

媒介與傳播研究中心

# Newsletter

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

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**“Media 2.0 X Society 21: Journalism and Audience Redefined”**  
*Co-organized with Center for Communication Research, School of Journalism and Communication, The Chinese University of Hong Kong, 6– 7 January 2012*

Co-organized by the Center for Communication Research, School of Journalism Communication, CUHK, and CMCR, the conference was held on 6-7 January 2012 at CUHK. This conference celebrated the 5<sup>th</sup> Anniversary of *The Chinese Journal of Communication and Society*, the Chinese-language refereed journal CMCR co-publishes with CUHK since 2006. The objectives of the conference were to promote academic exchange and links among Chinese-speaking scholars, and to improve the quality of research in the Chinese research community. The event was a success which brought together more than 20 renowned scholars from mainland China, Hong Kong, Taiwan, and Chief Editors of 10 communication academic journals in the region, to share their expertise on the topic.



Focused on changing media ecology, the two-day conference was inaugurated by Professor Anthony Fung, Director of School of Journalism and Communication, CUHK, Professor Zhao Xinshu, former Dean of Communication of HKBU, Professor Joseph Chan, Chair Professor, CUHK and Professor Emilie Yeh, Director of CMCR at the opening ceremony. A total of 9 panel and 2 roundtable sessions were held to explore various

topics around 3 themes, namely, academic publishing and communication research, redefining journalism, and redefining the audience.

This newsletter is a publication of the Centre for Media and Communication Research (CMCR) to spread the news on the 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.

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**About this issue**

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Due to the development of information technology and globalization, society and media ecology are changing at an unprecedented rate. This changing media ecology challenges the very foundation of media theories. With the drastic and intensified interactions between communication and society, boundaries are in a state of flux, with combinations and hybridizations being realized, especially in the world of symbols. Considering the restructuring of Chinese society is proceeding at a pace comparable to the West, if not faster, the conference explored and discussed changing media ecology in the Chinese society, the challenges it brings and the interactions between communication and audience.



## “Chinese Culture on the World Stage”

*Organized by the School of Communication, co-sponsored with The School of Journalism, Renmin University, and The China Media Centre, University of Westminster, 15-17 June 2012*



Organized by the School of Communication, and co-sponsored by CMCR with The School of Journalism, Renmin University, and The China Media Centre, University of Westminster, the conference was held on 15-17 June 2012 at HKBU. The conference was a successful event in which more than 30 scholars and practitioners from Australia, Belgium, Canada, Hong Kong, Macau, Mainland China, Netherlands, the Philippines, Singapore, Switzerland, UK and the US shared their views on Chinese's international cultural influence.

In the past, Chinese culture has been promoted around the world by means of Chinese-produced movies and TV programmes, and also by setting up overseas Chinese cultural institutes and news agencies. There were successes and setbacks. A total of 11 panel sessions were held to explore various issues including the international perceptions of China's "Going Out" strategy, Chinese cultural education, China's soft power and inter-cultural communication, the international reception of Chinese News and Chinese-produced international news, and Chinese creative industries in the global market. There was a fruitful exchange of ideas among scholars, practitioners and students.

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. This year, the Series organized 2 lectures which attracted full houses and were enthusiastically received by scholars, postgraduate and undergraduate students.

17 April 2012



## Professor Daniel C. Hallin

Professor, Department of Communication  
University of California, San Diego

## DLS XIV: The Crisis of Journalistic Professionalism in the United States

Prof. Daniel C. Hallin, expert in the field of American media and politics, discussed how journalism in the U.S. was "professionalized" for the past several decades, and argued that it has become "deprofessionalized" in the recent years.

Drawing on examples from the U.S. journalism history, Prof. Hallin pointed out that the industry has long been strongly dominated by the professional model and further argued that such model is no longer dominant as it once was and identified four major reasons for the change. First, there is the intensification of commercial pressures, with increasing corporate ownership of news organization and multiplication of media sources which resulted in a more competitive field for the media market. Second, the re-emergence of partisan media leads to a lack of diversity in political opinion. Third, the industry is seeing more newcomers who hybridized news culture, for example, the way in which some of them blurred the lines between journalism and entertainment. Forth, there is a shift in journalistic mode from high modernism to post-modernism, which saw journalism being more responsive to the contradictory demands of the post-modern culture.

