中，他以實際經驗為例，闡釋了以下課題：

- 一、新技術介入後媒體形態的變化。
- 二、廣東主要媒體創新發展的情況，重點介紹南方報業之創新戰略。
- 三、面對新媒體的挑戰，傳統媒體如何創新突圍。



范以錦教授

媒體發展的趨勢及其對策 2007年5月10日

Seminars Review

Six seminars have been conducted since the last issue of the Newsletter, encompassing the fields of public relations, communication, television and film, and media developments. These seminars aimed at serving as a platform for the exchange between scholars and practicing professionals.

The concept of East Asian cinema is a peculiar one. How it should be defined and how well it could accommodate a diverse body of works is subject to debate. A recent construct, East Asian cinema refers to the assumed similarities of Japanese, Korean, Chinese, Hong Kong and Taiwan cinema. But what do these cinemas have in common and what are the principles behind their stories, styles, themes and politics? With the rise of Chinese and South Korean cinema in the global market, where do we situate creativity and productivity in the context of history, directors and industries? Prof. Peggy Chiao (焦雄屏), Head of the Graduate Institute of Filmmaking, Taipei National University of the Arts (also Director of Taipei Golden Horse International Film Festival and Director of Taiwan Film Centre), addressed these issues in the seminar. She also pointed out key issues in current production trends and the problems in the East Asian region.



Prof. Peggy Chiao

An expert in public and investor relations, corporate social responsibility, journalism, advertising and marketing, Mr. Walter Cheung (張樹槐) has a lot to share about how corporate communication could contribute to the well-being of an organization. As the Assistant General Manager and founding Head of the Corporate Communications Department at Hang Seng Bank, Mr. Cheung shared in the seminar his experience of the wide-ranging communications roles in a listed company. He also analyzed some of his innovative cases and projects, highlighting the key success factors.

11 October 2007

The Function and Contribution of
the Corporate Communication Department in Hang Seng Bank



Mr. Walter Cheung

Prof. Otto Lerbinger, Professor Emeritus of Public Relations at Boston University, is of the view that crisis management is very relevant to China's future. The fact that China is undergoing rapid and uneven changes makes it more vulnerable to crises. He considers the sudden move to a free market system and insufficient openness are the reasons for people's protests, environmental damage, and unethical behavior. In the seminar, Prof. Lerbinger discussed the features of the Chinese culture that make China more crisis-prone. He has reviewed the definition, and presented seven types, of crisis. He believes that public relations professionals could elevate their status by helping their employers and clients reduce uncertainty. They should endeavor to recommend policies that deal with the socio-political environment and relationships with stakeholders.

2 April 2007

How Can Public Relations Help China Reduce Future Crises?



Prof. Otto Lerbinger



《傳播與社會學刊》由香港浸會大學和香港中文大學於 2006 年12 月創辦。學刊立足香港，在資訊、學術及言論自由的環境下，為華文傳播研究者提供一知性探討的平台。第二期及第三期學刊經已出版，茲列目錄如下：

2007年總第二期

- 寫在卷首：傳播研究範式的轉移? / 陳韜文、黃煜、馬傑偉、蕭小穗、馮應謙
學術對談：數碼傳播與傳播研究的範式轉移及全球化 / 李金銓、祝建華、杜駿飛、
Nicholas Garnham, William H. Dutton, Vincent Mosco, John V. Pavlik
國家、市場與社會：從全球視野和批判角度審視中國傳播與權力關係 / 趙月枝
新聞記者之網路使用與預測 / 羅文輝、張凱蒂、張寶芳
知識神話及其文化合法性：《百萬富翁》個案分析 / 蕭小穗
傳媒市場化與弱勢社群的利益表達--當代中國大陸城市報紙對「農民工」收容遣送議題報度的研究 / 李艷紅
傳媒越軌的替代性分析框架：以《南方週末》為例 / 李小勤
廣告話語的結構重疊和中國社會的變遷--以1980和2000年《人民日報》的廣告為例 / 馮捷蘊、吳東英

2007年總第三期

- 寫在卷首：追尋香港個案的理論意義 / 陳韜文、黃煜、馬傑偉、蕭小穗、馮應謙
學術對談：跨學科的傳播學經典演譯 / 艾利休·凱茨 (Elihu Katz)

- 專輯：香港回歸後的傳媒與政治
序言：香港回歸後的傳媒和政治 / 陳韜文、李立峰
策略互動、文化共向和九七回歸後香港新聞自由的發展 / 李立峰
專業主義、新聞自由與市場力量：回歸後香港新聞界的恆與變 / 蘇鑰機
「社會秩序」VS「公民空間」--香港傳媒論述的比較分析 / 谷淑美
處於十字路口的公共廣播：政治與香港電台的演變 / 梁麗娟
香港人本土身份和國族身份的角力：1996-2006香港身份調查 / 馬傑偉、馮應謙
傳媒教育、公共空間與公民批判能力：香港傳媒教育的理想與實踐 / 李月蓮

- 獨立論文
中華傳播學往何處去 / 陳國明
文化產品的混雜(Hybridization)與全球化：以迪斯奈版《木蘭》與《臥虎藏龍》為例 / 汪琪、葉月瑜
<http://www.cschinese.com>

Staff Publications

During the past year, the faculty of the School of Communication at HKBU has been very active in research and publication. Below is a glimpse of their recent scholarly output.

