

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

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This newsletter is a publication of the Centre for Media and Communication Research (CMCR) to share the research activities and scholarly events organized by School of Communication. 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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About this issue

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媒介與傳播研究中心

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“PR Summit 2009: A Summit Conference on the Future of Public Relations in the China Region”, 11-13 September 2009

Marking a series of firsts, the Public Relations Summit Conference organized by CMCPR gained top honours in the 2009 Gold Standard Awards (GSA). The Summit won in the “Leadership and Development” category. The competition, conducted by Public Affairs Asia, one of the foremost trade journals in the Asia-Pacific region, lauds industry groups, universities and other institutions for their outstanding work in public affairs, government relations and communications.

The Summit competed in a field of some 90 entrants from 13 countries. Other shortlisted nominees in the category of Leadership and Development included The Public Affairs Council (APCO-US/India), the Public Affairs Council/Centre for Corporate Public Affairs (US/HK) and Pinnacle Public Relations Training.



The Centre's PR Summit 2009 gained top honours in the 2009 Gold Standard Awards (GSA).



Held in September 2009, the Summit, entitled “The Future of Public Relations in the China Region”, marked the first time a Hong Kong tertiary institution had led the way in convening such a large-scale summit devoted to the public relations industry. The Summit received support from the David C. Lam Institute for East-West Studies (LEWI) and all the major public relations and communication-related industry associations in the region: China International Public Relations Association, Hong Kong Public Relations Professionals' Association, International Association for Business Communicators, and Public Relations Foundation in Taiwan.



Aiming to bridge the dialogues between industry and academia and addressing the full range of issues facing the public relations industry today, the Summit brought together more than 30 international and local industry and academic experts who shared their insights at seven panel sessions, all of which were well received by more than 1,000 participating academics, professionals and students.

international "History of Early Chinese Cinema(s) Revisited", co-organized with Hong Kong Film Archive, 15 – 17 December 2009



2009 is controversially regarded as the centenary celebration of Hong Kong cinema. This significant milestone triggered the reprise and study of film history. On 15-17 December, 2009, the Hong Kong Film Archive organized an international conference and an extended screening program entitled "History of Early Chinese Cinema(s) Revisited" as its major public event for the local and international scholarly community. The Centre was one of the co-organizing institutions, along with The University of Hong Kong and University of Illinois-Urbana-Champaign.

The conference featured renowned film historians from Hong Kong, the mainland, Taiwan, Japan and the U.S. Prof. Yeh, the Centre Director, Dr. Lo Wai Luk of Academy of Film and Prof. Stephanie Chung from the Department of History presented papers at the Conference.

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 2009-2010, the Series organized two lectures which explored Orientalism and Occidentalism in communication research, and new reputation measuring methodologies.

lectures

29 January 2010



Professor Georgette Wang

Chair Professor, Department of Journalism,
National Chengchi University

as a Cultural Reconnaissance Movement, in which the Asians would be able to “set the non-West mind free” and “rediscover the west”, with the capacity to “imagine, challenge and reason.” Prof. Wang’s lecture attracted more than 100 attendees, including Prof. Robert B. Moberly, the Dean Emeritus and Professor of Law, University of Arkansas; and faculty and students from School of Communication.

DLS X: Orientalism, Occidentalism and Communication Research

Prof. Wang, former Dean of School of Communication, Hong Kong Baptist University, discussed the concurrent discourses in the intellectual world: Orientalism and Occidentalism.

After reviewing communication research in Asia in the past 50 years, Prof. Wang highlighted the lack of Asiaticity and indiscriminate adoption of western models and theories. Prof. Wang then illustrated this deficiency in terms of breadth, depth and accuracy in Occidentalism research.

Providing tentative solutions to the problems above, Prof. Wang advocated changes in the national policies, as well

4 September 2009



Professor Don Stacks

Professor and Program Director in Advertising and Public Relations,
School of Communication,
University of Miami

DLS IX: Realizing and Measuring Reputation: Another Stab

Prof. Stacks gave a quick review of traditional reputation measuring methodologies. Instead of using a uni-dimensional construct, Prof. Stacks suggested a multi-dimensional construct to measure reputation. The new construct would be redefined in terms of out-puts, out-takes, and out-comes. Focus groups and in-depth surveys were suggested to measure reputation in addition to simple frequency analysis.

Prof. Stacks also presented three models to illustrate the reputation of the auto mobile, financial and technology industries. Before concluding the seminar, Prof. Stacks discussed the effects of new media on measuring reputation with the audience.

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 2009-2010, a total of two seminars were held, covering topics from trust management within corporations to modern digital public relations practices.