## DLS XIII: The Death of Hollywood: Exaggeration or Reality?

Prof. Janet Wasko, widely regarded as the world's leading expert in political economy of film and media, explored the myth of "Hollywood's death" by reviewing the challenges confronting the film industry and the reactions from the industry towards these changes. The Hollywood film industry is facing a number of challenges, Prof. Wasko remarked, from within the industry to changes in society. Those challenges included the economic meltdown which tightened the funding source for films, the development of digital media technologies which enabled more independent film production, the flourishing social networks that may work for and against a release, the various changes in theatrical exhibition that could destabilize the entire Hollywood system, the financial impact of movie piracy, and the continuing globalization of media that threatens to undermine Hollywood's global strength.

25 November 2011



## Professor Janet Wasko

Knight Chair for Communication Research  
School of Journalism & Communication  
University of Oregon

Although Hollywood is experiencing serious changes, Prof. Wasko argued that it would be premature to celebrate or bemoan Hollywood's death. Like any other businesses, she pointed out, Hollywood as a business is cyclical and constantly making adjustments. She discussed the recent technological innovations in the industry to further illustrate how the industry adjusts to survive the changes.



Recognizing the growing field of public relations and the niche position of our faculty in this area, CMCR launched a new seminar series on public relations in 2008. Entitled “Public Relations Series: Linking to Your Competitive Advantage,” the Series aims to enhance the faculty’s network and relations with the industry and professionals, and to bring synthesis of theory and practice up to date. Distinguished scholars and industry leaders from Hong Kong, the mainland and Taiwan are invited to speak in the public relations seminar series. This year, the Series has organized 2 seminars, covering interesting and insightful topics such as crisis management and operational management.

17 April 2012



**Ms. Elin Wong**

Corporate Communication Manager - Overseas  
Cathay Pacific Airways Limited

**Crisis Preparedness:  
How Can We Be 100% Prepared?**

Ms. Elin Wong discussed how Cathay Pacific and Dragonair would frequently update their Emergency Plan to try to cover every possible crisis that may happen and the solution. To make sure every staff involved is prepared and trained, the Company hosts crisis simulation in every office location every year. The team would work closely with the customer service center to inform customers any flight irregularities through a variety of channels, such as email, text messaging and social media. Meanwhile, a floor in Cathay Pacific building is especially dedicated as crisis management center that handles any emergency or accident involving Cathay Pacific Aircraft around the world.

In conclusion, Ms. Wong stressed that Cathay Pacific recognizes the stress and anxiety experienced by the passenger and families during accident. She introduced the Cathay Emergency Passenger Information Centre (CEPIC) and how it acts as an emergency, 24-hour, toll-free call centre linked to all outposts, disseminating information to all parties as required.

**Engaging Employees and Improving Operational  
Excellence through Internal Crowd Sourcing**

Mr. Christian Schubert shared his company’s experience in using an internal crowd sourcing platform to foster collaboration, simplify internal processes, and enable entrepreneurship in its Asia Pacific organization. According to internal surveys, BASF staff demands more responsibility and participation in decision making, believing that “If BASF only knew what BASF knows.” To respond to the feedback, Mr. Schubert talked about how the Company created a platform where an employee can initiate a discussion by posting any topics that are related to the company on the intranet. Meanwhile, colleagues from all over the world are encouraged to give feedback to the topics. The topics will then be ranked by employees and mature through various discussions, comments and suggestions. The popular ones will eventually reach the execution level and being discussed at the management board meetings for possible implementations.

Mr. Schubert concluded that the intranet helps BASF employees worldwide to build networks and exchange knowledge in a more efficient way. Not only can it bring more innovations to the Company, it also builds up employees’ sense of belongings to the firm.

22 March 2012



**Mr. Christian Schubert**

Vice President  
Corporate Communications BASF Asia Pacific

Co-organizing with the Research Postgraduate Programme, School of Communication, CMCR launched a new seminar series in 2012. The “Media and Communication Seminar Series” aims to provide our research postgraduates with an opportunity to meet and exchange ideas with scholars and experts from the field of media and communication. This year, the Series has organized 2 seminars.

29 May 2012



**Dr. Zhang Zhen**

University Fellow, Hong Kong Baptist University;  
Associate Professor, New York University

**Reflections on Chinese Melodrama Film Studies:  
Orphanhood and Melodramatic Articulations in  
Chinese-language Cinema**

Dr. Zhang Zhen discussed her recent research project on the melodramatic tradition and articulations in Chinese-language cinema. She began by introducing the term “melodrama” as deeply rooted in the western tradition. After the emergence of feature film in the 1910s, melodramatic plays and literary works quickly become an important source for film. As a concept from the western world, Dr. Zhang remarked that melodrama has mainly been used to analyze western films. With the development of transnational film studies in the 1970s, scholars found the genre also prevailed in many national or regional cinemas and began to use the analytical framework of melodrama to approach non-western film texts.