Aitken, Ian. (2006). The European realist tradition. *Studies in European Cinema*, 3(3), 175-188.

Chan, K. W. K. (2006). Young consumers and perception of brands in Hong Kong: A qualitative study. *Journal of Product and Brand Management*, 15(7), 416-426.

Chan, K. W. K. & McNeal, J.U. (2006). How rural children in China consume media and advertising. *Young Consumers*, 7(3), 39-50.

Chan, K. W. K. & Prendergast, G. (2007). Materialism and social comparison among adolescents. *Social Behavior and Personality: an International Journal*, 35(2), 213-228.

Chen, N. (in print). Internal communication and organizational effectiveness: A study of the Chinese corporations in transition. *Journal of Contemporary China*.

Clarke, J. L. (2006). Press freedom and development: an examination of the models of the press that have emerged in Cambodia. *Australian Journalism Review*, 28(2), 5-22.

Guo, S. Z. S., Cheong, A. & Chen, H. (2007). Nationalism as public imagination: Media’s routine contribution to latent and manifest nationalism in China. *International Communication Gazette*, 69(5), 473-486.

Huang, Y., Lee, C. C. & He, Z. (2007). Party-Market corporatism, clientelism, and media in Shanghai. *The Harvard International Journal of Press/Politics*, 12(3), 21-42.

Huang, Y. & Leung, C. (2007). The paradox of journalistic representation of the others. *Journalism: Theory, Practice & Criticism*, 8 (5), 675-697.

Lee, A. Y. L. and Mok, E. (2007). Media education in post colonial Hong Kong: Cultivating critical young minds. In A. Nowak, S. Abel & K. Ross (Eds.), *Rethinking media education: Critical pedagogy and identity politics* (pp. 177-199). Cresskill, N. J.: Hampton Press.

Lee, A. Y. L. and So, C. Y. K. (2007). Hong Kong: The crown jewel of broadband for China with the second highest broadband penetration in the world. In L. S. Ha & R. J. Ganahl (Eds.), *Webcasting worldwide: Business models of an emerging global medium* (pp.279-296). Mahwah, New Jersey: Lawrence Erlbaum Associates, Publishers. [The book won the Picard Award at AEJMC]

Ng, C. B. (2007). 《老香港之人海微濶》。香港: 次文化堂

Sheer, V. C. (2007). The practice of transformational leadership in Chinese culture: Constraints and promises. In M. B. Hinner (Ed.), *The influence of culture in the world of business* (pp.249 – 270). Frankfurt am Main, Germany: Peter Lang.

Wang, G. and Yeh, E. Y. Y. (2007). Globalization and hybridization in cultural production: A tale of two films. In K. B. Chan, J. W. Walls & D. Hayward (Eds.), *East-West identities: globalization, localization, and hybridization* (pp. 77-98). The Netherlands: Brill.

Xiao, X. (2007). The myth of knowledge and its cultural legitimacy: The case of ‘Who Wants to be a Millionaire’. *The Chinese Journal of Communication & Society*, 2, 85-110.

Yan, M. N. (2007). The first five years of the Hong Kong Press Council: a case-study of the desirability and feasibility of media self-regulation. *Media Asia*, 33(1& 2),13-20.

Yeh, E. Y. Y. (2007). The road home: Stylistic renovations of Chinese mandarin classics. In D. Davis & R. Chen (Eds.), *Cinema Taiwan: Politics, Popularity and State of the Arts* (pp.203-216). London: Routledge.

Dr. Russell Williams:
Bronze Award in the People Category at
HKIPP Asia Photo Awards 2007

"Underwater 2004"

The winning photo features Cecilia, daughter of Dr. Russel Williams, Assistant Professor at the Department of Communication Studies and coordinator of the Digital Graphic Communication option. The winning entries of the photo contest were exhibited at the Hong Kong Cultural Centre earlier and donated to the Hong Kong Heritage Museum as collection.



Prof. Kara Chan 陳家華:
Outstanding Paper Award in
Emerald Literati Network Awards for Excellence 2007

"Celebrating Academic Excellence"

Prof. Chan's co-authored winning journal article, "How rural children in China consume media and advertising", investigates the access to traditional and new media by rural children in China. The study examined how often these children were exposed to various media, the time they spent on media as compared to that spent on other activities and their attention to various forms of advertising. The research was conducted in the form of a questionnaire, interviewing more than 1,000 rural children from four Mainland provinces.



