

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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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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School of Communication



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

TRUTH IS VIRTUE
唯真為善

Interview with Prof. Huang Yu Dean of Communication



2013 marks the celebration of the 45th year of founding of the School of Communication (the School) of the Hong Kong Baptist University (HKBU). The School also welcomes a new dean, Prof. Huang Yu (黃煜教授), who took up the deanship in April 2013.

With its leading position in the communication discipline, the School has been always devoted to whole person education, innovative research, and active services for Hong Kong, greater China, and the global community. In response to the increasing expectation for quality research, Prof. Huang shares his vision of the School's future research development.

Identifying Our Niche

Prof. Huang's strategic vision is to position the School as a professional institution with a strong research profile. To achieve this goal, the School's niche

research areas should be identified and research on these areas should be progressively furthered. The School has strengths in conducting both theoretical and applied research across all fields of media and communication. Among all the areas, Prof. Huang highlights film studies, comparative media studies, health communication, organizational communication, local communication and advertising, which he believes have already been well established or well recognized in terms of their research strength. Having identified such areas, Prof. Huang believes that the only way to excel is to keep track of the limitations and strive for enhancements. For example, considering film studies as an important area for further expansion, the School plans to set up a center for film and cultural studies in the near future as well as to publish a Chinese-language journal on the subject. The established research teams on local

media performance and organizational communication are currently working on new initiatives keep abreast of the ever-changing social and media environment.

Fostering a Research Culture

A good research culture, Prof. Huang believes, can be fostered on two levels. First, the School will continue with the effort on academic exchange. Academic conferences and symposiums will be organized once or twice every year to facilitate the exchange of research ideas among local and international academics. Second, the School will encourage more team-based research to explore phenomena arising from new media. Prof. Huang particularly considers the possible challenges faced by young faculty members, such as the limitations of individual efforts. He maintains that research initiatives

could be largely enhanced through cross-discipline and possibly cross-institute collaboration, an area which the School will focus on and support. In terms of hardware construction, Prof. Huang discusses how the School's research center, the Center for Media and Communication Research (CMCR), has played a vital role in promoting research on the School's faculty in recent years. CMCR has formed a solid platform for intellectual debate and research collaboration. The Chinese Journal of Communication and Society (《傳播與社會學刊》), a highly regarded Chinese language academic journal, is jointly published by CMCR and The Chinese University of Hong Kong and is increasingly well received in the field. Prof. Huang is presently exploring possible affiliation with organizations such as the International Communication Association to further enhance the publication's status as the regional flagship journal. CMCR is expected to continue with the initiatives to improve colleague's research ability as well as to increase its scale for more international engagements.

Working towards Knowledge Transfer

Knowledge transfer, being a strategic development area identified by the University Grant Council, has also been a primary focus of the School. Being the cradle for local

communication elites, the School has long been working closely with the industry and has been committed to match the needs of the community to the research agenda. For the past three years, the School's Institute for Journalism and Society has offered summer training courses to media practitioners as well as to teachers from local and overseas institutes and has trained more than 400 participants. The School has also been invited to provide broadcasting training for local community figures and has submitted a proposal to the District Council.

Apart from training courses, Prof. Huang highlights that the School, as the academic knowledge base, could transfer knowledge, expertise, and skills to the industry in a more systematic way. Various disciplines are offered in the School, including journalism, film, public relations and advertising, whose research outputs address social needs in each of their own way. The School would explore new outlets for these outputs with the aim of going beyond publication, which is currently the usual means of publicizing research outcomes. Prof. Huang discusses a few of the possible outlets, which included online lectures or courses for the global community. As for the "non-traditional" scholarship, such as photography, media arts, and digital production, Prof. Huang also identifies knowledge

transfer potential in creativity research projects. The School would provide initiatives to consolidate research works in these areas and explore possible cross-discipline collaborations.