Dr. Zhang advocates the use of motifs which exist in melodrama from different periods and countries as reference points to conduct historical and comparative research. She discussed her research on the motif of “orphanhood”. “Orphanhood” has been an important melodramatic articulation in the Chinese cinema since the 1920s until the contemporary, communist era. It is also an active theme in the Hong Kong and Taiwan cinema. By comparing the cinematic representations of orphanhood and other melodramatic articulations in different eras and regions of China, Dr. Zhang aspires to establish a more complex and vivid landscape of Chinese melodrama.

**Weibo, Journalism and the Public Sphere in China**

Dr. Jingrong Tong explored how *Weibo* communication impacted on mainstream media communication in China. Given the maintenance of political control over the media in China, mainstream traditional media and journalism have long been criticized for being dysfunctional in the ability to facilitate free, fluent and plural communication in the society. Hopes have been given to the Internet which has the potential to provide a space for the wider public to participate in social communication.

Drawing on two incidents in 2011 – the High-speed train accident and the Guo Meimei incident, Dr. Tong remarks how *Weibo*, the Chinese version of Twitter, is able to complement the role of journalism in constructing a space that can be seen as a public sphere in China. *Weibo* has come to prominence since its appearance in 2009 and has ever since provided a space for the public to express themselves on a wide range of issues and access a variety of information sources. Its decentralised technology structure, Dr. Tong pointed out, further promotes communication, circumventing the centralised political control over information flow. As such, *Weibo* is deemed as having socio-political implications for the Chinese society.

11 January 2012



**Dr. Jingrong Tong**

Lecturer, Department of Media and Communication  
University of Leicester



Our seminar series aims at fostering the international connections with like-minded scholars, bringing new research perspectives and findings to the faculty and students. Since 2008, this seminar series has served as a platform nourishing to our growing postgraduate student body. This year, a total of 5 seminars were held, covering a wide variety of topics including structures of communication, digital narrative, Taiwan cinema, political economy of film and media, and the mechanics of stardom in postwar Mandarin cinema. The variety of the seminars demonstrates CMCR's endeavor to promote cross-disciplinary dialogues and multi-disciplinicity of media and communication scholarship.

27 June 2012



**Professor Joseph Chilberg**

Emeritus Professor of Communication  
State University of New York, Fredonia

## **A Communication Architecture of Group Process Designs for Decision Making**

Over the past 50 years numerous methods incorporating various techniques and practices have been developed to conduct effective group decision making and problem solving meetings. In this seminar, Prof. Joseph Chilberg conducted an analysis of the Group Process Designs (GPDs). He identified the functional dimensions and structures of communication, and offered insights on how critical and participatory effectiveness of the group making decisions could be significantly improved. He revealed that every GPD system consists of four levels – event, activity, episode, and act level – and each of the levels is associated with individual tasks and functions in which completion is directly related to successful outcomes of the meeting. He discussed the major problems that could be faced

by the participants in a meeting, and how the application of four rules could facilitate resolution of these problems. Structural analysis of GPDs along with the four-rule application, Prof. Chilberg concluded, prevents dysfunctional practices, promotes participation, sensitizes members to the task and prevents the meeting from going off the track.

## **From “Playing with Images/Playing with Sounds” to “Story Cloud”: A Journey through Digital Narrative**

Dr. Lu Feii shared with Faculty members and students his previous and ongoing projects, in which he experimented with various means of digital media and powerfully demonstrated enhanced trans-mediality in the digital age. Since 2008, the College of Communication, National Chengchi University has been working with the University of South California School of Cinematic Art's “Labyrinth Project” on a collaborative venture called “International Collaborative Project for Development of Interactive Trans-Media”. The objective is to explore the possibilities with trans-media projects. Dr. Lu first introduced “Playing with Images/Playing with Sounds”, an interactive education website on visual production launched in 2009 for interested students and beginners. The team brought the exploration further in 2011 with the “Natural Formosa” website series, which is a transformation of the documentary series created for Taiwan's Public Television Service into a digital, wireless, multi-media database and interactive science website. Dr. Lu concluded the talk with his current project, “Story Cloud”, an advanced attempt for trans-mediality which on top of his previous projects introduced the concepts of creative commons and mobile story telling. The project enabled contribution to a collective work of literary and audio-visual text from web users of various Asian cities, through which a database would be established and further creative works generated from it.

