

樹仁簡訊

Shue Yan Newsletter



2016 年 1 月號
January Issue 2016

HONG KONG
SHUE YAN UNIVERSITY
大學

41st GRADUATION CEREMONY

第四十一屆畢業典禮



- 2 Dr. SUN Fong Chung and Dr. Judith Longstaff MACKAY received Honorary Degrees in the 41st Graduation Ceremony
孫方中、麥龍詩迪獲頒榮譽博士學位
- 4 1174 student graduates from HKSJU Bachelor's degree programmes in 2015
1174 名本科生畢業
- 5 49 students graduated with Master's degrees and 19 with the Postgraduate Diploma in Psychology
碩士學位及學士後文憑課程共 68 名學生畢業
- 6 Citation - Dr. SUN Fong Chung - Doctor of Letters, honoris causa
- 7 Citation - Dr. Judith Longstaff MACKAY - Doctor of Social Sciences, honoris causa
- 8 Speech by Dr. Judith Longstaff MACKAY
麥龍詩迪教授謝詞
- 9 陳兆愷法官捐贈法官服飾予樹仁大學
- 10 Judges' Attires - Some Personal Thoughts of a Judge
- 11 Department of Business Administration Academic Week 2015
- 12 新傳系「第三屆數碼傳媒生態研討會」學者關注訊息準確與道德底線

Dr. SUN Fong Chung and Dr. Judith Longstaff MACKAY received Honorary Degrees in the 41st Graduation Ceremony

孫方中、麥龍詩迪獲頒授榮譽博士學位



From left to right: Dr. SUN Fong Chung and Dr. Judith Longstaff MACKAY. 孫方中博士（左）和麥龍詩迪教授。

Honorary degrees were conferred upon the celebrated educator Dr. SUN Fong Chung and the internationally recognized anti-tobacco advocate Dr. Judith Longstaff MACKAY at the 41st graduation ceremony of Hong Kong Shue Yan University (HKSJU) on 3rd December 2015.

The ceremony for the conferment of honorary degrees was held in the Lady Lily Shaw Hall and was presided over by Professor HU Yao-Su, Provost of HKSJU.

本港知名教育家孫方中博士和國際知名反吸煙倡議者麥龍詩迪教授，在香港樹仁大學2015年12月舉行的第41屆畢業典禮上，分別獲頒授榮譽文學博士學位和榮譽社會科學博士學位。

榮譽博士學位頒授儀式於2015年12月3日下午在仁大邵美珍堂舉行，由仁大學務副校長胡耀蘇教授主持。在典禮上，胡教授首先向孫方中博士頒授榮譽文學博士學位。

Front row: Dr. Judith Longstaff MACKAY (third left), Dr. Henry HU (Fourth left) and Dr. SUN Fong Chung (third right) 校監胡鴻烈博士（前排左4）和大學管理層與麥龍詩迪教授（前排左3）和孫方中博士（前排右3）合照。

Dr. SUN Fong Chung: Doctor of Letters honoris causa 孫方中博士獲頒授榮譽文學博士學位

In her citation, Professor Catherine ISUN, Academic Vice President of HKSJU, praised Dr. SUN Fong Chung for her lifelong devotion to education and social service in Hong Kong. At the age of 25, Dr. SUN became the Founding Principle of Kiangsu and Chekiang Primary School and continued to run the school for 48 years.

Professor SUN also praised Dr. SUN as “a pioneer of three distinctive features of Hong Kong education today”, namely, using Putonghua as the medium of instruction, involving parents in their children’s education and setting up an alumni association to enable graduates to

continue supporting each other and the school. (For full citation, see p.6)

仁大學術副校長孫天倫教授宣讀贊辭時，讚揚孫方中博士為香港教育和社會服務做出畢生貢獻。孫博士於1953年，以年僅25歲之齡，創辦蘇浙小學，出任創校校長，並帶領學校向前邁進共48年。

孫天倫教授又指出，孫博士是一位「走在教育最前端的先鋒，她為現今香港的教育培養了三大特點」，包括：以普通話為教學語言；率先倡導家、校共融，共同教育孩子的重要性；推動舊生會成立，回饋母校，校友互相支持。（贊辭英文全文見第6頁）



Dr. Judith Longstaff MACKAY: Doctor of Social Sciences, honoris causa 麥龍詩迪教授獲頒授榮譽社會科學博士學位

Professor Geoffrey BLOWERS, Director of the Research Office of HKSYU, introduced Dr. MACKAY, presenting some of the highlights of her distinguished career as an anti-tobacco campaigner since she left clinical practice in Hong Kong in 1984.