Involving the Students

In the past years, a sufficient number of postgraduate students has actively involved in the School's research projects and contributed to a vibrant research culture. Enthusiastic conference participation constitutes an essential part of postgraduate education. Student papers have frequently won recognition at conventions of major academic associations. The Undergraduate Summer Research Programme, which is a new University policy implemented early this year, allowed the School to extend the student research community to the undergraduate level. With the help of the faculty members, the School targets to identify potential undergraduates for research-related activities. Higher student involvement in research, Prof. Huang emphasized, would largely facilitate the teaching-learning process and defiantly contribute to a vivid and sustainable research community in the long term, and indeed to a fulfillment of the School's mission of whole person education, innovative research, and active service for Hong Kong, greater China, and the global community.

Prof. Huang Yu obtained a PhD in Media and Communication from the University of Westminster in the UK and joined HKBU in 1994 as Lecturer in the Department of Journalism. He then advanced through the years to Professorship. He was Head of the Department of Journalism from 2006 to 2011. He served as Associate Dean of Communication for almost two years, before taking up the Acting Deanship in September 2012, and Deanship in 2013. He is also serving as the Executive Associate Dean of the Graduate School.

His current research interests include: Mass media in Hong Kong and mainland China, Media representation/construction, Social relation and media changes, Political economy of media/communication studies, News/media and social development, Media and Chinese.

In the 2012/ 2013 academic year, CMCR welcomes two new Associate Directors. Dr. Alice Lee (Department of Journalism) and Dr. Regina Chen (Department of Communication Studies) will succeed Dr. Flora Hung-Baesecke (Department of Communication Studies) as Associate Directors.

Dr. Alice LEE 李月蓮

Associate Professor, Department of Journalism

Dr. Alice Y. L. Lee is an associate professor at the Department of Journalism. Her research interests include media education, media and information literacy (MIL), new media and society, and online news media. She serves as the vice chairperson of the Hong Kong Association of Media Education (HKAME) and is devoted to conduct media literacy research. She has been promoting media education movement in Hong Kong and mainland China in the past decade. Her media literacy research topics include the networking model of media education in Hong Kong and university-driven media education model in mainland China. During the years of 2011-13, she joined the UNESCO international research team on MIL. While most of the countries in the world are moving from industrial societies to knowledge societies, MIL becomes an essential life skill of knowledge workers and it is an important topic for research. Dr. Lee published her media literacy research papers in both academic journals and professional periodicals. Her works were also published by the UNESCO.



Dr. Regina CHEN 陳怡如

Assistant Professor, Department of Communication Studies

Dr. Regina Chen is an assistant professor at the Department of Communication Studies. Her scholarly interests include strategic communication, global public relations, government relations, corporate social responsibility (CSR), and online rumors and public engagement. Her recent CSR project applies an employee engagement approach of CSR and has two main lines of studies. One compares how companies in China and Germany govern their CSR communication by using an established formal/informal framework within the companies. The other examines how leadership influenced employee engagement in CSR activities by analyzing the leaders' behavior regarding being a role model, advocacy of CSR by effective communication, and manner of facilitating employees by providing trainings and incentives. Another main project of Dr. Chen examines rumor (i.e., unverified messages) dynamics on social networking sites. This interdisciplinary project tackles the theoretical gap in public relations and the methodological challenges by analyzing real-time posts on Facebook and Weibo to explore such rumor spread and its influencing factors using natural language processing applications.



Dr. Chen won the 2006 Robert Heath Award for her top Public Relations Division paper at the International Communication Association conference. Dr. Chen has published papers in various academic journals, including Journal of Public Relations Research, Public Relations Review, Communication Research Reports, and Journal of Communication Management. She is the book author of Effective Government Affairs in an Era of Marketization: Issues Management, Business Lobbying, and the Management of Government Relations in China. She is presently serving at the editorial board of Interest Groups and Advocacy and at the research advisory panel of the International Association for Business Communicators.



Departing Associate Director

Dr. Flora Hung-Baesecke, who is the former Associate Director of CMCR, has provided major support and inspiration in moving the Center forward in the past five years. She has played an important role in cultivating a strong network of the Center with academicians and industrial leaders worldwide.