7 May 2012



**Dr. Lu Feii**

Associate Professor, Department of Radio-TV  
National Chengchi University

6 February 2012



**Dr. Isabelle Wu Pey-Tsyr**

Associate Professor, Department of Motion Picture  
National Taiwan University of Arts

## **Taiwan Cinema since the Millennium**

The Taiwan Cinema has become a recent sensation with *Cape No.7* (2008), *Monga* (2010), *You Are the Apple of My Eye* (2011) and *Seediq Bale* (2011), which brings out a new look on Taiwan films recovery. In this talk, Dr. Isabelle Wu Pey-Tsyr traced the development of the Taiwan Cinema of the last decade and examined the renaissance of the film industry in Taiwan by exploring the aesthetic, cultural and economic aspects. Dr. Wu discussed the emergence of the greatly popular idol-driven movie and the recent unexpected popularity with a number of documentary works. While the aesthetic and humanistic values are inherent in Taiwan films, she remarked, the trend from auteur cinema to popular movie would be an important topic for the prospect of the industry.

Considering the economy aspect, Dr. Wu discussed worldwide tide of cultural economy which affected the development of the industry chain of production, distribution and projection. She observed the chain links of the Taiwanese film production and the American business distribution, the practical mode of cross-border cooperation and financial capital injection, and the “glocalization” of movie production.

23 November 2011

## **Master Class for Postgraduate Students : Studying Global Hollywood**

The class was especially organized for postgraduate students and was attended by students from both HKBU and other institutions. Prof. Janet Wasko began by sharing with the class her background and experience as a practitioner who has worked for various media organization in the U.S., and as an academic who has developed her interest in political economy since she was a graduate student. She discussed the significance in considering Hollywood as an industry that produced and distributed commodities within a capitalist system, and more importantly, the political, social and cultural implications of that process. She raised her concern of the misrepresentation and rejection of the theoretical foundations, approaches to research, and research findings of critical political economy of media. The approach was deemed as reductionistic or economic, rejected as being limited to the study of entertainment, and accused of being insensitive to labour issues.

Prof. Wasko argued that, given the close relationship between the financial institution and the media industry, the political economy perspective should be one of the fundamental approaches to the study of media. Working well with cultural analysis, the approach would provide the ground for well-rounded studies. She also discussed how the diversity in political economy studies of media has been ignored mainly due to the tendency to misrepresenting the approach.



**Professor Janet Wasko**

Knight Chair for Communication Research  
School of Journalism & Communication  
University of Oregon



18 November 2011

**Dr. Jean Ma**

Assitant Professor, Department of Art and Art History  
Stanford University

### ***Dis/embodied Voice: The Songstress and the Mechanics of Stardom in Postwar Mandarin Cinema***

Prof. Ma explored the relationship between sound and image, voice and body, and the mechanics of stardom in postwar Mandarin cinema. She began by introducing the postwar decades as the golden age of Mandarin cinema, and also as the era of “no film without a song” which songstress reigned over. Nevertheless, she argued, the voice in the songstress films was operated in an ambivalent location which was at once corporeally anchored and mechanically detachable, coexisting with but not necessarily belonging to the onscreen singer. She illustrated her point by showing excerpts from *Songs of the Peach Blossom River* (1956), a commercial great success which Chung Ching (Zhong Qing), the famous actress of the era, made her debut despite her lack of vocal talent. Yao Li, who

was Chung’s dubbing voice in the movie and also in the actress’s subsequent productions, has become equally famous and was celebrated as the Queen of popular songs.

According to Prof. Ma, *Songs of the Peach Blossom River* not only played a significant role in the development of Mandarin musical, but it also showcased the ambivalence of the voice that pointed to the specific assumptions about performance and stardom operative in this period. First, she argued, the movie revolutionized the musical form and narrative logic, where songs and music like never before acted as vehicle of the narrative and enabled interactive quality. Second, she emphasized, song performance was conceived in terms flexible enough to accommodate the non-identity of sound and image. While the singing voice was far from being hidden or in denial, Prof. Ma indicated that the audio visual division of labour has enabled the performing body and the singing voice both being elevated to stardom.

