

RGC Ref. No.: UGC/FDS14/H11/14 _____ (please insert ref. above)
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**RESEARCH GRANTS COUNCIL
COMPETITIVE RESEARCH FUNDING SCHEMES FOR
THE LOCAL SELF-FINANCING DEGREE SECTOR**

FACULTY DEVELOPMENT SCHEME (FDS)

Completion Report
(for completed projects only)

<p><u>Submission Deadlines:</u></p> <ol style="list-style-type: none"> 1. Auditor's report with unspent balance, if any: within six months of the approved project completion date. 2. Completion report: within 12 months of the approved project completion date.
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Part A: The Project and Investigator(s)

1. Project Title

From the Newsroom to the Classroom: Bridging the Gap between Business

Journalism Practice and Education in Hong Kong

2. Investigator(s) And Academic Department(s) / Unit(s) Involved

Research Team	Name / Post	Unit / Department / Institution
Principal Investigator	Dr. SONG Zhaoxun, Associate Professor	School of Communication, Hang Seng Management College
Co-Investigator(s)	Dr. WU Jing, Assistant Professor Mr. CHIU Ying Chun, Adjunct Professor	School of Communication, Hang Seng Management College
Others		

3. Project Duration

	Original	Revised	Date of RGC / Institution Approval <i>(must be quoted)</i>
Project Start Date	October 1, 2014		
Project Completion Date	Sept 30, 2016	March 31, 2017	July 14, 2016
Duration <i>(in month)</i>	24	30	July 14, 2016

Deadline for Submission of Completion Report	Sept 30, 2017	March 31, 2018	July 14, 2016
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Part B: The Final Report

5. Project Objectives

5.1 Objectives as per original application

1. To fill the research gap on business journalism practice and education in Hong Kong by conducting the first systematic and in-depth study of this kind in the region;
2. To inform and benefit business journalism education, including the curriculum design and pedagogical development, by virtue of the research findings on the practice-education gap;
3. To discover the knowledge structure of business journalism practitioners today, which has both academic and practical value;
4. To help journalism educators and students understand the current status, opportunities, challenges, and demands of business journalism in Hong Kong; and
5. To establish closer relationships and facilitate communications between business journalism professionals and educators towards a common goal of keep business journalism vibrant in Hong Kong.

5.2 Revised objectives

Date of approval from the RGC: NA

Reasons for the change: NA

5.3 Realisation of the objectives

(Maximum 1 page; please state how and to what extent the project objectives have been achieved; give reasons for under-achievements and outline attempts to overcome problems, if any)

The research achieved the preset objectives in terms of three important outcomes: the successful identification of the gap between business journalism practice and education in Hong Kong, the effective ways suggested by media professionals to bridge the newsroom-classroom gap, and the proposed competency model for business journalism practitioners today.

The research results began to inform and benefit business journalism education, including the curriculum design and pedagogical development. Empirical views from veteran Hong Kong business journalists help educators and students understand the current status, opportunities, challenges, and demands of business journalism in Hong Kong.

Most importantly, this study achieved the objective to establish closer relationships and facilitate communications between business journalism professionals and educators towards a

common goal of keeping business journalism vibrant in Hong Kong. More than 30 media professionals and 20 fresh graduates became involved in the research by participating in in-depth interviews and focus groups, offering their comments on the programme curricula and providing solutions to bridge the practice-education gap. Their involvement helps to change the unsatisfactory state of the inadequate dialogue between business news professionals and journalism educators.

5.4 Summary of objectives addressed to date

Objectives <i>(as per 5.1/5.2 above)</i>	Addressed <i>(please tick)</i>	Percentage Achieved <i>(please estimate)</i>
<i>1. To conduct the first systematic and in-depth study of this kind in the region;</i>	✓	100%
<i>2. To inform and benefit business journalism education, including the curriculum design and pedagogical development;</i>	✓	100%
<i>3. To discover the knowledge structure of business journalism practitioners today;</i>	✓	100%
<i>4. To help journalism educators and students understand the current status, opportunities, challenges, and demands of business journalism in Hong Kong;</i>	✓	100%
<i>5. To establish closer relationships and facilitate communications between business journalism professionals and educators in Hong Kong.</i>	✓	100%

6. Research Outcome

6.1 Major findings and research outcome

(Maximum 1 page; please make reference to Part C where necessary)

This project has successfully yielded abundant findings and outcomes: 2 books by a prestigious publisher, 2 peer-reviewed journal papers, 1 trade article and still 2 working papers under way. The research findings were disseminated through three recognized international conferences.