6 – 7 June 2013

International conference “Chinese-language Cinema: Text, Context and History”

Supported by Sil-Metropole Organisation Ltd., School of Art and Communication (Beijing Normal University), Visual Culture Research Center (National Central University), and Academy of Film (Hong Kong Baptist University)

With the success of the previous film conference “Rethinking Chinese Film Industry: New Methods, New History” in October 2010, CMCR presented the second installment of the historical investigation of Chinese-language cinema on June 6 to 7, 2013. This conference aimed to enrich the standard literature on the Chinese film industry and history, to serve as a scholarly platform for primary empirical research, and to nourish an interdisciplinary and collaborative research culture among Chinese film scholars, archivists, critics, and postgraduate students. The conference brought together more than 30 scholars from Hong Kong, Macau, mainland China, Taiwan, Japan, New Zealand, the US, and the UK to present the fruits of their research. The event also attracted sponsorship and support from Sil-Metropole Organisation Ltd. The School of Art and Communication of Beijing Normal University, Visual Culture Research Center of National Central University, and Academy of Film of Hong Kong Baptist University are the supporting organizations.



The two-day conference was commenced by Prof. Ringo Ma, who is the Associate Dean of the School of Communication, followed by keynote speeches by renowned scholars Prof. Poshek Fu and Prof. Paul Clark. Eight panels were held to present the latest discoveries of new texts and revisions of standard historiography as well as to explore the linkage of historical study to issues of gender, genre, aesthetics, marketization, liberalization, and globalization.

Considering the limitations of studies on early Chinese film history and the problems of a grand-narrative historiography, speakers at the conference exerted concerted efforts to establish a more nuanced, refined account of Chinese film industry and history. The conference heard 30 papers; each of which had special foci and concerns, with topics ranging from film aesthetics and marketization in the 1930s to new materials on early Chinese film history, gender and historical context in genre films, film theory and criticism in Chinese and Taiwan cinema, internationalization and relocalization of Hong Kong Cinema, de-territorializing national cinema, and envisioning China's screen and market.

The conference attracted an enthusiastic group of scholars, researchers and students from different institutions as well as practitioners from the industry.



9 October 2012

Symposium "Cultural Politics in Late Qing and Early Republican Period"

晚清·民國的文化政治：
民主 電影 修辭

The one-day symposium was held at HKBU. Prof. Chen Jianhua (Division of Humanities, The Hong Kong University of Science and Technology), Prof. Xiao Xiaosui (Department of Communication Studies, HKBU), and Prof. Emilie Yeh (Academy of Film, HKBU) lectured on cultural politics in the late Qing and early Republican periods. Three seminars with respective topics were held, where the participants shared and discussed their views on the issues.

Prof. Chen Jianhua discussed the popular sensation of Napoleon in Shanghai during the mid 1910s, which was dominated by the media's obsession in the militant imperial figure's private/ romantic life. In the context of sentimental ethos and political disillusion in the early Republican period, Prof. Chen argued that this anti-heroic proclivity not only refracted colorful urban mentality and popular desire but also witnessed the rise of feminine consciousness and democratic demand. Prof. Emilie Yeh explored the definition of wenyi (letters and arts) as a genre and the role of wenyi in

Chinese cinema during the early 20th century. The concept of wenyi, Prof. Yeh said, was closely related to the two conflicting cultural trend during the Republican era, namely, the aspirations for new enlightenment that encouraged the May Fourth Movement and a new style of fiction known as "Mandarin Ducks and Butterfly School." Prof. Xiao Xiaosui examined the revolutionary rhetoric in early Chinese Campaigns, including the Self-Strengthening Movement, Hundred Days' Reform, and May Fourth Movement. Prof. Xiao drew attention to the rhetorical vision created through fantasy themes that aspired to promote a unified national spirit. A fruitful exchange of ideas occurred among scholars, postgraduate, and undergraduate 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 DLS organized three lectures that attracted full houses and were enthusiastically received by scholars, and postgraduate and undergraduate students.

DLS XVII: Conceptualizing Some New Developments in Korean Wave in East Asian Pop Culture

13 March 2013

Prof. Chua Beng Huat, who is a Provost Professor from the National University of Singapore and a renowned sociologist in Southeast Asia, analyzed the rise of the East Asian pop culture media industry, which was dominated by the global circulation and consumption of South Korean pop culture.