## Research Program and Projects

### ***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.

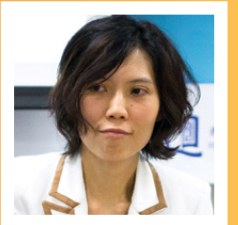
The funded research programs are expected to deliver two to three of the following results: organizing international workshops, seminars, symposia, and conferences; generating external grants and attracting international cooperation; and involving and nurturing strong collaboration between individuals, departments, schools, universities, regions, countries, and disciplines. Since 2007, CMCR has set up 5 research programs:

## Research Program and Projects

**2011-2012**

Program Title: **Corporate Social Responsibility (CSR) Governance: A Comparative Study on How Corporations Handle and Communicate Their CSR Practices in Hong Kong, and Germany**

Program Coordinator: **Dr. Regina Chen, Department of Communication Studies**

**2010-2011**

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

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

**2008-2009**

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

Program Coordinator: **Professor Emilie Yeh, Academy of Film**

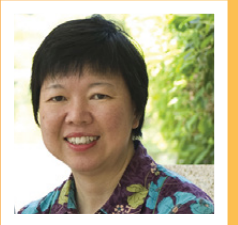
Outcomes: Two RGC funded research projects, one consultancy report for the Motion Picture Association of America, one international conferences funded by FRG grants, one anthology published by Beijing University Press in 2011.

**2007-2008**

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

Program Coordinator: **Professor 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 2009)

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 Activities

GRF Project Meeting “Chinese Film Industry Beyond Shanghai, 1900-1950”, 26 June 2012



CMCR held a GRF project meeting on 26 June 2012. The project, “Chinese Film Industry Beyond Shanghai, 1900-1950”, commenced in 2011, explored the development of film industry in four regional cities, including Guangzhou, Hangzhou, Tianjin and Hong Kong from 1900 to 1950. Research teams working in the four cities met to discuss research progress and findings. Future research plans and expected outcomes were also discussed and updated. The meeting brought together scholars and research assistants from Hong Kong, Mainland China and the U.S to discuss methods, procedures and problems encountered in the research process.

“Hong Kong Media Transition” Project

The HongCOMM Survey Lab was established in 2011 to collect public opinion from the Internet and conducting telephone survey (CATI). Supported by the University's Strategic Development Fund and the School of Communication, the lab is associated with the “Hong Kong Media Transition” project with an objective to study the usage and effect of the media in Hong Kong and in the region during transition. Since fall 2011, the lab has conducted 7 surveys. Press releases were issued on the findings and were widely covered by major newspapers, TV and radio.

Month	Project Title
Apr - Jun 2012	<ul style="list-style-type: none"><li>Research on Tram Shelter Advertisements for POAD</li></ul>
Jan 2012	<ul style="list-style-type: none"><li>Telephone Survey on Popularity of 2012 Chief Executive Potential Candidates</li><li>Media and Netizen Opinions regarding 2012 Chief Executive Potential Candidates</li></ul>
Dec 2011	<ul style="list-style-type: none"><li>Telephone Survey on Popularity of 2012 Chief Executive Potential Candidates</li></ul>
Nov 2011	<ul style="list-style-type: none"><li>Media and Netizen Opinions regarding Potential Candidates in the Chief Executive Election</li></ul>
Oct 2011	<ul style="list-style-type: none"><li>"Media and Online Forums" Reaction towards Policy Address</li><li>Survey on Career Perspective of Local and Non-local Tertiary Students</li></ul>

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 & Team Members/ Fellowship/ Visiting Scholar	Duration of the Project	Project Title	Type of the Grant
Prof. Xiao Xiaosui	1 Nov 11 to 30 Apr 14	China-West Dichotomies as Topical Inventions: A Historical and Rhetorical Perspective	General Research Fund, Hong Kong Research Council
Dr. Roselyn Du	1 Jan 12 to 31 Dec 13	The Gap Between Journalism Education and Practice in the Digital Age: A Hong Kong Study	General Research Fund, Hong Kong Research Council
Prof. Emilie Yeh	1 Jan 11 to 31 Dec 13	Chinese Film Industry Beyond Shanghai, 1900-1950	General Research Fund, Hong Kong Research Council
Dr. Andy Wong	1 Mar 12 to 28 Feb 13	Media Diversity Among Adolescents in Urban China	Faculty Research Grant, HKBU
Prof. Kara Chan	1 Mar 12 to 31 Dec 12	Predicting Healthy Eating Behavior Among Adolescents Using the Theory of Planned Behavior	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
Dr. Camille Deprez	30 Apr 12 to 15 Nov 12	French Colonial Documentary in India (1896-1954)	Faculty Research Grant, HKBU
Prof. Huang Yu	27 Sept 10 to 1 Oct 12	Media Doctor Hong Kong	Partly funded by the Institute for Journalism and Society
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. Camille Deprez	8 Aug 11 to 31 Dec 11	Films Division – The Indian Documentary Film Archive	Start-up Grant, HKBU
Prof. Emilie Yeh	1 Oct 09 to 31 Dec 11	On Wenyi: Establishing a Generic and Critical Category in Chinese Film Studies	General Research Fund, Hong Kong Research Council
Prof. Ian Aitken	30 Dec 09 to 30 Dec 11	Hong Kong Documentary Film: The Documentary Film Series	General Research Fund, Hong Kong Research Council
Prof. Huang Yu	20 Dec 10 to 19 Dec 11	Hong Kong Media Performance	Partly funded by the Institute for Journalism and Society
Prof. Kara Chan	1 Sept 10 to 31 Oct 11	Perception of Age and Creativity in the Workforce Context	Faculty Research Grant, HKBU
Dr. Roselyn Du	1 Feb 11 to 31 Jul 11	Teaching Journalism and Mass Communication in the Trend toward Convergence: A Longitudinal Study	Faculty Research Grant, HKBU



