

Southeast Asia Head Office  
Blk 231, Bain Street  
#03-05, Bras Basah Complex  
Singapore 180231  
Tel : +65-6883-2284/6883-2204  
Fax : +65-6883-2144  
info@marymartin.com  
www.marymartin.com

South Asia Head Office  
8/123, Third Street,  
Tatabad, Coimbatore 641012  
India  
Tel : +91-422-2499030/2495780  
Fax : +91-422-2495781  
info@marymartin.com  
www.marymartin.com

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