The citation, written by Professor Harold TRAVER, Head of the Department of Sociology, noted that Dr. MACKAY has

the distinction of “being the first person in Asia to campaign against tobacco use on a full-time basis.” In 1987 she became the founding Executive Director of the government-funded Hong Kong Council on Smoking and Health, and in 1989 she established the Asia Consultancy on Tobacco Control – a coordinating organization to facilitate the sharing of information, experience and expertise on tobacco control in the Asia-Pacific region.

Dr. MACKAY also played an integral role in promoting the idea of a convention on tobacco control to the World Health Organization, and an important role in promoting tobacco control in Mainland China and Mongolia. (For full citation, see p.7)

胡耀蘇教授接著向麥龍詩迪教授頒授榮譽社會科學博士學位，由仁大Director of the Research Office Professor Geoffrey BLOWERS，宣讀由社會學系系主任Professor Harold TRAVER撰寫的贊辭。

Professor BLOWERS表示，麥龍詩迪教授自1984年在本港離開臨床醫療工作後，便投身於推廣反吸煙和公共健康的工作，「成為亞洲首位全時間獻身反吸煙工作的人。」

Professor BLOWERS說，麥龍詩迪教授在1987年出任香港吸煙與健康委員會首位總幹事。1989年她成立一個聯絡機構——亞洲反吸煙諮詢所，讓亞太區內各成員分享控煙工作的資訊、經驗和專業知識。另外，她曾積極參與「世界衛生組織煙草控制框架公約」，並在中國內地和蒙古推動控煙計劃。（贊辭英文全文見第7頁）



From left to right: Professor Catherine SUN, Dr. SUN Fong Chung, Dr. Judith Longstaff MACKAY and Professor HU Yao-Su.
由左至右：孫天倫教授、孫方中博士、麥龍詩迪教授、胡耀蘇教授。

Dr. MACKAY: we have to appreciate Hong Kong 麥龍詩迪：我們愛惜香港

Dr. MACKAY then made a speech on behalf of Dr. SUN Fong Chung and herself. She said: “Both Dr. SUN and I have worked for many decades for Hong Kong ... All of us who call Hong Kong home have many reasons to appreciate Hong Kong.”

Dr. MACKAY listed 15 reasons and the first four are: (1) Hong Kong is not at war. Not only are there no direct consequences of war such as fighting, death or destruction, but Hong Kong also has no military spending (while some countries in Asia spend up to 30% of their government budget on the military). (2) Health: Hong Kong enjoys the 2nd longest life expectancy, very low infant mortality, and has among the lowest smoking rates in the world. (3) Health care: Hong Kong has good value public hospitals for permanent residents. (4) Safety: The murder rate is extraordinarily low for a city of 7 million inhabitants.

Dr. MACKAY said: “Hong Kong is certainly not perfect, and there are serious issues to be addressed, for example housing, welfare and the elderly. But in comparison with many of our neighbours and much of the rest of the world, we are indeed fortunate. So, my advice for life is always to look (realistically) for the positive, live life with thankfulness for what you have, be on good terms with all people, err in the direction of kindness, and this will serve you well.” (For full speech, see p.8)

麥龍詩迪教授之後代表榮譽博士學位領受人致詞。她表示：「孫方中博士與本人數十年來為香港作出努力。……我倆合共有超過一百年服務社區的歲月，也經歷了香港不少變遷。我們與在座各位都以香港為家。我們愛惜香港的理由很多。」

麥龍詩迪教授列舉了15項理由，其中首4項是：(1) 香港現時並非處於戰亂之

中。我們不單無毋承受戰爭直接造成的衝突、死亡或破壞，而且不用負擔軍費（一些亞洲國家的軍費高達政府財政開支的三成）。(2) 健康：香港人平均壽命之長，全球排名第二，而嬰孩死亡率亦十分低；吸煙人數的比例，也屬全球最低的地區之一。(3) 醫療：香港永久居民享有高質素的公共醫療服務。(4) 安全：對一個擁有700萬人口的城市而言，香港的謀殺率極低，「我可以在午夜到任何一個停車場拿回車子，而不用擔心安全。」

