

**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.

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Conference Organized

International Conference on Environment, Health and Media (6-7 January 2015)

LEWI, together with the HKBU School of Communication, jointly presented the conference on “Environment, Health and Media” on 6 & 7 January 2015. The conference aimed to: 1) bring together international scholars, educators and industry practitioners to share ideas about theories and practices to promote responsible environmental and health behaviors; 2) bring different academic disciplines together to share theoretical insights and empirical evidence of current issues in media and health as well as environment.

A total of 18 scholars from 9 countries presented papers in the seven panel sessions, which covered a wide range of topics including hospital management, advertising and public relations, communication, marketing, sociology, psychology, education, environmental science, public health, cultural studies and community education. However, we did not have participants from the health or environment industry.

The conference invited Prof. Fiona Chew, Professor, S.I. Newhouse School of Public Communications of Syracuse University, to deliver a keynote speech on 6 January. The topic of Prof. Chew’s speech was “Health Communication: The Critical Link in Messaging Phenomena from Online Symptom Search Queries to Pandemic Prevention Campaigns”.



Participants from nine countries gathered at the International Conference on Environment, Health and Media on 6 January 2015



Keynote speaker, Prof. Fiona Chew (middle) with conference chair, Prof. Kara Chan (right)

LEWI Seminar Series

The Theology of the Body: A Catechesis from Pope St John Paul II (27 January 2015)

Speaker: Mr. Andrew Kong, BSc, LLB, JCL

Abstract:

*The TOB was the name the pope gave to a series of 129 Wednesday General Audience Addresses the pope gave from 1979 to 1984. Pope St John Paul II's Theology of the Body (TOB) has been described as the boldest reconfiguration of Catholic theology in centuries. Not only is TOB a defense of the teaching in *Humanae Vitae* (HV) - Of Human Life, a teaching of the Magisterium (the teaching authority of the Church), on the regulation of birth, it has given the Church and the world at large a new way to understand and receive the Gospel. The key teaching of HV is the unbreakable connection of the dual significance of the unitive and procreative meanings of the conjugal act – sexual intercourse between the spouses. With its Christian anthropology and its insight into humanity and human sexuality and marriage, it has been described by Pope St John Paul II himself as necessary and suitable for humanity's self education. "It concerns the entire Bible, the whole Gospel, in fact, of the whole mission of Christ"*

(JP II) It is an education on sexuality, love and the whole of life according to their true meaning and their close inter-connection, that unless accepted and experienced by us, would be impossible to build a true culture of life. (cf Evangelium Vitae – The Gospel of Life 97) Broadly, TOB is presented in two parts. Part one (The three Words of Jesus) deals with the Redemption of the Body, with the Christian anthropology as presented from the words of Jesus from the Gospel, in three stages: 1. The Beginning (Mat 19:8); The Human Heart (Mat 5:27); 3. The Resurrection (Mat 22:30). Part two (The Sacrament) talks about the sacramentality of marriage, both as a gift of God and its human sign. It focuses especially on the key text of Eph 5:31, about the one flesh union as a great mystery referring to Christ and the Church. In a final chapter, TOB then discusses the teachings in Humanae Vitae, and how conjugal life and spirituality can be lived with chastity and self mastery.



Mr. Andrew Kong speaking on The Theology of the Body

‘Co-operation and the Promotion of Unity’: Edinburgh 1910 and the Church Unity Movement in Early Twentieth-Century China (13 February 2015)

Speaker: Dr. Marina Wang, Adjunct Assistant Professor, Divinity School of Chung Chi College, The Chinese University of Hong Kong

Abstract:

In a large number of historical records and narratives, the World Missionary Conference, Edinburgh 1910, was often remembered and honoured as a milestone in the history of the world ecumenical movement. It should be noted that, however, at a world conference with only nineteen delegates from the so-called ‘non-western’ world at that time, against the total official number of 1,215, western voices were rather dominant. Moreover, the conference agenda amply demonstrated a visible inclination towards the discussions of interdenominational co-operation among western participants, over that of the promotion of ecclesiastical union, which was mostly raised by Asian delegates. This paper therefore focuses on the minority side of the story, looking into the participation of Chinese delegates in the conference, particularly in the debate of the report of Commission VIII on ‘Co-operation and the Promotion of Unity.’ It argues that the discussions of the issues of Christian co-operation and unity revealed the divergence between the western concept of ecumenism and the goal towards ‘church union,’ which was ardently expressed by the Chinese. It thus attempts to evaluate the legacy of Edinburgh 1910 to the church unity movement in early twentieth-century China, and to explore how the Chinese ecumenism had developed along its own line.



Dr. Marina Wong was the speaker of the LEWI seminar on 13 February 2015

LEWI RGS Programme

New students in spring 2015

Jie CHEN, Master Candidate, Lanzhou University. Thesis topic: “Perceptions of Green University among University Students”. Field supervisor at HKBU: Prof. Kara Chan, Department of Communication Studies, HKBU.

“I am CHEN Jie from Shandong Province, mainland China. I received my Bachelor in Economics from Lanzhou University in 2013. I am now pursuing Master of Finance at Lanzhou University, through which I come to LEWI as an exchange research student for the 2015 spring semester. My research topic here is Perceptions of Green University among University Students.

