

# Research Grants Council to present public lecture on “Mass Communication and Social Media” on September 29

The following is issued on behalf of the University Grants Committee:

The Research Grants Council (RGC) will present its second public lecture this year under the theme "Mass Communication and Social Media" on September 29 (Sunday) at the Hong Kong Central Library.

The RGC has invited the Director of the Institute for Journalism and Society of the Hong Kong Baptist University, Mr Raymond Li, and Associate Professor of the Journalism and Media Studies Centre of the University of Hong Kong Dr Fu King-wa to share their research findings and knowledge with the public. Details are as follows:

Time: 2.30pm to 4.30pm

Venue: Lecture Theatre, G/F, Hong Kong Central Library

Language: Cantonese

Admission is free and on a first-come, first-served basis.

The surging popularity of social media has drastically altered the traditional landscape of mass communication. Media organisations no longer monopolise the information distribution channels, and media professionals have lost their special role as gatekeepers of media content. Who should be the content gatekeepers in this era? Mr Li will share his view in his talk, "Who should be gatekeeping social media content?"

Much has been said about "fake news" and "post-truth". In his talk entitled "Still believe in me? A scrutiny of Hong Kong's mass communication and social media", Dr Fu will give an overview of the Hong Kong mass communication and social media landscape and provide some suggestions on how to be a smart media user.

The public lectures of the RGC aim at arousing public interest in local research developments. Since 2009, the RGC has invited numerous leading scholars to speak at these lectures. For enquiries, please call 2524 3987 or visit the University Grants Committee webpage ([www.ugc.edu.hk/eng/rgc/lectures/lectures.html](http://www.ugc.edu.hk/eng/rgc/lectures/lectures.html)).