麥龍詩迪教授又說：「毋庸置疑，香港並非完美無瑕；例如我們有很多與房屋、福利及長者有關的嚴峻問題，尚待一一解決。但與鄰近及全球不少地區比較，我們實屬幸福的一群。因此，我給你們的忠告是，以務實的角度正面看待生活，為自己擁有的而感恩，又與所有人建立友好關係；待人處事寬達仁厚。這樣的態度準能叫你受益不淺。」（中文演詞全文見第8頁）

1174 student graduates from HKSYU Bachelor's degree programmes in 2015 1174名本科生畢業



The 41st Hong Kong Shue Yan University (HKSYU) graduation ceremony was held on 3rd and 4th of December 2015, in the Lady Lily Shaw Hall at the University campus in North Point. A total of 1,174 students graduated from the University's Bachelor's degree programmes.

The Bachelor's degrees were conferred by Professor HU Yao-Su, Provost of HKSYU.

Thirteen students received the Academic Programme Achievement Awards: LAI Yuk Ying (History), WEI Ming Fan (Chinese Language and Literature), CRUZ SARMIENTO CHEUNG Ko Chi (English), FUNG Tsz Hoi (Journalism and Mass Communication), FUNG KA Wai (Business Administration), CHENG Mei Yu (Accounting), LOU Changyu (Law and Business), LI Tsz Yeung (Economics and Finance), LUI Wing Ki and WONG Ho Yan (Sociology), LI Lok Yan Theodora (Social Work), WU Kei Tat Johnny (Counselling and Psychology), and SHEK Yee Yan (Psychology).



香港樹仁大學第41屆畢業禮於2015年12月3日和4日，在北角寶馬山校舍邵美珍堂舉行。今屆本科畢業生共有1,174人。

學士學位頒授儀式由仁大學務副校監胡耀蘇教授主持。

本屆有13名畢業生獲「課程最優異成績獎」，包括：黎玉瑩（歷史學）、衛銘勳（中國語言文學）、張高智（英國語言文學）、馮子愷（新聞與傳播）、馮家為（工商管理學）、鄭美如（會計學）、樓暢宇（法律與商業）、李梓煬（經濟及金融學）、呂穎琪和王可欣（社會學）、李樂恩（社會工作）、伍麒達（輔導及心理學）和石綺欣（心理學）。



Graduates of the Master of Science in Marketing and Consumer Psychology

49 students graduated with Master's degrees and 19 with the Postgraduate Diploma in Psychology

碩士學位及學士後文憑課程共68名學生畢業

On 3rd and 4th of December 2015, at the 41st graduation ceremony of Hong Kong Shue Yan University (HKSYU), 49 students from four programmes were awarded Master's degrees and 19 students were awarded the Postgraduate Diploma in Psychology.

The Master's degrees and the Postgraduate Diploma were conferred by Professor HU Yao-Su, Provost of HKSYU.

There were 16 graduates from the Master of Social Sciences in Counselling Psychology, 15 from the Master of Arts in Interdisciplinary Cultural Studies, 11 from the Master of Social Sciences (Transformation of Chinese Societies), 7 from the Master of Science in Marketing and Consumer Psychology.

Mr. WU Pak Ki, 42, is one of the graduates of the Master of Science in Marketing and Consumer Psychology. He told a reporter of the Newsletter that he is a member of teaching staff in a higher education institution, and held a Bachelor of Science in Business Administration (Marketing) from Hawai'i Pacific University. A few years earlier, he had decided to strengthen his knowledge in business and marketing and began to research the different programmes provided by the local universities. Finally, he made up his mind to apply for Shue Yan's Master of Science in Marketing and Consumer Psychology programme.

"The programme covers traditional areas in marketing as well as consumer psychology. I think it is more practical and interesting," Mr. WU said.

Mr. WU said the programme and lectures were good, classmates were friendly and helpful, and the overall learning experience during his two years of part-time study was delightful. But he recalled that when the programme began, he found some difficulty in academic writing since some professors assumed that all students had already acquired the knowledge and skills in writing academic articles. After he raised this question with the professors, they gave thorough guidance to students and he was quickly back on track.