Prof. Chua started by providing an update of the recent developments of the overwhelmingly powerful Korean wave that swept East Asia with its movies, TV dramas, and pop music. He illustrated his point by showing movie clips and music videos from Thailand and Indonesia, which reflected Korean cultural effect in the region. He then considered three areas of industry and audience activities that require further conceptualization and research.

Prof. Chua emphasized that the increasing use of social media as a medium for audience activities has engendered greater "fan activism." He further explored how the consumption of the "foreign" has engendered in the trans-regional audience an emergent sense of multiculturalism. He concluded by arguing that the favorable response of the media industry in different regional locations suggested that Korean TV drama and K-pop music may be an emergent and recognizable "genre" of pop culture.



Prof. Chua Beng Huat

Provost Professor
Head, Department of Sociology
National University of Singapore

25 January 2013

DLS XVI: Reaching a Consensus: Standards for Research and Measurement in Public Relations Practice



Mr. Frank Ovaite

President and CEO
Institute for Public Relations

Mr. Frank Ovaite, who is the President and CEO of Institute for Public Relations, introduced the Coalition for Public Relations Research Standards and shared his expertise in public relations practice.

Mr. Ovaite began his talk by stating that excellence in public relations urgent calls for the development of a widely accepted, professional standard that could ensure the reliability, validity, and consistency of the measurement and the evaluation results. He reviewed the current lack of standard definitions in measurement, reflected on the needs of the PR industry and their clients, and explored the difficulty of developing practical standards on a global basis.

Mr. Ovaite introduced the Coalition for Public Relations Research Standards and its work to date. He concluded by encouraging interested students who are well trained in the PR field to contribute to the Research Standards.

26 October 2012



Prof. Leo Ou-fan Lee
Sin Wai Kin Professor of Chinese Culture
The Chinese University of Hong Kong



DLS XV: Living with Cultural Theory and Criticism: A Personal View

Prof. Leo Lee, who is one of the most influential figures in Chinese literary studies and cultural criticism, reflected on the relevance, as well as the irrelevance, of theory in various conceptual contexts.

Greeting a full house of enthusiastic listeners, Prof. Lee presented an overview of the development of postmodern theory in the past 20 years. Drawing on examples from Terry Eagleton’s *After Theory*, Jean-Michel Rabaté’s *The Future of Theory*, Paul A. Bové’s *Poetry against Torture*, and Zygmunt Bauman’s *Liquid Modernity*, he reviewed the meaning of cultural theory in both academic and cultural spheres and discussed how theory differs from cultural criticism.

Prof. Lee drew attention to the possibility of western theory being “lost in translation,” with special focus on the “problems” when they are read only in Chinese translation. He went further by inviting the audience to consider how cultural theory, beyond the field of Cultural Studies, would be relevant to the daily living in Hong Kong. He asserted that the popularization of cultural theory would enable deeper understanding and appreciation of modern culture among the general public. The talk concluded with an engaging discussion between Prof. Lee and the audience.

Public Relations Series

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, which is 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 update the synthesis of theory and practice. Distinguished scholars and industry leaders from Hong Kong, mainland China, and Taiwan are invited to speak in the PR seminar series. This year, the Series has organized four seminars, covering interesting and insightful topics ranging from the latest trend and career prospect in PR industry, to corporate sustainability and new challenges for PR specialists.

**Two Dynamics that Change Everything in PR:
Extreme Transparency and the New Definition of News**

13 March 2013

Mr. Rob Flaherty is the Global CEO of Ketchum, which is a global PR firm with 102 offices and affiliates worldwide. He shared with our staff and students the latest trend in the PR industry.

Mr. Flaherty reviewed the current trends that shaped the global communication environment. Considering the prevalence of Internet, mobile digital devices, and social network, he explored how transparency of information gave rise to the new definition of news. He further explored several new requirements for the future PR practitioners. He also introduced Ketchum’s Mind Fire Campaign, which is an initiative that invites students around the world to submit creative responses to real challenges encountered by clients and encouraged the students to participate.