MPhil student Crystal Jiang 蔣莉:
Awarded four-year, full scholarship for PhD studies at
Cornell University

"Cornell has a strong academic culture. People here are very serious about research. I talked to several PhD students in the department of communication a couple days ago. Instead of small talk, they asked me: 'Hey, what's your research interest? What did you study for your Master's? Could you send me a copy of your thesis?' The PhD program here places emphasis on both courses and research. Every student needs to finish at least 15 courses with a minimum GPA at 3.7 (A-). Besides, we are required to join at least two faculty-led research groups in the first two semesters. I can anticipate that I will be under big pressure and need to work really hard. That said, I'm grateful to all those in HKBU's School of Communication for having prepared me for this endeavor."



Awards and Achievements

Postgraduate Student Corner

The postgraduate research students of the School of Communication are very active in their scholarly pursuit. Eager to learn, they have been making the most of what the University has to offer. In the past few months, some students grasped the opportunities to present their papers at various conferences, and join an overseas summer program. Let's hear what they have to say about these experiences.

The Fifth Conference of Media and Communication in Chinese Civilization

The media in Chinese civilization have assumed an important role in the rapid political, economic and social developments. However, professional ethics have always been an issue. With the theme on "Media Ethics in Chinese civilization", the conference explored various aspects of media ethics education, encompassing the spheres of the news, advertising, public relations, and the net.

About 150 scholars from the Chinese Mainland, Hong Kong, Taiwan, Singapore, Japan and the United Kingdom attended the conference on 14-15 July 2007. Scholars addressed the issue from various perspectives, such as the history of Chinese communication, information technology and society, globalization and media transformation, as well as Chinese media and politics. Four HKBU students presented their papers at the conference.

"Participants discussed vehemently the hot issues of Chinese media and communication. It is interesting to note the differences between the perspective of the East and that of the West. These many voices widened our exposure and are helpful to our understanding of the Chinese media and communication."

Juana Du
PhD student



Paris Conference on Media, Communication and Information

An international conference on media, communication and information was held from 23 to 25 July 2007 at UNESCO headquarters in Paris. Three postgraduate students of School of Communication, Jiang Li, Lu Huan and Meily Cheung presented their papers at the conference.

This interdisciplinary conference, organized by the International Association for Media and Communication Research, brought together 800 participants from 150 countries to exchange ideas on innovative connections between theory and practice. The conference also provided a platform for emerging scholars to learn about new original methodologies, protocols, instruments and indicators.

"We students were very much enlightened by the fruitful intellectual exchange during the conference. I've made a wise choice to spend my summer on these scholarly pursuits in different cultures. The cultural and artistic atmosphere of Paris was particularly impressive."

Meily Cheung
PhD student



The fifth Summer Doctoral Programme by Oxford Internet Institute in partnership with The Berkman Center for Internet and Society at Harvard Law School

The summer programme, led by leading academics, practitioners and entrepreneurs, aimed to generate rigorous intellectual interaction and inter-disciplinary exchange. All students presented their research to their peers in seminars. They also have plenty of opportunity to meet informally with faculty and fellow students, work on their own research, and even develop new projects.

The primary areas of inquiry for the programme included Governance and Democracy, Technology and Learning, Technology and Innovation, and Shaping the Internet.

"The program lasted two weeks. We had lectures, presentations, and discussions that ran the gamut of Internet and technology related research. For me, to be able to interact with other PhD students from all over the world with different research interests was really eye-opening.

Most importantly, I received invaluable advice from the faculty and other students who share my research interest. The 31 participants of the program are going to keep in touch with each other through group email to share information and consult opinions from each other."

Mena Ning Wang
PhD student



An International Meeting on "Narrating the Nation"

Titled "Narrating the Nation: Television Narratives and National Identities", the meeting brought together scholars researching national identity building in relation to television narratives. They also analyzed how national identity is reflected in, and influences, television programs in content and form. The conference was held from 4-5 October, 2007 in Reus, Spain, and was jointly organised by Rovira i Virgili University (Tarragona), Glasgow Caledonian University, and Universiteit Antwerpen.

"This was a small seminar which gathered together a group of people who are interested in television studies, especially the impact of television on individuals, groups, and nations. I presented a study on 'idol drama' narratives and East Asian identity. Interestingly I was the only Oriental there and some scholars from USA, Wales (UK), Germany, and Belgium were on my panel and shared with me their conceptions of Asian / Oriental cultures, which were very different from mine. I also had the opportunity to get to know many interesting studies, which were very inspiring."

James Zhen Wang
MPhil student





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