The graduation ceremony of the MBA programme was held on 4th December. The University of Louisiana at Monroe (USA) has offered the MBA programme at Hong Kong Shue Yan University since 1979. Dr. Donna LUSE, Associate Dean of the College of Business and Social Sciences of the University of Louisiana at Monroe, conferred the degree upon three graduates.

香港樹仁大學碩士學位課程及學士後文憑課程畢業禮，於2015年12月3日和4日在仁大邵美珍堂舉行，其中碩士學位課程共有49名畢業生，學士後文憑課程畢業生則有19名。

學位頒授儀式由仁大學務副校監胡耀蘇教授主持。

獲社會科學碩士（輔導心理學）學位的有16人，跨學科文化研究文學碩士學位15人，社會科學碩士（中國社會的變遷）學位11人，市場學及消費者心理學碩士學位7人。而獲心理學學士後文憑的則有19人。

胡栢駿，應屆市場學及消費者心理學碩士課程畢業生，他接受《樹仁



Mr. WU Pak Ki, graduate of the Master of Science in Marketing and Consumer Psychology programme. 應屆市場學及消費者心理學碩士課程畢業生胡栢駿。

簡訊》訪問時表示，他在美國夏威夷的 Hawai'i Pacific University 獲 Bachelor of Science in Business Administration (Marketing)。之後回香港發展，後來在大專院校教書。數年前有意進修，充實自己，便展開資料搜集，比較一些本港大學提供的有關管理學和市場學的碩士學位課程，最後選上了仁大。

「樹仁的市場學及消費者心理學碩士課程，特色是包括市場學和消費者心理學，我想這會更加實用和更有趣味。」胡栢駿說。

胡栢駿花了兩年時間完成這個兼讀課程，他形容課程設計和內容相當不錯，同學們相處融洽，也能互相幫助，兩年的學習歲月非常愉快。不過，回想當初開課不久，他在開展撰寫學術文章時，曾一度感到吃力，因為教授們以為所有學生都掌握撰寫學術文章的方法和技巧，因而沒有作詳細講解；但當他向教授們反映後，他們便馬上做出回應。

另外，工商管理碩士課程畢業生的學位頒授儀式，於12月4日上午舉行。該課程由美國路易斯安那（門羅）大學與仁大合辦，始於1979年。該校商業及社會科學院副院長 Dr. Donna LUSE 專程由美國來港，主持碩士學位頒授儀式。本屆畢業生有三名。



市場學及消費者心理學碩士課程畢業生。

Dr. SUN Fong Chung - Doctor of Letters, honoris causa



A citation written and delivered by Professor Catherine SUN Tien Lun

Professor HU, It is my greatest honour and privilege to present to you, Dr. Jeannie SUN Fong Chung, for the award of the degree of Doctor of Letters, honoris causa.

Dr. SUN comes from a resplendent family of scholars and diplomats. When she was still a student of literature at Shanghai's St. John's University, she took on a part-time job as a reporter for the Nanking Da Kang Po (南京大剛報). While working on a story about General SUN Yuan Liang (孫元良) who was renowned for his battles against Japanese invaders, she met her future husband, Mr. CHOW Chung Wan (周鎮寰) - executive secretary to General SUN.

Dr. SUN is both an idealist and pragmatist at heart. Influenced by her grandfathers and father, she has always been a firm believer in the value of education. She became the Founding Principal of Kiangsu and Chekiang Primary School (蘇浙小學) at the young age of 25, and continued to run the school for 48 years. When Kiangsu and Chekiang Primary School was first founded in 1953, it was more or less a school for children residing in the North Point District of Hong Kong Island. Yet, in less than a decade, its reputation skyrocketed because of the excellent results its students achieved in the Joint Primary 6 Examination held in Hong Kong. In fact, Primary 6 students from the school won 10 out of 150 scholarships available city-wide for two consecutive years in 1962 and 1963. Today, Kiangsu and Chekiang Primary School whose motto is "Disciplined and Solemn" (整齊嚴肅), is amongst parents' most sought after schools in Hong Kong.

