

**The David C. Lam Institute for East-West Studies (LEWI)
Hong Kong Baptist University**

LEWI e-Newsletter

LEWI e-Newsletter is published quarterly by David C. Lam Institute for East-West Studies for circulation among its member institutions. Contributions are most welcome.

Please contact Ms. Hidy Ng (hidying@hkbu.edu.hk) if you wish to contribute to the content or to enquire about the e-Newsletter.

LEWI e-Newsletter (Issue No. 39, Spring 2014)

In this Issue:

LEWI Seminar Series

- Seminars held from Mar to May 2014

Scholar-in-Residence Programme

- Dr. Gladys Chong, Amsterdam University College

Outputs of Research Staff

- Publications
- Presentations

Others

- LEWI researcher awarded funding from the Chiang Ching-kuo Foundation

LEWI Seminar Series

Intercultural Perception of Cultural Dimensions in Advertising (6 March 2014)

Speaker: Dr. Sandra Diehl, Department for Media and Communication, Alpen-Adria Universitaet Klagenfurt, Austria

Abstract:

The development of culturally-based models contributes to the development of a more general theory of culture's impact on advertising, which was identified as a key area for future research in international advertising (Taylor, 2005, 2007, 2010). Summarizing the research done on several cultural dimensions of the GLOBE framework, a culturally-based conceptual model that attempts to explain the role of GLOBE dimensions on the perception and evaluation of an advertisement is proposed. The basic concept of this model is that a given standardized advertising stimulus is likely to be perceived and evaluated differently in various cultures, dependent upon the level of importance that individuals place on a given cultural domain, and on the practices regarding the given cultural domain in the environment surrounding that individual. Thus, the model explicitly differentiates between cultural dimensions on an individual level versus cultural dimensions on a societal level, and also incorporates the differentiation between cultural values and cultural practices. The model was confirmed to a large extent for the GLOBE dimension assertiveness with data from five countries. The model was also largely supported for the GLOBE dimension performance orientation with another data set of five countries. As culture is a highly complex construct, it seems likely that efforts to better understand cultural dimensions and their impact on advertising will continue for years to come.



Dr. Sandra Diehl (right) with LEWI working group convenor Prof. Kara Chan (left) and LEWI director, Prof. Si-ming Li (middle)

The European 1968: A World-historical and Psychoanalytical Interpretation (3 April 2014)

Speaker: Dr. Perry Johansson, Research Assistant Professor, David C. Lam Institute for East-West Studies, Hong Kong Baptist University

Abstract:

With all its Third World solidarity, peace loving, and youth activism the 1960s is reminisced by most as both radically transformative and promising. While texts about this decade talks about a revolution on all aspects of life; cultural, political, and sexual, causal explanations have been vague, often focusing on the expansion of higher education and a wider awareness of global politics and injustices. Taking Sweden as a case, this presentation will, proceeding from the Vietnam War protests, bring a less Hegelian, approach to the European 1968. Questioning the desire for a higher reason, it perceives this Western event as triggered by Asian actors, while fueled by confused, partly unconscious reactions to the reappearance of the memory of Holocaust.



Dr. Perry Johansson speaking on “The European 1968: A World-historical and Psychoanalytical Interpretation” on 3 April 2014

Lost in Translation: The Chinese Rites Controversy (25 April 2014)

Speaker: Fr. Gianni Criveller, Holy Spirit Seminary College of Theology and Philosophy

Abstract:

The talk narrates how the Chinese Rites Controversy began and developed over differing interpretation on the meaning of Chinese ideograms. The controversy initiated in 1635, when newly arrived Dominican and Franciscan missionaries objected to the method of the Jesuits, introduced in China by Matteo Ricci. The Holy See was called in to declare whether the participation in the ancestral Rites was permissible Catholics. Rome was unable to make a clear cut decision, and the controversy dragged on for several decades. In XVIII century the Controversy reached an incredible level of complication and animosity. A vast amount of writings were produced in China and in Europe. The Kangxi Emperor and Pope Clement XI got personally involved. Papal Legations to Beijing and Imperial Legations to Rome could not resolve the dispute. Rome aimed at disapproving the Rites and saving China Mission from destruction: but the two objectives were not compatible. In 1742 Benedict XIV condemned in the most solemn way the Rites, putting to a definitive end not only to the century-long controversy, but also to the China Mission initiated by Matteo Ricci, and indeed, creating the premises to the same suppression of the Society of Jesus (1773).



Fr. Gianni Criveller was invited by the Cross-cultural Studies Working Group to give a seminar on 25 April 2014

Hong Kong's Changing Land and Housing Policies since 1997 (30 April 2014)

Speaker: Prof. Si-ming Li, Director of David C. Lam Institute for East-West Studies,
Chair Professor of Geography, Hong Kong Baptist University

Abstract:

Momentous events have characterized the first fifteen years of the Hong Kong Special Administrative Region (SAR). Among these were the drastic and repeated changes in housing policy, shifting from one emphasizing the role of the state in achieving housing development goals to one in which market forces purportedly reign supreme. Associated with these changes were roller-coaster movements in residential prices and housing construction starts. These developments took place in the context of phenomenal upheavals of and major shifts in the world economy: the Asian Financial Crisis (AFC) of 1997-98, the Global Financial Tsunami of 2008, and China's assumption of the world's second largest economy. This paper tries to examine the forces behind these policy changes and their implications for Hong Kong's economic and political developments in the near future.