Mr. Rob Flaherty
Senior Partner,
Global CEO Ketchum

26 February 2013



Simeon Mellalieu General Manager, Ketchum Hong Kong Chairman of the CPRFHK	Nicola Monks Client Services Director, Grebstad Hicks, Communications	Patrick Yu Senior Vice President, Fleishman-Hillard
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A Career Starting Point in PR

The talk was held especially for journalism students who might be interested in joining the PR industry. Three distinguished speakers from the PR industry in Hong Kong, namely, Mr. Simeon Mellalieu (Ketchum Hong Kong), Mr. Patrick Yu (Fleishman-Hillard), and Ms. Nicola Monks (Grebstad Hicks Communications), shared with an enthusiastic group of students their experience in the industry and offered valuable advice on how to join the industry as an intern or an entry-level practitioner.

The speakers first introduced the roles and duties of a PR practitioner and provided detailed suggestions on how to prepare for the job interview. Considering the new trends in social media and globalization, they reminded students that the PR industry would have new expectations for the candidates. They also tackled internship opportunities and requirements.

Corporate Sustainability

Ms. Maria Cheung, who is the General Manager of New World Development and the current President of Hong Kong Public Relations Professionals' Association, talked about the practice of CSR and corporate sustainability in Hong Kong.

Drawing on real-life examples, Ms. Cheung shared her experience on building and managing a corporate image. She introduced how corporate image could be enhanced through sustainability activities. She reviewed a few of the successful cases and discussed the obstacles, such as how several of the initiatives could be conflicting with the short-term interests of the company. As the President of Hong Kong Public Relations Professionals' Association, she also welcomed student members to join the organization and contribute to corporate sustainability.



Ms. Cheung Yat-sum, Maria

General Manager
Corporate Communication
New World Development Company Limited

21 November 2012

13 November 2012

Communications is Changing

Mr. Fred Cook

Global CEO
GolinHarris

Mr. Fred Cook, who is the Global CEO of GolinHarris, discussed how the public's engagement with mobile and digital devices has changed their communication patterns and further posted challenges as well as opportunities for PR specialists.

Mr. Cook reviewed how global leading PR companies have evolved their business models and practices to adapt to the new communication environment. He introduced the g4 model, which is an innovative model that aims to align an agency's people, processes, technology, and training to fulfill the evolving needs of clients in a complex, connected society. The structure melded four areas of expertise into a single entity, which broke away from traditional agency silos and replaced the standard, seniority-based hierarchy with global teams of dedicated specialists for every account. Drawing on successful examples, Mr. Cook argued that the model well reflects the cutting-edge practice that leads the industry toward the future.

Research Programs

The Research Program of CMCR is an initiative that aims to enhance the faculty members' research influence, attract reputable scholars for collaborative works, promote a rich and stimulating research environment, and strengthen CMCR's connections with the local and international scholarly and professional community. The funded research programs are expected to attain two to three of the following goals: (i) to organize international workshops, seminars, symposia, and conferences; (ii) to generate external grants and attract international cooperation; and (iii) to involve and nurture strong collaboration between individuals, departments, schools, universities, regions, countries, and disciplines. Since 2007, CMCR has set up five research programs.

2011-2012

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

Outcome: An international research collaboration, a journal publication, and an invited speech on a CSR forum in Beijing in 2012.



2010-2011

Celebrity Endorsement Research: Impacts, Theories and Challenges

Program Coordinator: Professor Kineta Hung, Department of Communication Studies

Outcome: An FRG grant on the effects of celebrity endorsement on HPV prevention, and a journal publication on the entertainment effects of celebrity endorsers.



2008-2009

Chinese Film Industry Research Group

Program Coordinator: Professor Emilie Yeh, Academy of Film

Outcome: 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

Tween girls, Consumption and Gender Identity: A Cross Cultural Study

Program Coordinator: Professor Kara Chan, Department of Communication Studies

Outcome: 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.

**Strategic Public Relations Management in the Chinese Society**

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

Outcome: 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.



