

Recent Communication and Journalism - December 2018

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The Evolving Landscape of Media and Communication in Hong Kong / Yu Huang
and Yunya Song

City University of Hong Kong Press, Hong Kong 2018

x, 298p.

9789629373511

\$ 50.00 / null

650 gm.

Over the last twenty years Hong Kong society has witnessed dramatic change and nowhere is this better reflected than in the realm of media and communications. Across the fields of journalism, public relations and advertising, we can see the changing trends in terms of audience consumption and interaction. From technological developments to the shift in audience participation, the expectations and functions of these professions have been greatly altered. While many of these changes are occurring worldwide, within Hong Kong the processes of change have been further complicated by recent social and political events. Through a selection of essays by field experts, this volume explores the evolution of media itself as well as the complex causes underlying these developments. It identifies not only the difficulties and opportunities for media professionals today, but also the evolving role of the audience.

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