

# Annual Letter 2015



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY



傳理學院  
School of Communication

Dear Communication Alumni,

The Year of the Goat is just around the corner! We are very gratified to update you on the advances we've pursued. With the hard work of faculty, staff and students and the unfailing support of our alumni, the School has been able to overcome numerous challenges and achieve excellent progress in the past year.

We are particularly grateful for the invaluable support of those of you who created a number of new scholarships this year, including the "Communication Alumni 1974 Scholarship", "Mr. Chau Wai Tong Bursary", "Lion Rock Scholarship" and the "Journalism Alumni Scholarship". In addition, through the generous donations of various institutions and individuals, the "Asia Fortune News Scholarship", "Kinda Scholarship", "Skylight Scholarship" and the "China News Agency Scholarship" were also launched this year. And it is with pride that I relay to you the family of late Professor Timothy Yu, known as the Father of Communication, generously donated HK\$1,000,000 to our School to establish a communication education fund. And in its 5th year, it's my pleasure to report that the prestigious CKS Award for Aspiring Young Communicators is going strong and will be presented again in the fall. The Communication Alumni Association also held its annual forum discussing the trend of the media industry.

More good news. The achievements of our students and faculty are numerous indeed. A journalism student won the CY Tung Scholarship to join university students from around the globe to spend a semester on the "floating campus" of Semester at Sea. Two of our students majoring in broadcast journalism claimed the Grand Jury Prize for their collaborative work in the 2014 TVB Inter-Collegiate Documentary Competition. Four faculty members from the Department of Communication Studies were recognized for their co-authored research works; their findings were awarded a Best Faculty Paper award from the International Communication Association, as well as a Highly-Commended Paper Award at the Emerald Literati Network Awards for Excellence 2013.

I am pleased to report that the results of the 2014 Research Assessment Exercise (RAE) showed that our School did well. Nearly three quarters of our research was judged to be of "international standing" and a portion was also cited as "world-leading".

We have undertaken a number of exciting new initiatives. One of which is the launch of studio-i under the Film Academy. It was set up to help students to fulfil their aspirations in film production by offering them a golden chance to make and screen their own films. By 2017, studio-i expects to have produced one feature film and three micro films.

Our School has also extended its range of programme offerings through offering the new Bachelor of Social Sciences (Honours) in Media and Social Communication. To date, the School now has one undergraduate programme, five master programmes, one PhD programme, three self-financed undergraduate and five diploma programmes, enrolling over 2,000 students.

The School has strived to widen the international horizons of our students. Besides the 66 undergraduate students who have chosen an overseas exchange year, students took part in beyond-classroom learning through participation in different study tours to London, Paris, Cambodia, South Korea and Greater China. The School has also been keenly exploring collaborations with overseas institutions. Leipzig University, Ohio University and Hanyang University are the institutions with which we have discussed possible future collaboration regarding the organization of symposium, research projects and exchange projects. On the topic of curriculum reform preparations, faculty members have travelled to Great China, South Korea, Singapore to observe and lay the groundwork for going forward.

None of these accomplishments would have been possible without the tremendous support of our faculty and staff. It is with sadness though that I must report that we lost one remarkable and long-serving faculty member, former Head of Department of Journalism and Associate Dean of our School, Professor Yu Xu. His devoted teaching and professionalism will long be remembered by his colleagues, students and alumni of the School of Communication.

It is our firm conviction that our alumni are the cornerstone of our success. We wish you all a very happy and prosperous Year of the Goat!

Professor HUANG Yu  
Dean, School of Communication

Professor Ringo MA  
Associate Dean,  
School of Communication