

**BIGGER PICTURE FOR
NEWSPAPER EDITOR**

Studying for his master's in cultural studies at Lingnan University was a rewarding and insightful experience, said Alan Lo Kok-lun, chief editor of free daily newspaper, *am730*.

"The combination of modules, student mix and the way that topics are delivered, provides a challenging environment in which to look at Hong Kong society and the problems and opportunities people face," said Mr Lo who has worked in television, radio and the print media.

He said one of the strengths of the programme was the diverse mix of students who offered different perspectives based on their area of expertise.

"When you talk to a teacher or a social worker you hear a very different story about what concerns or excites them compared to popular beliefs," said Mr Lo, who graduated from the programme in 2005.

He admitted that his MBA was unlikely to generate a salary increase, but the programme had offered him a valuable way of looking at the Hong Kong community. For example, media discussions about the proposed West Kowloon development have mainly focused on the cost and who will build and operate the facility. Mr Lo said only a fraction of media coverage had looked at the cultural aspects, and the possible benefits that investment in cultural facilities could add to the wider community. "The master's programme helps you to look at this type of issue in a different light, and to dig deeper than the obvious."

On a wider scale, it covers the social and cultural impact of globalisation and the way that multinational companies change and shape environments and traditional thinking.

"As a journalist, looking closely at issues from different perspectives helps when I am editing my paper and working with reporters," Mr Lo said.

The programme helped him reflect on his previous work in the media, and to make better judgments.

"When you work as a journalist you are supposed to be impartial, but however hard you try to maintain impartial integrity, the way people interpret your reports is going to influence their thinking."

Chris Davis

Analysis ensures you're tuned in to cultural change

Lingnan University's Master of Cultural Studies equips people with the critical knowledge to understand modern society, writes **Chris Davis**

In an increasingly complex world, cultural studies are becoming a progressively influential field of scholarly inquiry for understanding aspects of everyday life.

Stephen Chan Ching-kiu, director of the Master of Cultural Studies programme at Lingnan University said cultural studies generally combined sociology, literary theory, film/video studies, and cultural anthropology to study cultural phenomena in modern society.

Cultural studies researchers often concentrated on how a particular phenomenon related to matters of ideology, race, social class and gender.

Professor Chan said the Master of Cultural Studies programme was aimed at providing top quality training in trans-disciplinary

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STEPHEN CHAN
DIRECTOR, MASTER IN CULTURAL
STUDIES (MCS) PROGRAMME
LINGNAN UNIVERSITY

cultural studies for experienced people working in fields such as the media, arts and community organisations as well as university graduates.

The programme is tailored towards those who are facing new challenges on a daily basis and need fresh ideas and innovative analytical tools to cope with emergent problems and possibilities in a knowledge-based economy.

"This is reflected in the way the programme is structured and in the manner students are encouraged to tackle problems and reach solutions," Professor Chan said.

The programme is of special interest to students who have studied humanities, interpretative social sciences or interdisciplinary cultural studies, as well as those who work in the media and public or private cultural organisations.

He said the programme had been structured to advocate a cultural and liberal approach to

integrate knowledge and practice in a way to develop students' skills and methodologies when carrying out cultural analysis and research in local professional contexts.

Participants learn to develop critical perspectives for understanding the complex processes of contemporary cultural production. Students are also able to broaden their intellectual horizons across academic and professional disciplines while acquiring up-to-date theoretical and practical knowledge essential to their area of interest or work.

Launched in September 2003, the two-year, part-time programme is the first of its kind in Hong Kong. The curriculum includes a diverse range of courses covering feminism and cultural politics, film and television culture, urban culture of Hong Kong and globalisation and contemporary social change.

Feedback from a survey of participating students polled last year revealed that 95 per cent of respondents said they had benefited from the programme through intellectual advancement, development of critical thinking skills, and praised it for being inspiring and stimulating self discovery.

Professor Chan said three specific groups of professionals had been identified as potential students for the Master on Cultural Studies programme: cultural educators, social workers and media producers.

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