Dr. Kang Ning, postdoctoral research fellow of the School of Art and Communication, Beijing Normal University, was Centre's visiting scholar from December 2011 to March 2012. During her visit, Dr. Kang worked on her research project on Hong Kong cinema and shared with us her views on the subject. It is hope that the relationship between CMC and School of Art and Communication of Beijing Normal University will be furthered strengthened, following Dr Kang's visit. A joint conference between the two institutions is currently in negotiation.



## Postgraduate Student Corner

In 2012, our postgraduate students have had an active and fruitful year in attending conferences as well as study tour. They are happy to share with us some of their achievements and fond memories.



### Benjamin CHENG Ka Lun | Ph.D. Student

In August 2012, I presented a paper titled "Fueling the debate: Predictive relationships among personality characteristics, motives and effects of melodramatic animated news viewing" at the Centennial Conference, Association of Education for Journalism and Mass Communication held at Chicago, USA. The paper was co-authored with Lo Wai Han, a PhD student at our School.

The conference was one of the most prestigious communication conferences in the world, attracting approximately 2500 attendees every year. I was particularly excited to attend the conference this year as the Association celebrated its 100<sup>th</sup> anniversary. Our paper was presented at a scholar-to-scholar session. In the session I exchanged views with other international scholars on the practices of animated news that is emerging in Hong Kong and Taiwan. Many of them commented that the use of melodramatic animation in news could engage viewers in news consumption process but on the other hand it was controversial on its ethical aspect. Some attendees also shared their views on the possible future research directions on this topic. I benefited a lot from interacting with them and it was very inspiring when hearing their comments from their own cultural perspectives. At the end of the session, a panel of four judges stayed behind and congratulated me that our paper got elected for the "Top Interactive Paper Award". I was very honored and excited to hear this news. My co-author, Janet, and I were very glad that our work got recognized by this international conference. We wish to thank the professors of the School for providing guidance during our study.



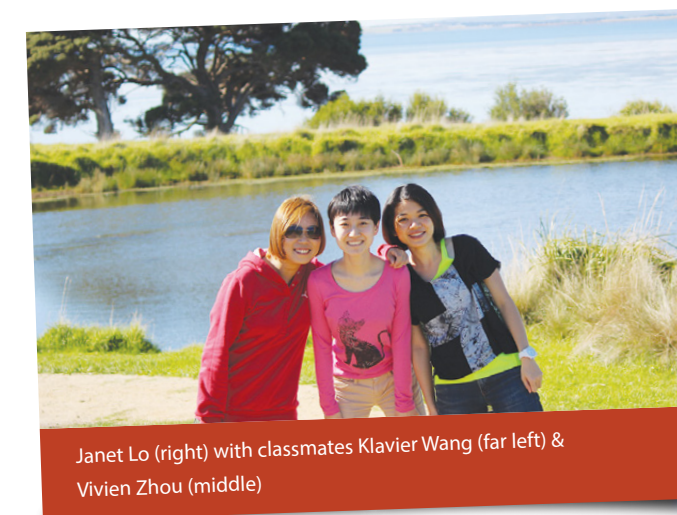
### YANG Fang | M.Phil. Student

This summer I was lucky to be enrolled in the Daonan Summer Camp, a two-week study tour hosted by the College of Communication of National Chengchi University in Taipei. The camp invited several postgraduates from the mainland and Hong Kong for academic and cultural exchange. It was filled with lots of wonderful memories --- apart from meeting new friends from both straits, we were offered a valuable chance to get to know more about the cultural of Taiwan. During the trip, we were warmly welcomed by

the fellows of Chengchi University and attended several lectures on marketing and advertising in Taiwan provided by the Department of Advertisement. We were impressed by the vivid and authentic local cases brilliantly analyzed by the lecturers. Moreover, we visited several famous spots, including the Taipei 101 Tower, Taipei's National Palace Museum and Yilan village, which is full of interesting handicraft workshops and traditional customs. Exhausted but happy, we all learned a lot about the history and stories of Taiwan from the visits and were deeply moved by the gentle behaviors of Taiwanese. I definitely treasure that the memory of this summer camp.

