



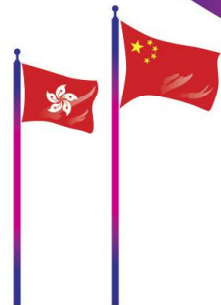
香港教育大學

The Education University
of Hong Kong

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「香港主權移交 20 年 Hong Kong 20 Years after the Handover」

研討會 Conference



地點 · Venue

香港教育大學大埔校園胡郭秀萍演講廳 (D1-LP-04)

Lady Ivy Wu Lecture Theatre (D1-LP-04), EdUHK



大中華研究中心
Centre for Greater China Studies



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Media and Public Opinion

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Media and Public Opinion

- o The surrogate democracy function of the Hong Kong media (Chan & So, 2003):
 - o We believe that the Hong Kong media have played an important 'surrogate democracy' or 'representative-deliberative' function in the political communication process. This function of the media is the result of the underdevelopment of democratic institutions.....The media can be regarded as 'representative political institutions,' as they have an important function in representing the public and its opinions.

Media and Public Opinion

- More specifically, the surrogate democracy function of the media encompasses numerous tasks, such as communicating and reflecting public opinion, providing forums, promoting communication between officials and citizens, criticizing the government, making policy suggestions and promoting social reforms. We contend that the surrogate democracy function of the media has been supplementing the lack of democracy in Hong Kong.....

Media and Public Opinion

- o The politics of indirect control of the mainstream media
 - o The exercise of influence through businesses
 - o Ownership structure
 - o From Hong Kong businessmen to Chinese capital / capitalists
 - o Influence of advertisers
 - o Other techniques: occasional criticisms, non-cooperation, positive PR

Media and Public Opinion

- o The incompleteness of media control
 - o The limitation of the influence of owners
 - o Professionalism and ideological leanings of the frontline journalists
 - o The complexity of media organizations, media practices, and the possibility of internal resistance
 - o Concern with market credibility
 - o Diversity within the media system and the role of “test balloons”

Media and Public Opinion

- o Weakening of the counter-acting forces in the second decade after the handover
 - o Increasing influence of Chinese corporations as advertisers
 - o The gradual loss of experienced frontline journalists
 - o “Cultural capital gap” (Au, 2016)
 - o The “death” of the market for journalism
 - o Weakening of the market credibility constraint
 - o Fewer resources for critical journalism
 - o The decline of certain test balloons, e.g., talk radio

Media and Public Opinion

- o The change between 2012 and 2014
 - o Series of events in late 2013 and early 2014
 - o News about Chinese banks withdrawing ads from news media, including AM730
 - o Change of chief editor at *Ming Pao* and attack of Kevin Lau
 - o “Political economy in action”

Media and Public Opinion

- o The growth of online alternative media
 - o Frequently or sometimes receive information from
 - o *Stand News* 34.8%
 - o *Passion Times* 30.9%
 - o *VJ Media* 16.4%
 - o *Inmedia* 23.3%

Media and Public Opinion

- o Online alternative media
 - o Provide the space for critical discourses
 - o Provide the space for people to steer the public agenda based on materials from mainstream media
 - o Monitor the performance of the mainstream media
 - o Occasionally influence the agenda of the mainstream media
 - o Promote “oppositional knowledge” and protest participation

Media and Public Opinion

- o The limitations of online media
 - o Access to audience
 - o Agenda-setting power
 - o Resources – material and symbolic
 - o Fragmentation and selective exposure

Media and Public Opinion

- o The contemporary mediascape in Hong Kong
 - o Fragmented and opinionated
 - o High degree of media-political parallelism
 - o The lack of a credible platform on which a dominant conception of social consensus can be constructed

	<u>2010</u>	<u>2012</u>	<u>2014</u>	<u>2016</u>
Political parties	4.42	4.46	4.08	3.99
Legislators	4.62	4.69	4.10	4.04
Hong Kong government	4.84	4.55	3.79	3.32
Public affairs commentators	5.65	5.58	4.51	4.39
Newspapers	5.48	5.44	4.56	4.24
Television news	6.00	6.01	4.43	4.03
Radio phone-in talk shows	5.60	5.65	4.82	4.85
Polling agencies	5.60	5.65	5.54	5.15
Social movements	5.19	5.22	5.23	4.79

