

☞ THE GROWING CLOUT OF ONLINE PUBLIC OPINION IN CHINA – NEW MEDIA AS A PLATFORM FOR ADVOCACY AND A TOOL FOR CHOICE AND CHANGE

Online media interaction is a huge phenomenon in the world's second largest economy. Information and Communication Technology (ICT) is one of the most dynamic sectors in China. New Media has emerged as an important platform for citizens to obtain and share news and participate in social affairs. This paper adopts a case study approach to examine why Chinese citizens go online to discuss, seek advice and offer guidance on social issues, as compared to traditional petitioning channels.

MEDIA ASIA

Volume 39, Number 3, 2012

☞ MEDIA'S INFLUENCE ON GENDER STEREOTYPES

America is a society that is not only saturated with media but also with stereotypes that are cultivated through the media. With the pervasiveness of media exposure on society, it would be hard not to become swayed by what is perceived to be societal norms. Media literacy could then become an effective tool for helping young viewers decipher the messages they are receiving.

MEDIA ASIA

Volume 39, Number 3, 2012

☞ IS THE CLOUD BECOMING A MORE VIABLE OPTION?

What is the role of cloud computing within the broadcast and production workflow? How is the industry making use of this valuable storage option? New offerings promise to provide for the needs of content owners housing infinite hours of valuable material stored in film archives. The ultimate objective of cloud computing is optimal use of shared resources that is easily accessible to multiple stakeholders instantly and from anywhere.

ASIA-PACIFIC BROADCASTING

November 2012

☞ BAD NEWS AT THE BBC – MIRED IN SCANDALS AND CIRCLED BY CRITICS, CAN THE BELOVED BRITISH BROADCASTER BE SAVED FROM ITSELF?

A journalistic maxim holds that a reporter should never become part of the story, but the BBC has been among the world's biggest stories. And it probably will continue to be as the truth about the dueling Savile and Newsnight scandals continues to come to light. Only then can the BBC begin to return to its rightful place: reporting on the news rather than making it.

TIME

November 26, 2012

☞ 騰「雲」駕霧 迎時代挑戰

儘管雲計算從誕生至今，不斷受到質疑。但是，雲計算的應用却成燎原之勢。國內數十個城市將雲計算確定為重點發展新興產業。三網融合，多媒體分發、大數據 / 網絡化的時代，雲的優勢進一步凸顯：面向互聯網、OTT等所帶來的挑戰時，雲計算無疑是廣電就手的一件利器。

《世界寬帶網絡》

二零一二年九月