



新聞稿 PRESS RELEASE

A research programme on "The Uses of Television and Other Mass Media in Hong Kong" is being launched at The Chinese University of Hong Kong with financial support from Television Broadcasts Limited in the amount of nearly HK\$460,000.

The programme, under the auspices of the University's Centre for Hong Kong Studies of the Institute of Social Studies, aims at establishing an empirical basis for understanding the various ways in which television and other mass media may play an important role in the lives of the people of Hong Kong.

At a brief presentation which took place in the University yesterday (March 15), the General Manager of the TVB, Mr. Robert Chan, presented the cheque to the Vice-Chancellor, Dr. Ma Lin. In making the presentation, Mr. Chan said that the donation has been made as part of the Company's community involvements. He also said that as a broadcasting body, TVB is extremely aware of its interaction with the public and is pleased to have the opportunity to finance and contribute towards this significant and meaningful programme. The objective findings will undoubtedly give us a clearer picture of the need of the public, thus enabling media operators to play a more effective role in the social and economic developments in Hong Kong for the years to come, he added.

According to the programme co-ordinator, Dr. Pedro Ng, Senior Lecturer in Sociology, the research includes six different projects conducted by a total of eleven academics from five social science disciplines -- sociology, psychology, social work, government and public administration, and journalism and communication. These projects feature: (1) the role of television in the socialization of the young, (2) fictional television stories and the acquisition of values, (3) patterns of media use in relation to leisure needs and family communication, (4) television watching and living in confined environments, (5) the political role and functions of the mass media, and (6) roles and functions of television as perceived by television producers and government officials. Methods used in the studies will include questionnaire surveys and interviews, field experiment, and case studies. Varying in duration from approximately one year to two years and a half, all studies are expected to be completed by August 1986.

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