Academically, I am interested in sustainability and economics related topics. I have published two papers in related areas, *Review of Women’s Rights Protection Situations in Micro-finance* (2014) and *Research Status of Socially Responsible Investment: An Analysis based on Web of Science* (2014). The topic of my undergraduate thesis is *Experiences of Foreign Enterprises in Fulfilling their CSR* (Corporate Social Responsibility).



RGS student Jie CHEN

Anqi Wang, Master Candidate, Lanzhou University. Thesis topic: “A Comparison of God-Human Relationship with Heaven-Human Relationship: Research on the Dialogue between Christianity and Confucianism of Heaven Relationship from the Perspective of Intellectual History”. Field supervisor at HKBU: Prof. Ping-cheung Lo, Department of Religion and Philosophy, HKBU.

Wang Anqi is a Master candidate from the History and Culture School, Lanzhou University. Currently she is studying at the David C. Lam Institute for East-West Studies, Hong Kong Baptist University, as an exchange student. She has a wide range of research interests, including: Confucianism; the history of Confucius ideas; the relationship between Confucianism and Christianity, in particular in the Ming and Qing dynasty; the relationship between Heaven and Human in Chinese Thought and so forth. Currently her work revolves around the changes of ideas about Confucianism of Qing Dynasty.



RGS student Anqi Wang

Outputs of Research Staff

Publications

Chan, K. and Tsang, L. (2015 forthcoming). *Public Relations and Crisis Management* Chinese, Hong Kong: City University of Hong Kong Press.

Chan, K. and Huang, A. (2015 forthcoming). Understanding of public service advertisements among Chinese children. *Global Social Marketing*.

Ng, Y. L, and **Chan, K.** (2015 forthcoming). Interpretation of female images in advertising among Chinese adolescents. *Young Consumers*.

Chan, K. and Fan, F. (2015 forthcoming). How consumers perceive environmental advertising in the banking context. *Asian Journal of Business Research*.

Chan, K., Tsang, L., and Ma, Y. (2015 forthcoming). Consumers' attitudes toward advertising by traditional Chinese medicine practitioners. *Journal of Asian Pacific Communication*.

Hao, P. and Tang, S. (2015 forthcoming). Floating or settling down: The effect of rural landholdings on the settlement intention of the rural migrants in urban China. *Environment and Planning A*

Presentations

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

Chan, K., Huxley, P., Chiu, M.Y.L., Evans, S. and Ma, Y. (2015). Social inclusion and health conditions among Chinese immigrants in Hong Kong and the United Kingdom. A paper presented at the International Conference on "Environment, Health, and Media", Hong Kong, 5-7 January 2015.

Chan, K., Krainer, K., Diehl, S., Terlutter, R., and Huang, A. (2015). An exploratory study on burnout among communication professionals in Hong Kong. A paper presented at the International Conference on "Environment, Health, and Media", Hong Kong, 5-7 January 2015.

Chan, K., (2014). Children's understanding of advertising in the new media era. A paper presented at the ANZMAC 2014 Conference, Brisbane, Australia, 1-3 December 2014.

Chan, K., Prendergast, G., and Ng, Y.L. (2014). Predict Mainland Chinese adolescents' intentions to engage in healthy eating. A paper presented at the ANZMAC 2014 Conference, Brisbane, Australia, 1-3 December 2014.

By Dr. Pu Hao, Research Assistant Professor, Urbanization and Mobility Working Group

Urban Villages and the Contestation of Urban Space: The Case of Shenzhen. A paper presented at a workshop on "Urban Living: Mobility, Sociability and Wellbeing", 8-9 January 2015, Shenzhen, China.

Grants Secured

Project title: Constructing Doctor-patient Relationship through Microblogs

Principle Investigator: Dr. Dong Dong, LEWI RAP

Source of Funding: Hong Kong Baptist University

Grant amount: HKD50,000

Project description:

In recent years, Chinese society has witnessed an astonishing erosion of trust in medical institutions and professionals. As a result, doctors' lives have been under constant threats, and the once respected profession has become full of risks. Surprisingly, the mass media is blamed for causing the tension between doctors and patients. They are criticized for demonizing the images of doctors through deliberately, disproportionately, and falsely reporting medical disputes. But we have to wonder: is there any substantial evidence to support such criticism? If yes, what are the reasons for the media to negatively portray doctors? If not, why is the media being blamed? Who else participates in generating the tension between doctors and patients? What are the individual, organizational, and social mechanisms behind the news about the doctor-patient relationship in China? To answer these questions, I propose to study the construction of doctor-patient through news media's discursive practices. As a small-scale, pilot study, the aim of the study is to use the Internet as the platform to observe and analyse the problems produced from doctor-patient communication as well as the role played by the news media during the process. It will combine big data analysis and more traditional ethnographic methods, such as observation and interview,

to collect data. This proposed study will generate abundant information in terms of doctor-patient communication in the new media environment, and deliver insights on doctor-patient tensions as well as China's healthcare system.