24 February 2010



Mr. Alan VanderMolen

President of Asia Pacific,
Edelman Public Relations

Seeing that "trust management" has become an area of endeavor within corporations, Mr. VanderMolen postulated seven new behaviors, including listening with new intelligence, participation in real time/all the time conversation, creating/co-creating content, socializing media relations, championing open advocacy, building active partnerships for common good and embracing complexity.

Transparency & Trust: Intertwined

Mr. VanderMolen's talk was based on the Asia Pacific findings generated from the 2010 Edelman Trust Barometer, the firm's 11th annual trust and credibility survey conducted among near 5,000 participants in 22 countries.

Findings from the survey indicated an increasing trust in government and non-governmental organizations (NGOs), while trust in the media was in decline. In terms of business, Mr. VanderMolen pointed out that people from Asia Pacific tended to trust sources originating from the mass media, experts from academia, professionals, and via interpersonal communication. Regarding corporate reputation, Mr. VanderMolen shared that there was an increase in transparency motivated trust in, and enhanced the reputation of, an organization.

10 November 2009



Mr Robert Pickard

International Public Relations Executive

Building Modern PR Campaigns and Telling Digital Stories in the Age of Social Technology

Mr. Pickard provided a general picture of modern digital public relations practices. He discussed the ways in which modern digital public relations practices required professionals to do more than place a company logo on Facebook or Twitter, and pointed out that the practice required the digital story-telling abilities. He further stressed that public relations professionals should learn to apply the psychology of persuasion in planning public relations projects.

Mr. Pickard articulated that another key to success was to apply digital story-telling skills to various digital technology, such as corporate blogs. In portraying this concept, Mr. Pickard showed the audience a video case study about a successful new product campaign in Japan that illustrated how to use a corporate blog to attract the attention of the public and the media.

In 2009-2010, the Centre organized seven seminars covering a wide variety of topics including the latest media environment in Mainland China, family communication environment and its impact on children, the filmology of Taiwanese auteur Hou Hsiao-hsien, journalistic ethical dilemma in Mainland China, the imperatives of the academic world, the importance to establish converged regulator, co-creation as a popular trend in marketing.

25 March 2010

The Latest Exploration of China's Mass Communication Empirical Research

介紹大陸傳播學三大實證研究方法現階段的最新探索

Prof. Yu gave a succinct introduction to China's media environment and the relationship between media and social-political change. In view of state censorship and perceived manipulation of statistics, Prof. Yu emphasized the importance of establishing credible statistics for a sophisticated and accurate social scientific analysis. It was crucial for communication scholars to embark on establishing a systematic database. Prof. Yu acknowledged the rapid development of software programs and the prevalence of the Internet, which enabled Chinese scholars collect and analyze large amounts of data for analysis of public opinion and its various ramifications.



Professor Yu Guoming 喻國明教授

Director, Public Opinion Research Institute;
Associate Dean, School of Journalism and Communication,
Remin University of China

19 March 2010

Family Communication Environment – How Do They Ultimately Impact the Children

Prof. Webb articulated two primary dialectical tensions within Family Communication Environment (FCE): conversation – how much do the family members talk – and conformity – the extent to which the family members expect each other to hold the same views. Based on the dynamic interactions within these two tensions, Prof. Webb categorized FCE into four types: pluralistic, consensual, protective and laissez faire families. Prof. Webb then articulated the positive aspects of the pluralistic family, and illustrated some pros and cons of three other types of FCE. She concluded that FCE not only affect whole family communication styles, but also impacted on children's development.



Professor Lynne Webb

Professor of Communication,
University of Arkansas

10 March 2010



Professor Lin Wenchi 林文淇教授

Director and Associate Professor,
Center of Visual and Cultural Studies,
Department of Foreign Languages and Literature,
National Central University

stages has gradually shifted towards an urban landscape. This new “cultural landscape” not only constituted Hou’s new poetics but also provided a crucial entry to the understanding of Hou’s film art.

The Time Trilogy of Hou Hsiao-hsien

In his lecture, Prof. Lin first gave a brief introduction to Taiwan film history from the 1950s to 1990s. He divided the period into 3 stages: the 50s to the 60s, the 70s and the 80s. To describe the coexisting situations and respective characteristics of commercial and national cinema of each stage, several extracts from selected films were screened.

