

COMM NEWS

傳理新聞

June 2026



HIGHLIGHTS

- Alumni Events
- Launching the EMBA
- Academic Conferences
- Achievements
- In Profile
- Research Excellence
- School in Media

AI Workshops for Alumni

The AI Media Centre (AIM) organized "From Decision to Action: Hands-on AI Workshop for Senior Alumni" on 6 May 2026, engaging senior alumni in an interactive learning experience. Participants were introduced to the fundamentals of artificial intelligence and gained practical insights into real-world applications.

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School and Alumni Tea Gathering

Held on 24 April 2026, the School and Alumni Tea Gathering brought together alumni, industry partners, students, and faculty, strengthening connections across the School of Communication community.

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LAUNCHING THE EMBA



HKBU Executive Master of Business Administration (Business + Communication in the AI Age)

Co-launched by the School of Business and the School of Communication, the HKBU EMBA is a first-of-its-kind programme in Hong Kong integrating business acumen with strategic communication.

Tailored for senior executives and entrepreneurs who can lead corporate transformation in the AI era by equipping them with expertise in AI-driven business decision-making and strategic communication.

[APPLY NOW](#)

ACADEMIC CONFERENCES: EVENTS CELEBRATING HKBU'S 70TH ANNIVERSARY



Hong Kong's First AI Media Centre

Distinguished communication scholars in Hong Kong convened on 30 Jan 2026 to examine how social sciences can address emerging challenges arising from AI-related phenomena.

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AI + COMM: Advancing AI for Social Good International Symposium

Ten distinguished international scholars from six countries shared insights on how AI can transform media, communication, and civic engagement for the betterment of society on 9 Mar 2026.

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2026 Emerging Media for Communicating SDGs Symposium

Over 80 scholars and students gathered from 27 to 28 March to explore how digital innovation can drive global sustainable development.

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ICAR 2026: Exploring the Future of Global Advertising Research

Professor Fuyuan Shen (Pennsylvania State University) and Professor Michael Prieler (Xi'an Jiaotong-Liverpool University) delivered keynote presentations, offering forward-looking perspectives on global advertising research.

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ACHIEVEMENTS



14 Journalism Students and Alumni Sweep 2025 Campus News Awards

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13 Communication Studies Students Earn Three Distinctions at HK4As Students' Award 2025

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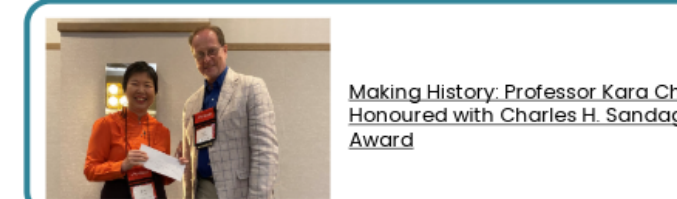

President's Award for Outstanding Performance 2025-2026

President's Award for Outstanding Performance in Team Teaching
 President's Award for Outstanding Performance in Teaching (Individual)
 President's Award for Outstanding Performance in Research Supervision

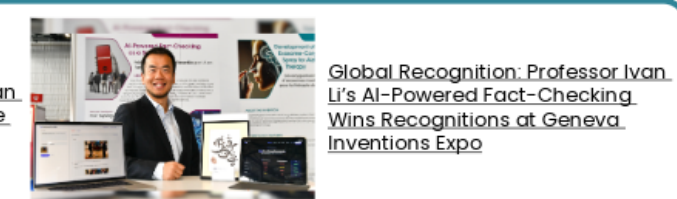
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School Performance Award 2025-2026

School Performance Award in Early Career Teaching
 School Performance Award in Service
 School Performance Award in Scholarly Work
 School Performance Award as Early Career Researcher
 School Performance Award in Team Teaching

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Making History: Professor Kara Chan Honoured with Charles H. Sandage Award



Global Recognition: Professor Ivan Li's AI-Powered Fact-Checking Wins Recognitions at Geneva Inventions Expo

IN PROFILE



Professor Jörg Matthes (University of Vienna) highlighted the role of generative AI as a collaborative partner in communication practices.

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Professor Kouta Minamizawa (Keio University) led a "Rapid Prototyping Workshop," guiding participants to develop innovative solutions to specific SDG challenges.

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Mr B.C. Lo, Chairman of the Communication Alumni Association, unveiled new initiatives to foster closer ties between alumni and the School.

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Miss Viki Ye, President of the 54th Executive Committee of the Communication Society, highlighted the vital importance of powering connections across generations.

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RESEARCH EXCELLENCE



Ditch the Directives: Why Bossy Messaging Backfires in the Fight for Public Persuasion

Professor Jingyuan Jolie Shi's latest study, "Ditch the Directives: Why Bossy Messaging Backfires in the Fight for Public Persuasion," was published in *Human Communication Research*, a leading academic journal in the field.

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SCHOOL IN MEDIA



浸大推動AI跨學科教學 培育技術與倫理並重的未來人才 (Chinese Only)

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浸大互動媒體系學生參與「香港國際授權展」以麵包為主題設計IP 展現香港特色 (Chinese Only)

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