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	Duration of the Project	Project Title	Type of the Grant
Dr. Camille Deprez	4 Mar 13 to 31 Jul 13	The Activist Documentary in India (1975-2012)	Faculty Research Grant, HKBU
	30 Apr 12 to 15 Nov 12		
Prof. Ian Aitken	2 Jan 13 to 2 Jan 14	The Documentary Films of TVB & ATV	General Research Fund, Hong Kong Research Council
Dr. Vivian Sheer	1 Jan 13 to 30 Jun 15	Developing and Testing Interpersonal Strategies for Resisting Smoking Initiation among Male Youth in mainland China: A Formative Research Project	General Research Fund, Hong Kong Research Council
Prof. Steve Guo	1 Jan 13 to 31 Dec 14	Press Performance and Audience Perception in Hong Kong: A Public Interest Model	General Research Fund, Hong Kong Research Council
Dr. Roselyn Du	1 Nov 12 to 30 Oct 13	One event, Three stories: Framing the Arab Spring within Ideological Boundaries	Faculty Research Grant, HKBU
	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. Kara Chan	1 Sep 12 to 28 Feb 15	Bilateral (H.K.): Development of a Chinese Language Version of the Social & Community Opportunities Profile (SCOPE) for NGO Service in Hong Kong	Research Grant, Economic & Social Research Council
	1 Mar 12 to 31 Dec 12	Predicting Healthy Eating Behavior Among Adolescents Using the Theory of Planned Behavior	Faculty Research Grant, HKBU
Prof. Kineta Hung	1 Sep 12 to 31 Aug 14	French Colonial Documentary in India (1896-1954)	Faculty Research Grant, HKBU
	1 Jan 11 to 30 Dec 12	Cervical Cancer Prevention: Exam of Endorser Type & Advertising Appeals on Young Females' Perception of HPV Vaccine Advertisements	General Research Fund, Hong Kong Research Council
Dr. Timothy Fung	16 Jun 12 to 15 Jun 14	Testing the Availability Process of the News Framing Effect Across Cultural Groups	Faculty Research Grant, HKBU
Dr. Andy Wong	1 Mar 12 to 28 Feb 13	Media Diversity Among Adolescents in Urban China	Faculty Research Grant, HKBU
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
Prof. Emilie Yeh	1 Jan 11 to 31 Dec 13	Chinese Film Industry Beyond Shanghai, 1900-1950	General Research Fund, Hong Kong Research Council

Visiting Scholar

"I am a postdoctoral fellow from the School of Journalism, Fudan University. I'm so glad to take this opportunity to learn about film studies under the guidance of Prof. Emilie Yeh. During my visit, I assisted a research on Chinese film industry. It deepened my understanding on the research I myself is working on, which is related to China's Reform and Opening up in the early 1980s.

I also learned about the School's arrangement of curriculum and its basic framework. I have joined a few lectures, including one about intellectual condition of contemporary China, and have indeed learned a lot. I hope there will be more exchange opportunities between the two institutions."



Dr. Lin Ling
Postdoctoral Fellow, School of Journalism,
Fudan University
Period of Visit : September to December 2013

Visiting Doctoral Student



Mrs. Tiziana Cavallo
PhD Candidate in Corporate Communication IULM
University of Milan, Italy
Period of Visit : February to May 2013

"I am from Italy, and am doing my PhD at IULM University (Milan, Italy) with a research on strategic higher education public relations in a communitarian perspective. During my stay at HKBU, I collaborated with Dr. Flora Hung and Dr. Regina Chen on various research initiatives, including a research on international PR associations' websites to identify and evaluate the management skills of PR professionals. We found that the issue can be approached from different points of view, related to the different kind of players involved: PR agencies and consultancy organizations, journalist or professional bloggers who write about skills and professionals' qualifications, and professional associations which deal with definition of skills due to accreditation's processes and university project. I have experienced a deeply intense, challenging and exciting research stay at HKBU, an interesting, international and vibrant academic environment."

In 2013, our postgraduate students have had an active and fruitful year in attending conferences as well as a study tour. They are happy to share with us a few of their achievements and fond memories.



Enoch Tam was presented with an outstanding paper award at a symposium for postgraduate students of five communication schools in China, Taiwan and Hong Kong.

Enoch Yee-lok TAM | Ph.D. Student

Last summer, I attended and presented in two conferences with two papers of very different research foci. On June 6 to 7, I joined a two-day conference entitled “Chinese-language Cinema: Text, Context and History,” which was organized by the Center for Media and Communication Research of Hong Kong Baptist University, and presented the paper “Cinematic Lyrical as a Method.” In this conference, I met several prestigious film scholars from all over the world and exchanged various ideas with them.