### Janet LO Wai Han | Ph.D. Student

In April 2012, I attended 2012 Four Round conference, entitled "Managing the Media: Policy, Regulation and Engagement" at Monash University in Melbourne. This conference was jointly organized by Hong Kong Baptist University, Monash University and Communication University of China. It was an exhilarating experience. I attended the conference with my classmates, Klavier Wang and Vivien Zhou, and presented a paper co-authored by Benjamin Cheng and myself. In the conference, I met many postgraduates, scholars and professors from different countries. This conference gave us a golden opportunity to develop new ideas and exchange research experiences. I must also mention the hospitality of Dr. David Holmes of the Monash University, who welcomed us at his home on our first day in Australia. Mrs. Holmes prepared a dinner for thirty people and we had a traditional Australian barbeque. Their hospitality and kindness made this trip unforgettable. I enjoyed every moment of this conference trip which was both inspiring and fun.





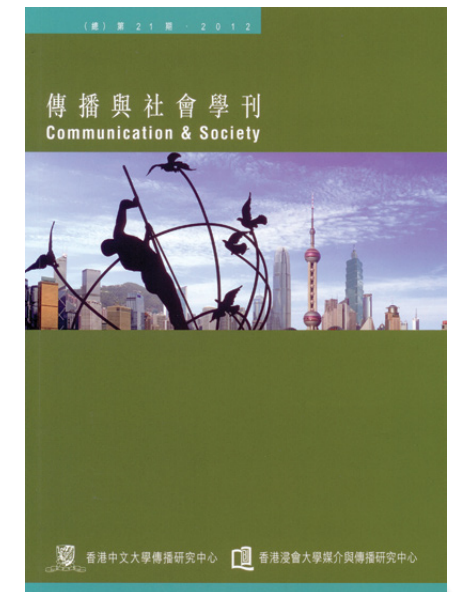


### Klavier WANG | Ph.D. Student

I attended the 22nd World Congress of Political Science in Madrid, Spain, during July 8-12, 2012. This annual congress is organized by the International Political Science Association (IPSA) and has attained the globally well-established reputation in the field of political science. The theme for this year was "Reordering Power, Shifting Boundaries". Among dozens of thematic panels and interest groups, I presented my paper in the panel of "Electronic Democracy" and I also chaired a section called "Engaging Online: Strengths and Limitations". In the congress, senior and young scholars shared their research findings among hundreds of participants. It gives me strong feeling attending this congress especially at a time when European economic and political crisis has reached a crucial point.

Sharing by participants from Greece, Italy, Spain and South America revealed what the government and the people have done under the EU zone crisis. I was greatly inspired, not only in terms of political theoretical development but also in regards with the social reality.

The Journal published its twenty-first issue this year and subscriptions are on the rise. As the major Chinese language academic journal in the region, the Journal's acceptance rate remains an average of 25% of all paper 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.