LEWI director, Prof. Si-ming Li's talk on 30 April, attracted a full audience

Scholar-in-Residence Programme

Dr. Gladys Chong, Amsterdam University College

Dr. Gladys Chong of Amsterdam University College is LEWI's visiting scholar from March to August 2014.

Dr. Chong is a lecturer at Amsterdam University College and a postdoctoral fellow at the International Institute of Asian Studies (IIAS). She is currently a scholar-in-residence at David C. Lam Institute for East-West Studies (LEWI). Her doctoral research examines the processes of subjectification and the interplay between technologies of domination and technologies of the self. She has published on (Chinese) governmentality, cultural governance, gender, place-making and Olympic security. Her research interests lie in Chinese youth, power relations, globalisation, nationalism, gender and the politics of identity. She is also affiliated to the Amsterdam School for Cultural Analysis (ASCA).



Outputs of Research Staff

Publications

Dong, Dong & Chan, Kara. (2014). "Adolescent Girls' Evaluation of Brands during Liminal Life Stages". *International Journal of Trade, Economics and Finance*, 5(3), pp.249-254.

Hao, Pu. (in press). "Analyzing the Land Development Intensity of Urban Villages Based on the Bid-rent Theory: A Case Study of Shenzhen". *City Planning Review*.

Lin, Yanliu, **Hao, Pu** and Geertman, Stan. (in press). "A Conceptual Framework on Modes of Governance for the Regeneration of Chinese 'Villages in the City'". *Urban Studies*.

Lan, Shanshan. (2014). "State Regulation of Undocumented African Migrants in China: A Multi-scalar Analysis". *Journal of Asian and African Studies*. DOI: 10.1177/0021909614531903

Lan, Shanshan and Xiao, Hai. (Forthcoming). "Trans-border Mobility and Cross-cultural Business Networking among Chinese and Nigerian Petty

Entrepreneurs” (accepted for publication in *Politique Africaine*).

Siu Judy Yuen Man (2014). “The Illness Experiences of Women with Overactive Bladder in Hong Kong”. *Qualitative Health Research*, 24(6): 801-810. DOI: 10.1177/1049732314530811

Presentations

By Prof. Cindy Chu, LEWI Associate Director and Convenor of the Cross-cultural Studies Working Group

The Glocalization of the Catholic Church in the Context of Higher Education in Republican China. A paper presented at the International Conference of the Glocalisation of Christianity in China, University of Manchester, U.K., 14-16 May 2014.

By Prof. Kara Chan, Convenor of Environment, Health and Sustainability Working Group

(with Liu J. and Ng, Y.L.) Young Consumers’ Responses to Gendered Advertisements: An Experimental Study. A paper presented at the 6th International Conference on Multidisciplinary Perspectives on Children and Teen Consumption, Edinburg, U.K., April 9-11 2014.

By Dr. Perry Johannson, Research Assistant Professor, Cross-cultural Studies Working Group

Repetition, Resistance, Memory: The Holocaust and the Vietnam War Protests in Europe. A paper presented at The Tenth European Social Science History conference, Vienna, 23-26 April 2014.

By Dr. George Mark, Research Assistant Professor, Cross Cultural Studies Working Group

Institutional Indigenization of Bible Work in China: A Study focusing on the China Bible House. A paper presented at the International Conference of the Glocalisation of Christianity in China, University of Manchester, U.K., 14-16 May 2014.

Others

LEWI researcher awarded funding from the Chiang Ching-kuo Foundation

LEWI Research Assistant Professor Dr. Dong Dong was awarded funding for a research project from the Chiang Ching-kuo Foundation for International Scholarly Exchange. Dr. Dong was granted US\$84,000 for a three-year research project on “Live to contend: The emergence and development of the health rights defense movement in contemporary China”. Below is a short description of the project.

The study is the first academic attempt to investigate the health rights defense movement in contemporary China. The right to health is one fundamental part of human rights. However, in the People’s Republic of China, the right to health is often regarded as secondary to economic development and social stability. Harmed by the malfunctioning health care system and disappointed by the difficulties in seeking justice through the legal system, Chinese citizens have gradually developed consciousness of health rights and coalesced into a social movement. This movement is one integral part and a forceful dimension of the burgeoning Chinese civil society. Through the theoretical lens of issue entrepreneurship, this study will look into the issues that Chinese health rights defenders strategically create, frame, and bring into the public arena. Drawing on a multiple-case study approach, this 30-month research project will employ an in-depth look at the forms, processes, and consequences of the Chinese health rights defense actions, in both real and virtual space. Six active health rights defense groups are selected for online observations and in-depth interviews. This study will make theoretical and empirical contributions to the literature on social movements, civil society, and contentious politics. It will also deliver deep insights for scholars, social activists, and policy makers on domestic and global health governance.