

2022



Annual Letter

As the Year of the Tiger arrives, we wish you a happy, healthy and fulfilling year!

The year of 2021 was a fruitful year for our School. It started with an outstanding performance in the comprehensive Research Assessment Exercise (RAE) 2020. Among all institutions doing research in communication and media, the School's research outputs received the highest percentage of top ratings from the international panel of assessors in the Exercise. To show our care to the community, our faculty has contributed 15 reports on research related to vaccine hesitancy in the HKBU-funded "Overcoming Vaccine Hesitancy in Hong Kong" project. The HKBU FactCheck Service has just celebrated its first anniversary having had a very productive year with the publication of over 100 fact check reports and factual clarifications.

In addition to launching two new academic journals, the School hosted a number of academic conferences along with events engaging the industries. These included an international Interdisciplinary Conference on Narrating Cold Wars, Health Communication Conference, Non-Fiction Film Fortnight: Asian New Voices and Roundtable Discussions on Engaging Industry Leaders.

We are particularly excited about our forthcoming series of initiatives, including the launch of Bachelor of Communication (Honours) in Game Design and Animation and HKBU Professional Journalism Fellowship supported by Dorothy Shen Wong Memorial Fund—both the first of their kind in town—in the Academic Year 2022–23.

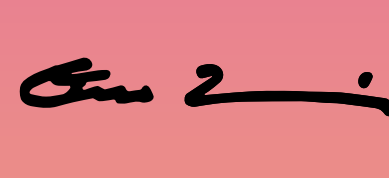
There is no greater satisfaction than seeing our faculty, students and alumni succeed. Last year, they kept bringing us good news by receiving numerous awards from different research grants, major conferences, prestigious film festivals and respected competitions.

We hope that the experience we have gained from the pandemic years has raised our confidence. Confidence that we can tackle all kinds of challenges in 2022. And when we need to recharge, the new Café@CVA Commons, our Cultural Salon, will surely help connect every member of the School with coffee, food and conversation!


Professor HUANG Yu
Dean


Professor Kara CHAN
Associate Dean
(Teaching and Learning)


Professor Cherian GEORGE
Associate Dean
(Research and Development)


Professor Steve GUO
Associate Dean
(Postgraduate Studies)

Research/ Conferences



Overcoming Vaccine Hesitancy in HK

The HKBU-funded "Overcoming Vaccine Hesitancy in Hong Kong" project published 15 reports on research related to vaccine hesitancy which help authorities formulate more effective communication strategies.



Narrating Cold Wars Conference

The three-day online conference featured 70 speakers from across the globe including five keynote speakers, seven roundtable participants, a filmmaker, and more than 60 paper presenters in 16 interdisciplinary panels.



HKBU FactCheck Service 1st Anniversary

HKBU FactCheck Service has published 100 articles including fact check reports and factual clarifications since its launching in late 2020.



Health Communication Symposium

With a key theme of 'misinformation' and the concept of 'infodemics', 16 speakers sparked stimulating discussions in the two-day virtual event.

Highlighted Events

Roundtable Discussions on Engaging Industry Leaders

The Department of Communication Studies held a roundtable meeting with more than a dozen managing directors and communication directors from the top international public relations firms, advertising agencies, digital companies, and professional organisations to foster the establishment of strategic alliances and partnerships within the sector.



In the "Non-Fiction Film Fortnight: Asian New Voices", organised by the Academy of Film, 16 non-fiction film were showcased and an academic forum on documentary in the new millennium was held.



Dorothy Shen Wong News Studio

HKBU held a naming ceremony for the Dorothy Shen Wong News Studio to recognise the generous donation of HK\$50 million from Professor Raymond R Wong, for the establishment of the Dorothy Shen Wong Memorial Fund, which is designated for the strategic development of the School.



Café@CVA Commons

The new Café@CVA Commons is the School's Cultural Salon where people connect with each other through conversation and the exchange of ideas with food and drink.

Facilities



To facilitate quality teaching, the addition of the new Virtual Station to the News Studio of the Department of Journalism helps enhance the visual effects for news reporting in a creative way.

Staff & Students Achievements



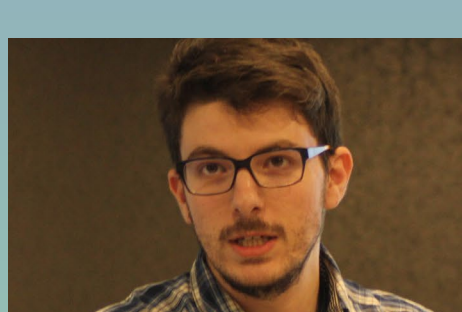
Professor Kara Chan, Associate Dean, won the Grand Prize, the top award in the 2021 International Contest on Blended Teaching and Learning, with her innovative blended learning approach applied in her course Children as Consumers: Marketing to the Youth.