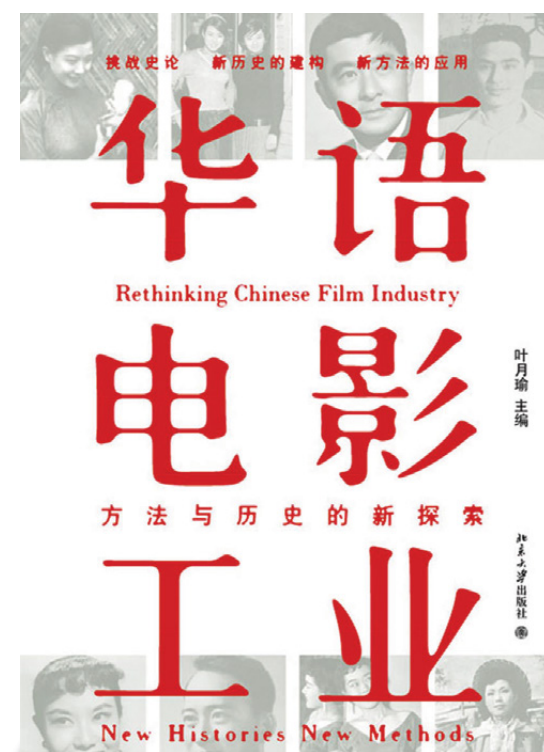
### 2011 年總第十八期

<p>穿越理論的時代：電影與傳播 葉月瑜、陳韜文</p>	<p>線上遊戲性別轉換行為分析 李紫茵、王嵩音</p>	<p>客家老年人觀展 / 表演之在地文化研究——一個苗栗地區老人文康中心卡拉 OK 室的觀察 吳翠松</p>
<p>在宏大理論外思索電影研究 大衛·波威爾 (David Bordwell)、葉月瑜</p>	<p>客觀真實、多元真實與超真實：後現代社會的新聞認知 劉平君</p>	<p>哈尼族村寨手機使用的傳播人類學考察 孫信茹</p>
<p>全球化下的在地電視觀眾 汪琪</p>	<p>衝突性食品安全事件中的知識之爭與虛擬空間的話語權——以蒙牛特侖蘇風波的專家博客為例 張丕萬</p>	<p>媒體現代：傳播學與社會學的對話 陳韜文、馬傑偉、張瀟瀟</p>

## Publication

### Rethinking Chinese Film Industry: New Methods, New Histories (Peking University Press, December 2011)

Following the success of the international conference, "Rethinking Chinese Film Industry: New Methods, New Histories", organized with the David C. Lam Institute for East-West Studies in October 2010, a Chinese book *Rethinking Chinese Film Industry: New Methods, New Histories* edited by the Centre's Director was published by the Peking University Press in December 2011.



### 2012 年總第十九期

<p>感謝與堅持：慶祝《傳播與社會學刊》創刊五週年 陳韜文、黃煜、馬傑偉、蕭小穗、馮應謙、葉月瑜、羅文輝</p>	<p>現代幻想在中國之符號踐行：「流星花園」模式的文化解析 馮應謙、張瀟瀟</p>	<p>媒體市場區域化下被錯置的文化消費與生產？——台灣「鄉土劇」在中國大陸 程紹淳</p>
<p>電視研究的前沿思索 托比·米勒、馮應謙</p>	<p>由電視劇《大女當嫁》探析當代都市大齡「剩女」婚戀的困窘 王蕾</p>	<p>網路公共關係：研究圖像與理論模式建構 黃懿慧</p>
<p>後電視年代的電視研究 馮應謙</p>	<p>愛情的想像——中國熱播愛情劇的文本演變與受眾的解讀偏好 吳紅雨</p>	<p>《香港廿二春——師奶列傳》——紀錄片作為研究方法的反思 何式凝</p>
<p>下崗女工、苦情戲及中國電視劇的情感空間 孔書玉</p>		



2012 年總第二十期

「蕭規曹隨」：堅持公正審稿、鼓勵多元理論研究 羅文輝、黃懿慧、黃煜、馬傑偉、蕭小穗、馮應謙、葉月瑜	從「發展新聞學」中突圍的異議空間—— 馬新網絡媒體的兩種景觀 莊迪澎	邁向氣的傳通理論：西學與漢學的對話 鍾振昇、何美惠
創新傳播研究的追尋：長江學者陳韜文的學術理念 陳韜文、羅文輝	社會運動中的承認政治與話語秩序：對廈門「散步」事件的媒介文本解讀 黃月琴	影像政治與台灣 郭力昕
知識女工與中國大陸出版集團的彈性僱傭制度改革 曹晉	地下電台傳播行為對台灣高雄地區公民社會影響之研究 諸葛俊、黃于恬、汪明生	

2012 年總第二十一期

城市屏幕 / 文化研究：理論與方法之創新 馬傑偉	本地與同代：上海的城市屏幕文化 裴開瑞	城市屏幕、網絡化文化與參與式公共空間 Scott McQuire
文化研究新領域：城市屏幕文化 裴開瑞、馮應謙、陳錦榮	南韓和澳洲之間的都市屏幕及跨文化消費的分析 Audrey YUE & Sun JUNG	跨國公共領域：大屏幕和美學的大都會主義 Nikos Papastergiadis
文化研究新領域：城市屏幕文化 陳錦榮、馮應謙	圖像和親密屏幕：流動性與手機照片的日常性 Helen Grace	媒體與地緣政治區的治理：兼及媒體與傳播地理學對粵港澳地區的洞察 李蕾蕾





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