The paper *The Structure of Knowledge that Business Journalists Should Possess: The Practitioner's Perspective* (under preparation) reveals the knowledge (specialized and general), skills (vocational and generic), and attitudes (cognitive, affective, behavioral) that business journalist should possess today. It proposes the competency model for business journalists, the first of its kind on the study of the KSAs required of business journalists.

The paper *The Practice and Characteristics of Online Business Journalism in Hong Kong* (Annex 3) exemplifies the guiding mindset of online news first while newspaper stories second, the redefinition of business news topics with the assistance of website data analytics, the synergy effects created by the numerous delivery channels during post publication process and other practices that are of reference values for other online news practitioners.

The other two papers make diachronic studies on the history of business journalism practice and education in Hong Kong and identify three development phases in business journalism with distinct characteristics as well as four models of business journalism education in the region through a critical synthesis of relevant literature through documentary analysis and in-depth interviews. They serve as important documents of business journalism history and education in Hong Kong.

The most important outcomes of this project are two books by the prestigious publisher Chung Hwa Book Co., (HK) Ltd: *Business Journalism in the Defunct Newspapers in Hong Kong* (Annex 1) and *Empirical Views from Veteran Hong Kong Business Journalists* (Annex 2). The business journalism educators are to adopt the books as reference books to inform and benefit their teaching and learning.

The findings of this project were also delivered at three recognized International Conferences: The Asian Conference on Education & International Development 2016 in Japan, the 2015 China Communication Forum in Chongqing, PRC, and HKAECT-AECT 2017 Summer International Research Symposium at Hong Kong University.

6.2 Potential for further development of the research and the proposed course of action (Maximum half a page)

I would propose a comparative study of curriculum designs of undergraduate programmes in business and economic journalism in the USA and Hong Kong as further development of the research.

As we know, the United States is the largest economy entity in the world and Hong Kong is Asia's major commercial center and an international financial center. Both boast of a prosperous business and economic news industry and well-known business journalism educational programmes.

The proposed study is to make a comparative study of the curriculum designs of two undergraduate programmes in business journalism, one in the USA and the other in Hong Kong, in an attempt to find out the differences and similarities in the general education requirements, core modules and electives in business journalism, the balance among theoretical and conceptual courses, professional courses, and courses that integrate theory and skills, intended learning outcomes or competencies, opportunities for internship and other professional experiences outside the classroom, and assessments of students learning outcomes.

The findings will help business journalism educators draw on the strong points of others and inform, improve, and shed light on the curriculum design of undergraduate programmes in business journalism.

7. Layman's Summary

(Describe in layman's language the nature, significance and value of the research project, in no more than 200 words)

This project made successful attempts at finding out the newsroom-classroom divide as well as suggesting effective ways to bridge the gap.

The project identified the knowledge, skills, and attitudes that are required of business journalists in the newsroom today through the eyes of business news editors, journalists, columnists and news directors. Based on the rich in-depth interview data, the competency

model for business journalists is proposed, which enriches the literature of research on business journalism.

The veteran business news journalists and editors were invited to make a careful study of the curriculum of the BA in Business Journalism. They were required to review the programme's stated objectives and intended learning outcomes, the programme structure, course contents, teaching and learning strategies, etc. in order to identify what new techniques and/or essential elements of business journalism they think are inadequate, underemphasised or ignored in the business journalism programme curricula, and how the gap between the newsroom practice and the classroom education can be closed.

The research findings greatly benefit business journalism education and inform curriculum design and pedagogical development. The systematic and in-depth study, the first of its kind in Hong Kong, boasts of both academic and practical value.

Part C: Research Output

8. Peer-Reviewed Journal Publication(s) Arising Directly From This Research Project

(Please attach a copy of the publication and/or the letter of acceptance if not yet submitted in the previous progress report(s). All listed publications must acknowledge RGC's funding support by quoting the specific grant reference.)