On July 4 to 5, I attended a symposium for postgraduate students of five communication schools in China, Taiwan, and Hong Kong, which was held at Tsinghua University, Beijing. Led by Prof. Xiao Xiaosui, I went to the symposium with five other postgraduate students. This symposium received a wide range of papers whose topic ranged from journalism to communication studies, from film studies to other media-related studies. I presented a paper entitled “Post-Nostalgic Capitalist City: Anatomy of Temporalities and Spatialities in McDull Series” and was honored to receive an outstanding paper award in the film art and industry category.

I had good times in both the conference and the symposium and had good exchanges, both intellectually and culturally, with scholars and fellow students from universities of different countries. I feel truly grateful to Prof. Emilie Yueh-yu Yeh who encouraged me to write a paper for the conference and to Prof. Xiao who patiently discussed research questions with me after the symposium during our flight from Beijing to Hong Kong.

DU Juan | Ph.D. Student

Led by Prof. Xiao Xiaosui, together with five other classmates from HKBU, I attended the 2013 Five-Chinese-University Postgraduate Seminar (2013 年兩岸三地五院研究生研討會) in Tsinghua University on July 4 to 5, 2013. This seminar was jointly organized by five universities in Hong Kong, Taiwan, and mainland China, of which HKBU is a founding member. The theme of this seminar was “Social Media, Big Data and Culture.” Around this theme, five panels were held, including “News Report and Social Construction,” “Culture and Communities,” “Social Media and Network Society,” “Video Art and Market,” and “Journalism Practices and Communication Perspectives.” I presented the paper “Theory of Network Society and Its Implication for Internet Regulation” in the panel “Social Media and Network Society.”

Although the days in Beijing were short, the memories I gathered were wonderful and unforgettable. Scholars at various panels provided very pertinent and useful suggestions. Through this platform, I met several renowned scholars, made some new friends, and had an opportunity to elicit their ideas. It was a fruitful academic trip and I benefited profoundly from sharing and interaction. I would like to thank fellows at the Tsinghua University for their warm welcome.



Du Juan (second left) with Prof. Xiao Xiaosui (forth left) and classmates.



Jayleen Huang at the IAMCR 2013, Dublin, Ireland.

Jayleen HUANG Yingjie | Ph.D. Student

I attended the International Association for Media and Communication Research 2013 - Dublin, which was held in Dublin, Ireland from June 25 to 29, 2013. Two of my papers, namely, “Social Capital Utilization in Journalistic Practices: A Case Study of Investigative Journalists in China” and “Conflicts between Mainland Chinese and Hong Kong People: A Social Identity Perspective in explaining Hostile Media Effect and Third-Person Effect,” was accepted by the Mediated Communication, Public Opinion and Society and Journalism Studies Section for presentation. The former was my individual work whereas the later was co-authored with Ph.D. students from our school and City University of Hong Kong.

My individual paper was presented at the Generic Studies of Journalism session. During the session, I exchanged views with other international scholars from Denmark, Ireland, Russia, and Norway on the practices of investigative journalism. Many of them were highly interested in journalism and political issues in China, such as the news censorship conducted by the Chinese government, the ideological identification of Chinese investigative

journalists, and so on. They also shared their views on the topic based on their own cultural perspectives. I benefited substantially from interacting with them and obtained suggestions for future research directions through the discussion.

Although I did not present our paper on hostile media effect personally because of the time conflict, I was informed by my team member that our paper also received numerous insightful comments and suggestions. My interactions with scholars and students with multiple perspectives and from various backgrounds are indeed valuable experiences.

Nancy LU Nan | Ph.D. Student

I attended the annual conference of Media, Communication, and Cultural Studies Association on January 2013 during my overseas attachment in the University of Westminster from September 2012 to January 2013. The conference was held in Derry-Londonderry, Northern Ireland. It focused on the conflicts of cultural identity. I presented my paper “Cultural hybridization and Regional Cultural Flow in East Asia: A Case study of Japanese-style Magazine in China” in the conference and received valuable comments from the key scholars in my research field. This conference also provided me the opportunity to meet other scholars and Ph.D. students who are interested in cultural studies. This experience was truly wonderful and would certainly facilitate my further study.