Concurrent with the development of Taiwan cinema in the late 1970s was the emergence of the Taiwanese auteur Hou Hsiao-hsien, whose style changed drastically when Taiwan cinema entered a new phase in the 1980s. Prof Lin delineated Hou’s filmology into 3 periods – “commercial stage”, “New Cinema stage”, and “new poetics stage”. By a close textual analysis of spatial renderings and the mise-en-scene in Hou’s representative works, Prof. Lin argued that the rural setting which dominated Hou’s first two

18 January 2010



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

Two Conflicting Moral Codes in Journalism Organizations in Mainland China

Prof. Yin discussed how the role of journalists and ethical codes differ according to their historical periods. As political propaganda in the news decreased and the commercialization of the media increased, the role of journalists has shifted from that of propagandist to a more blurred position.

Offering examples from the mass media as well as internship experiences from her students, Prof. Yin pointed out that current Chinese journalists were confronted with a dilemma centering on the unwritten rules regarding professional ethos and social responsibility.

Prof. Yin provided tentative solutions to the current journalistic ethical dilemma, such as the improvement of vocation manuals and the self-regulation of journalistic practitioners. She also raised critical concerns over ethical issues in the internet world.

27 October 2009

Four Beacons in Academia: Be a Learning Professor and Scholar
Co-organized with Institution for Journalism and Society (IJS)

Prof. Ju stated four imperatives of the academic world. The first one addressed the cost of information and communication. The second imperative examined the different roles of a professor: that of a learning model for students, a mentor to expose students to learning methods, and a storyteller who share his or her learning and teaching experiences. The third imperative dealt with the concept of cosmic-self, while the fourth one urged professors and scholars to devote themselves tirelessly and creatively to life-long learning.

Prof. Ju went on to talk about the four beacons in academia, namely the beacon of an independent mind, that of a critical eye, the beacon of a truth-speaking heart and the beacon of curiosity and creativity. He concluded that professors and scholars should explore the gold mine of communication by means of the four beacons.



***Professor Yunan Ju* 居延安教授**

Communication Department,
Central Connecticut State University

16 October 2009

***Accommodating Convergence in the Digital Age:
Policy Perspective***

Prof. Liu gave a broad review of the IPTV and mobile TV environments of the US, UK, China and Taiwan. By drawing examples from China and Taiwan, she compared their converged services environment and illustrated some current policy issues concerning IPTV and mobile TV. Prof. Liu mentioned that the revision of laws and regulations of telecommunication, broadcasting and the Internet was needed as they were disjointed and had become outdated.

Prof. Liu further discussed the reasons for establishing a converged regulator and shed light on how the layer models could be used to analyze challenges of current laws regarding converged services. She concluded that a converged regulator was the trend, but it would take time to adopt it in different markets.



***Professor Yu-li Liu* 劉幼琍教授**

Department of Radio and TV,
National Chengchi University

8 September 2009



Dr. Qimei Chen

Shidler Distinguished Professor;
Associate Professor of Marketing,
Chair, Department of Marketing,
Shidler College of Business,
University of Hawaii at Manoa

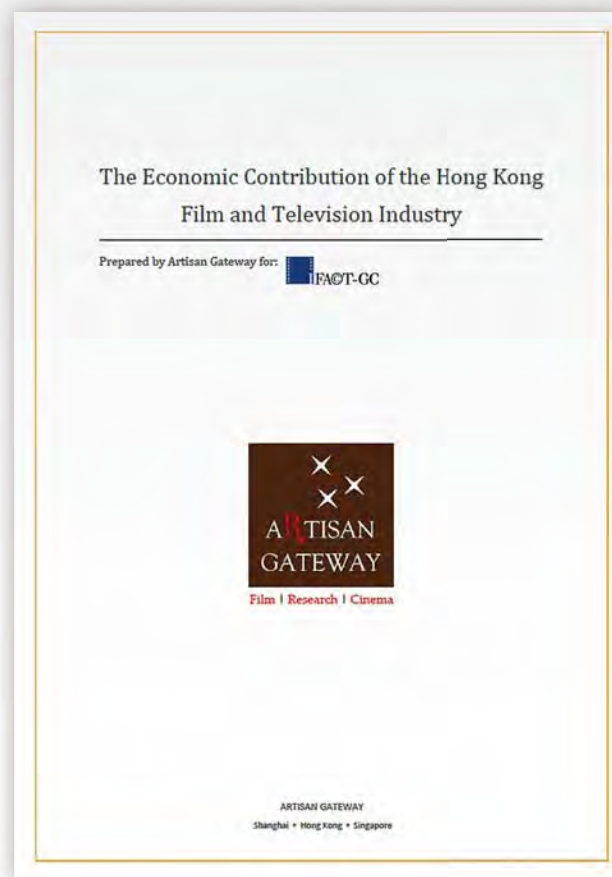
Co-Creation in the Information Age

Dr. Chen explained how co-creation changed the definition of marketing from one of product-focused to value-focused. In the sense of communication, co-creation means creating better products by working together with the target audiences. It is a good way to manage customer relationships.