The Latest Status of Publications				Author(s) (denote the corresponding author with an asterisk*)	Title and Journal / Book (with the volume, pages and other necessary publishing details specified)	Submitted to RGC (indicate the year ending of the relevant progress report)	Attached to this Report (Yes or No)	Acknowledged the Support of RGC (Yes or No)	Accessible from the institutional repository (Yes or No)
Year of Publication	Year of Acceptance (For paper accepted but not yet published)	Under Review	Under Preparation (optional)						
2018	2017		In print	宋昭勛,吳靜,趙應春 (Zhao-xun SONG, Jing WU, Ying-chun CHIU)	《消失的報刊 珍貴的史料——香港舊報中的財經新聞》中華書局(香港)有限公司, 2018 《Business Journalism in the Defunct Newspapers in Hong Kong》, Chung Hwa Book Co., (HK) Ltd, 2018		Yes Annex 1	Yes	Yes
2017				宋昭勛,吳靜,趙應春 (Zhao-xun SONG, Jing WU, Ying-chun CHIU)	《財經領跑人：香港財經新聞記者訪談錄》中華書局(香港)有限公司, 2017 《Empirical Views from Veteran Hong Kong Business Journalists》,		Yes Annex 2	Yes	Yes

					Chung Hwa Book Co., (HK) Ltd, 2018				
2018	2017			Zhao-xun SONG, Jing WU	香港網絡財經新聞運作方式與傳播特點. <i>亞洲研究期刊</i> , 2018 The Practice and Characteristics of Online Business Journalism in Hong Kong. <i>Journal of Asian Studies</i> , 2018		Yes Annex 3	Yes	Yes
2017				Zhao-xun SONG, Jing WU, Ying-chun CHIU	淺談香港財經新聞發展階段及其特點. <i>新聞研究導刊</i> , 第8卷第23期2017年12月 Brief Discussion on the Development and Characteristics of Business Journalism in Hong Kong. <i>Journal of News Research</i> , Vol. 8, No.23, Dec 2017, P.15-16, 126		Yes Annex 4	Yes	Yes
2016				Zhao-xun SONG, Jing WU, Ying-chun CHIU	香港財經新聞教育模式. <i>傳媒透視</i> 2016 Business Journalism Education Models in Hong Kong; <i>Media Digest</i> , 2016	30/09/16	Yes Annex 5	Yes	Yes
			✓	Zhao-xun SONG, Jing WU	The Structure of Knowledge that Business Journalists Should Possess: The Practitioner's Perspective. <i>Asia Pacific Journal of Education</i>		No	Yes	Yes

9. Recognized International Conference(s) In Which Paper(s) Related To This Research Project Was / Were Delivered
(Please attach a copy of each conference abstract)

Month / Year / Place	Title	Conference Name	Submitted to RGC <i>(indicate the year ending of the relevant progress report)</i>	Attached to this Report <i>(Yes or No)</i>	Acknowledged the Support of RGC <i>(Yes or No)</i>	Accessible from the institutional repository <i>(Yes or No)</i>
Hong Kong University, June 15-17, 2017	Business Journalism Education in the Internet Age.	HKAECT-AECT 2017 Summer International Research Symposium		Yes Annex 6	Yes	Yes
Art Center of Kobe, Japan, April 3-6, 2016	The Structure of Knowledge That Business Journalists Should Possess: The Practitioner's Perspective	The Asian Conference on Education & International Development 2016	30 September 2016	Yes Annex 7	Yes	No
November, 2015/ Chongqing, PRC	Business Journalism Education in the Age of Internet: A Case Study of the BA in Journalism and Communication at Hong Kong Hang Seng Management College	2015 China Communication Forum	30 September 2015	Yes Annex 8	Yes.	Yes

10. Whether Research Experience And New Knowledge Has Been Transferred / Has Contributed To Teaching And Learning
(Please elaborate)

The business journalism educators at HSMC adopt the findings of this project to inform and benefit their teaching and learning. The book *Empirical Views from Veteran Hong Kong Business Journalists* is used as reference book for students in business journalism.

11. Student(s) Trained
(Please attach a copy of the title page of the thesis)

Name	Degree Registered for	Date of Registration	Date of Thesis Submission / Graduation
N/A			

12. Other Impact

(e.g. award of patents or prizes, collaboration with other research institutions, technology transfer, teaching enhancement, etc.)

N/A

13. Public Access Of Completion Report

(Please specify the information, if any, that cannot be provided for public access and give the reasons.)

N/A

Information that Cannot Be Provided for Public Access	Reasons

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FACULTY DEVELOPMENT SCHEME (FDS)

Completion Report - Attachment
(for completed projects only)

RGC Ref. No.: UGC/FDS14/H11/14

Principal Investigator: Dr Howard SONG

Project Title: From the Newsroom to the Classroom: Bridging the Gap between
Business Journalism Practice and Education in Hong Kong

Statistics on Research Outputs

	Peer-reviewed Journal Publications	Conference Papers	Scholarly Books, Monographs and Chapters	Patents Awarded	Other Research Outputs (Please specify)
No. of outputs arising directly from this research project [or conference]	2	3	2 books	NA	1 trade article