During my stay in London, I took three very interesting modules and seminars. I was inspired by those who shared similar research interests, who helped me to clarify which direction I would like to go. I think this study tour provided an invaluable experience, and would definitely be a significant one, through my whole academic life.



Nancy Lu during her study tour in UK.

Faculty Forum

In addition to the continuation of its existing programs and regular scholarly activities, CMCR will host the Faculty Forum for the School of Communication. The Centre has been committed to fostering a research culture in the School, and the monthly Forum will serve as a platform for scholarly dialogues and exchange of ideas.

Knowledge Transfer

CMCR will work with the Knowledge Transfer Office to develop a project on knowledge transfer. The plan is to publish an online database of early Chinese film news, advertisements and reviews, an outcome of the 2008-2009 Research Programme “Chinese Film Industry Research Group”. An essential reference for Hong Kong and China film industry, the e-database will be open to subscriptions. In disseminating research findings to the larger community outside the university, this e-database will facilitate the transfer of research outcomes to the existing knowledge of Chinese film history.

Chinese Journal of Communication and Society

《傳播與社會學刊》

The Journal published four issues 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.



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傳播期刊與傳播研究 羅文輝	檢視兩岸多地的中華傳播研究 蘇鑰機
中華傳播研究的現況：誰做甚麼和引用誰 蘇鑰機及研究生	中國傳播期刊知識生產的依附性：意識形態、機構利益與社會關係的制約 李紅濤
建制內的多元解讀：謀戰劇迷群體、文化表徵與中國語境——以《暗算》《潛伏》為例 朱麗麗	腐敗、官場想像與新自由主義理性——解讀宋思明現象 白若雲
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香港傳媒與新聞從業人員面臨的挑戰 馮應謙、羅文輝	媒介系統比較研究 丹尼爾·哈林 (Daniel Hallin)、陳韜文	社會變遷、媒體互動，以及電台聽眾參與節目在香港的演變 李立峯、鄧鍵一
香港報業新聞記者從業人員的流動探究 果蕾、王靜、戴熙、王慧敏	大陸、香港、台灣電視新聞主播可信度的比較研究 羅文輝、孔艷穎、黃素軒、劉暢、高鹿洋子、樊菲菲	地方媒介體系：一種都市抗爭的政治資源 曾繁旭、黃廣生
政治控制、市場競爭與地方黨報的影響力：廣東、上海、天津的比較研究 劉偉偉	從四個文化機制看華人人際傳播：「拉近」、「推遠」、「彈性化」與「複雜化」 張惠晶	

2013 年總第二十五期

變遷中的華人社會新聞傳播 黃懿慧	數位化時代網絡新聞的持續演變 博奇科夫斯基	數位時代的新聞傳播 李立峯
從「後臺」到「前臺」：新媒體技術環境下新聞業的「可視化」 周葆華	微博傳播和中國新聞業的「認知權威」：以溫州動車事故為例 童靜蓉	網絡新聞再界定：市場導向下的新媒體變革 區家麟
數位時代的弱勢傳播權——原住民公民新聞 WATTA 個案研究 洪貞玲	從「超媒體新聞」文本理論談多媒體技能教學理論定位及實踐 李明哲	群體性事件、新聞傳媒常規實踐與弱勢群體的利益表達 王超群

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美好的未來與社會抗爭 葉月瑜	新聞、政治、社運與數字媒體 蘭斯·班尼特、邱林川、史安斌	文化資本、傳播賦權與「藝術家」都市空間抗爭：對 J 市藝術區拆遷集體維權行動的研究 李艷紅、楊梵
都市受眾的傳媒使用與傳媒功能認知：以廣州為個案 李小勤、郭中實	聽覺障礙大學生文字敘事結構與特色之初探：一個媒介生態學的觀察 吳翠松	風險社會背景下中國大陸健康傳播研究的歷史、現狀與發展趨勢 陳虹、梁俊民
組織形象修護之效果：檢視危機歷史及危機回應策略之影響 黃怡芳、李秀珠	「連結性行動」的邏輯：數字媒體和個人化的抗爭性政治 蘭斯·班尼特、亞歷山卓·塞格柏格	



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