By reviewing some strategies adopted by well-known firms, Dr. Chen discussed details on the concept of co-production of promotion, co-development of products as well as co-creation value of propositions.

Knowledge Transfer

In response to the University's recent initiative in knowledge transfer, CMCR collaborated with Artisan Gateway, an international service company providing market intelligence, cinema development, investment, and theatrical consulting services throughout the Asia region, in December 2009 on a report for the Motion Picture Association of America, entitled "The Economic Contribution of Hong Kong Film and Television Industry". The report was launched at a panel, "The Economic Contribution of the Hong Kong Film & TV Industry and the Promotion and Protection of Online Content", organized by Motion Picture Association, at the Hong Kong International Film and TV Market (FILMART) on 25 March 2010 at Hong Kong Convention & Exhibition Centre.



Visiting Research Fellowship

At the advice of the Dean and approved by the School's Executive Committee in the fall semester of 2009, the Centre will manage a visiting research fellow program to facilitate research or creative collaboration between the faculty members in our School and leading scholars in their fields of expertise, and enhance publication and research output of the School. The faculty, especially junior members, are encouraged to make nominations to the Centre to help develop their research and publication track records. Visiting Fellow appointments are usually made for three to four months.

Research Coordination

"Hong Kong Media Transition" Project

The "Hong Kong Media Transition" project was submitted to the Strategic Development Fund. In November 2009, the Director of the Centre coordinated an application submitted to the Strategic Development Fund for setting up a faculty-based research lab to enhance the School's reputation as the leading communication education and research institution in the region. The application was approved in June 2010. The project will be supported jointly by the Strategic Development Fund and the School of Communication.

Qualtrics

Funded by Strategic Development Grant of our University, ten user accounts of Qualtrics have been purchased for faculty members to facilitate small and large scale online surveys in multiple forms. It was added to the Research Centre's arsenal, administrated by the Research Committee of our School.

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
Prof. Zhao Xinshu	21 Dec 09 to 20 Dec 10	Help School to develop a web-based application to facilitate and improve student admission, faculty recruitment, assistant assignment ... etc.	334 UGC Grant
Prof. Emilie Yeh	1 Oct 09 to Dec 11	On Wenyi: Establishing a Generic and Critical Category in Chinese Film Studies	General Research Fund, Hong Kong Research Council
Dr. Russell Williams	1 Oct 09 to 30 Jun 10	Gender Identity of Adolescent Girls in Hong Kong: A Qualitative Study	Faculty Research Grant, HKBU
Dr. Judith Clarke	12 Jun 09 to 31 Aug 10	Hong Kong as a Centre of International News: A Historical Study of Hong Kong's Role in Foreign Correspondence	Faculty Research Grant, HKBU
Prof. Zhao Xinshu	Jun to Aug 09	Introduction of Multimedia Website for Academic Book	Strategic Development Fund, HKBU
Prof. Zhao Xinshu	1 Mar 09 to 28 Feb 11	Portrayal of Dietary Issues in TV Programs in China, 2004-2009	Faculty Research Grant, HKBU
Prof. Zhao Xinshu	Sep 08 to Dec 10	Analysis of Chinese TV Content	Strategic Development Fund, HKBU
Prof. Ian Aitken	31 Dec 07 to 31 Dec 09	Documentary Film in Hong Kong 1976-2006	General Research Fund, Hong Kong Research Council

In 2009, our postgraduate students have been actively involved in various academic exchange and research activities in Taiwan and the U.S. The varying experiences inspired our students extensively.

Eva Zhao Xinyan 趙心硯

M.Phil. Student

Funded by US-China Educational Trust, I spent a meaningful and memorable summer in Washington D.C. During the two-month stay, I worked full-time as an intern at Voice of America in the day time and went to class at Georgetown University at night. In VOA, I helped with all kinds of jobs, from congressional reporting, news translation to video/audio editing. I also collected first-hand data on how audiences influence news workers' production of news outputs. At Georgetown University, I learned theories related to ethics and economics issues in public affairs. This unforgettable experience furthered my understanding of both practical and theoretical dimensions of journalism.



Klavier Wang Jieying 王潔瑩

M.Phil. Student

Led by Prof. Xiao Xiaosui, Hu Fan (Ph.D. student), Chang Shen (M. Phil. students) and I attended the "6th Annual Conference of Eastern Asia Communication Research Seminar" sponsored by Six Colleges in Chinese Societies, of which HKBU is a founding member. This year's conference was held on 11-13 June, 2010 at National Chengchi University, Taipei.

