

What If Reporters Need Creativity to Keep Their Jobs

Aggregate Results of Journalistic Consensual and Conflictual Creativity from Frontline Journalists Working in the Field

Speaker

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Dr. Wendy Chan is currently an Assistant Professor of Journalism and Communication at Chu Hai College of Higher Education (CHCHE). Prior to joining CHC in 2018, she taught PR and advertising at the HKBU-United International College worked for various news organisations, including Radio Television Hong Kong, Travel QnA, and Island East Markets. She accomplished her PhD study on communication at Hong Kong Baptist University in 2017. Her research interests include media writing, journalistic presentations and consumer behaviour.

Abstract:

With reference to the system model of creativity proposed by Csikzenmihalyi, this seminar proposes a model of journalistic creativity based on the 21 in-depth interviews conducted with seasoned front-line journalists, together with 405 journalism students and student journalists. Results show that journalists are trapped within the boundaries of media professionalism and political ideology; thus only by way of a conforming environment, including the conditions of consistent media professionalism and consistent political ideology, could journalistic creativity find room. This study also presents how journalistic creativity is played out in day-to-day journalism so as to present the best of the journalistic work.

Time & Date

6:00 p.m.

2 April 2020 (Thu)

*This event will be conducted via Zoom.

Meeting Link: <https://ouhk.zoom.us/j/402768858>

Meeting ID: 402 768 858 (No password needed)



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