Dr Celine Song, Associate Professor of the Department of Journalism, was selected as an awardee of the Humanities and Social Sciences Prestigious Fellowship Scheme 2021/22 under the Research Grants Council. She also received the Outstanding Paper award from the academic journal Internet Research at the Internet Research Emerald Literati Awards for Excellence 2021.



Dr Timothy Fung, Associate Professor of the Department of Communication Studies, won two Top Faculty Paper awards in the Communicating Science, Health, Environment, and Risk Division at the Association for Education in Journalism and Mass Communication (AEJMC) virtual conference.



PhD candidate Minos-Athanasios Karyotakis earned the first runner-up for the Top Student Paper Award in the Cultural and Critical Studies Division and the second runner-up in the Media Ethics Division at the AEJMC virtual conference.



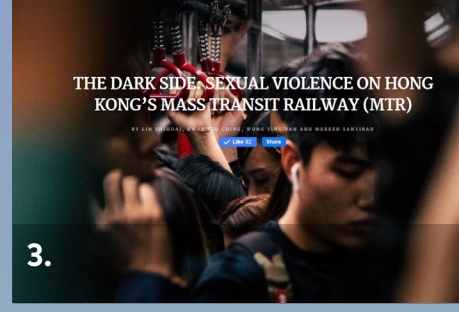
1. Communication Studies

students Chloe Li, Carman Hui, Karman Wong (left to 3rd left), Helen Leung (5th right), Charlotte Wong (4th right), Steven Kwan and Eugene Wan (2nd right to right) clinched two Bronze awards of the 2021 respectively at the HK4As Students' Award 2021 for their creative integrated branding campaigns.



2. Integrated Communication

Management students Jinyang Tang (left) and Haoming Shen (right) also received a Merit award in the same contest.



3. Randy Lin, Helia Kwok, Wong

Ting-yan and Merein Santirad won a merit award in the Tertiary Student Writing (English) category at the same contest with *The Dark Side: Sexual Violence on Hong Kong Mass Transit Railway*.

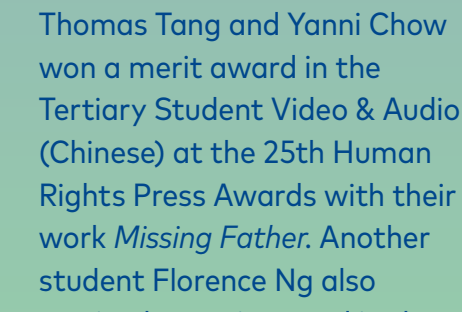
4. Fu Ziru, Shi Xinrui and Liang

Zixin (left) from the Master of Science in AI and Digital Media programme won the national championship, and therefore the first prize, in the Third Communication Data Mining Competition.



1. Journalism students

Thomas Tang and Yanni Chow won a merit award in the Tertiary Student Video & Audio (Chinese) at the 25th Human Rights Press Awards with their work *Missing Father*. Another student Florence Ng also received a merit award in the same category with her work *Stand Together, Rain or Shine*.



1. & 2. Journalism students

Thomas Tang and Yanni Chow won a merit award in the Tertiary Student Video & Audio (Chinese) at the 25th Human Rights Press Awards with their work *Missing Father*. Another student Florence Ng also received a merit award in the same category with her work *Stand Together, Rain or Shine*.

Alumni Achievements



4. Lam Yan-yue

was invited to screen her honours project *And I, And I* at various festivals, including the Short to the Point Short Film Festival and the 17th IAWRT Asian Women's Film Festival.

3. Chiang Kun-leong

was invited by the 5th Macao International Film Festival & Awards to showcase his film *Empty Sky*.



4. Ho Wing-ki

was included in the official selection of the LINOLEUM Animation Festival with her work *Waves*. The film was also a semi-finalist at the Sweden Film Awards.

5. Yiu Wan-yin

was invited by the 17th IAWRT Asian Women's Film Festival to screen her work *Funeral*.

Honours



Dr Chow Yun Fat was honoured with the degree of Doctor of Humanities, honoris causa, by HKBU, in recognition of his excellent achievements in the film industry and remarkable contributions to society.



Shi Nan-sun received the HKBU Honorary University Fellowship for her remarkable contributions to HKBU and the film industry.



Norris Wong, an alumna of the Academy of Film, won the Award for Young Artist (Film) at the 15th Hong Kong Arts Development Awards.



Alumnus Albert Au (middle) received the HKBU 7th Distinguished Alumni Award.

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