During the three-day conference, faculties and students from Taiwan, Hong Kong and mainland China shared ideas in communication research on topics of a great variety, such as communication history, mass media, new media study, to name but a few. For the HKBU delegates, Hu explored issues related to psychoanalysis, Chang shared her views on multi-formats reading and I discussed my research findings on Hong Kong printed media.

In addition, students from School of Communication, Chengchi University held an inspiring forum, presenting to the audiences what they have learned in a self-organized reading activity, with the theme "Civil Society Development in Taiwan".



Lu Chen 陸晨

M.Phil. Student

I participated in the Daonan Summer Camp, a two-week study tour hosted by the College of Communication, National Chengchi University, Taiwan in August 2010. Each year, students from different regions across China are invited to visit Taiwan so as to enhance cross-strait academic exchanges. This year, the theme is "Social Movements in the New Era". During the fourteen-day camp, a brief profile of the landscape of Taiwan civil society was vividly depicted through lectures, documentaries and other visiting tours. We have experienced different dimensions of Taiwan society which have not been portrayed in the mainstream media. All the experiences gained were precious because they have revealed the facets that were unknown to us before.

Charles Feng 馮廣超

Ph.D. Student

I presented a paper at the "63rd Annual WAPOR (The World Association for Public Opinion Research) Conference" in Chicago during 11-13 May, 2010. The conference has a long and reputable history in the field of public opinion research as well as the survey research method. Many famous scholars, e.g., Elisabeth Noelle-Neumann, who proposed the ground breaking spiral of silence theory, have associated their names closely with WAPOR.

Around 300 scholars from around the world participated in this year's conference. I participated in several other sessions apart from my own. The conference enriched my perspectives of public opinion research. I learned a lot from the discussions of various sessions.

I also toured the city of Chicago, from the great Lake Michigan, the former world's tallest building- Sears Tower, to the Navy Pier, and fully experienced the uniqueness of the American city.

2009 年總第九期

新媒體與媒介事件研究新方向 馬傑偉、陳韜文、黃煜、蕭小穗、馮應謙	謠言作為一種社會抗議 胡泳	範式訂定事件與事件常規化：以 Youtube 為例分析香港報章與新 媒體的關係 李立峰
「媒介事件」概念的演變 對談人：丹尼爾·戴揚、邱林川、陳韜文 統稿：邱林川、陳韜文	真實的謊言 抵制家樂福事件中的新 媒體謠言分析 周裕瓊	全視覺政治及道德倫理——紀 錄片《麥收》引起的爭議 周佩霞、馬傑偉
邁向新媒體事件研究 邱林川、陳韜文	PageRank下的資訊批判：新三八事 件回顧 吳筱玫	
悲情與戲謔 網絡事件中的情感動員 楊國斌	公民新聞 2.0：台灣公民新聞與「新 農業文化再造」形塑之初探 孫曼蘋	

2009 年總第十期

以「激進處境主義」為利刃的文化研究 馬傑偉、陳韜文、黃煜、蕭小穗、馮應謙、葉月瑜、羅文輝	網路色情對青少年的涵化效果 羅文輝、林煥名、吳筱玫	娛樂和社會的心理功能：中西方 研究的現狀與前瞻 周樹華、葉銀嬌、徐潔
文化研究往哪裏去 對談人：Lawrence Grossberg 馮應謙、陳韜文 統稿：馮應謙、陳韜文	知識、態度與鄉村社會的家庭互聯網 採納 張明新、韋路	視覺社運 艾曉明、卜衛對談 籌劃：馬傑偉 統稿：周佩霞
電子遊戲媒體形態與內容的關係 張美鳳	話語偏見與面子協商：關於汶川地震報導的跨文化分析 單波、劉學	

2010 年總第十一期

媒體與選舉 羅文輝、陳韜文、黃煜、馬傑偉、蕭小穗、馮應謙、葉月瑜	台灣選舉中的競選廣告與議題：特 質所有權認知 張卿卿	台灣報紙選舉新聞偏差報導現象 研究——2000 與 2004 年總統 大選的比較分析 左宗宏、李俊憲
文化研究之落地生根 對談人：Lawrence Grossberg 馮應謙、陳韜文 統稿：馮應謙、陳韜文	總統大選負面新聞與第三人效果 林素真	2008 年電視總統選舉新聞的政 黨偏差 羅文輝、黃怡嘉
傳播媒體與台灣總統選舉 羅文輝	部落格與競選傳播：以 2008 年台灣 總統大選候選人為例 蘇蘅、張寶芳	城市作為文本 籌劃：馬傑偉 統稿：周佩霞



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