I am an alumna of Kiangsu and Chekiang Primary School, and I recall that we were taught in Putonghua and were encouraged to converse in that dialect. Furthermore, there was equal emphasis on the cultivation of ethical conduct and the dissemination of knowledge. We spent a considerable amount of time perfecting our mathematical and language skills, and were given opportunities to enroll in public speaking competitions. I would say that, all in all, it was a very well-rounded education.

Dr. SUN was a pioneer of three distinctive features of Hong Kong education today. Firstly, although all primary schools at that time used Cantonese as the medium of instruction, she insisted on using Putonghua instead. Given the prevailing political climate, she was often queried about her political inclinations. To these queries, she unequivocally pointed out that Putonghua was the official spoken and written language of China, and it was only right that people of Chinese descent should know the language of their country. Furthermore, she opined that using Putonghua was crucial in enhancing students' sense of belonging to the motherland while simultaneously boosting their language skills. Today, of course, Putonghua is taught in the majority of schools in Hong Kong. The second insight was her understanding of the importance of involving parents in their children's education, at a time while parents and teachers cared for children in their separate domains of home and school. Kiangsu and Chekiang Primary School was the first in Hong Kong to establish a parent-teacher association and today, PTAs are a required feature in every school. Thirdly, Dr. SUN pioneered the setting up of an alumni association to enable graduates to continue supporting each other and the school, and to

this day, the Kiangsu and Chekiang Alumni Association remains influential in the educational and social service sectors. These three features definitely identify Dr. SUN as possessing both passion and vision for the provision of quality education in Hong Kong.

Apart from her celebrated career as an educator, Dr. SUN is devoted to the advancement of social services. From 1955 onward, she provided leadership to women in the neighbourhood and successfully organized a series of movements to promote public hygiene, family well-being and home safety in the community. In 1966, she established the Hong Kong and Kowloon Kaifong Women's Association, a non-profit organization geared toward the upholding of ethical behaviour and the provision of education for young people. This association has also been instrumental in highlighting the many contributions made by women to the stability and prosperity of Hong Kong. Then in the nineteen-eighties, to complete her mission to care for people from all age groups, she founded a centre for the elderly.

Indeed, over the years, Dr. SUN has continuously demonstrated her love for her country and people by organizing donations to support the victims of natural and manmade calamities in Hong Kong and China. For instance, in 1991, she coordinated and organized the efforts of 48 women's associations in Hong Kong to collect donations for victims of the floods in Eastern China. She has also been involved in cultural and educational exchanges between Hong Kong and China, and in one instance, donated HK\$1m to rebuild the library of her secondary school in Wuxi.

Dr. SUN's contribution to education is not limited to the founding and running of Kiangsu and Chekiang Primary School. In the past 30 years, she has established one secondary school, one kindergarten, two primary schools and four nurseries. In all these schools, she has persisted in adopting Putonghua as the medium of instruction.

In recognition of Dr. SUN's remarkable and varied contribution to Hong Kong, Queen Elizabeth II made her a Member of the British Empire (MBE) in 1966. Then in 1974, she was appointed as a Justice of Peace by the Governor of Hong Kong. In 1998, she was awarded the Bronze Bauhinia Medal by the HKSAR Government, and in 2011, the Hong Kong Institute of Education conferred upon her the title of Honorary Fellow. To this day, Dr. SUN has stayed actively involved in all the educational and social service projects she initiated over the past sixty years.

Professor HU, in recognition of Dr. SUN's lifelong devotion to education and social service in Hong Kong, may I call upon you to confer on her the degree of Doctor of Letters, honoris causa.

Dr. Judith Longstaff MACKAY - Doctor of Social Sciences, honoris causa



A citation written by Professor Harold TRAVER and delivered by Professor Geoffrey BLOWERS

Dr. Judith MACKAY is an internationally recognized anti-tobacco advocate who has led a campaign against the tobacco industry in Hong Kong and Asia for more than thirty years, advocating for tax increases in order to discourage youth smoking, for the creation of smoke-free areas, and against tobacco advertising. She has focused a great deal of her energy on challenging the activities of the transnational tobacco companies in low income countries and on tobacco promotion aimed at women. In the course of her career she has been threatened with lawsuits, received death threats, and been continually vilified by the tobacco industry. One 'honour' she takes great pride in was to have been named by the tobacco industry as one of the three most dangerous people in the world. The industry had good reason to be afraid.

There is little in her background that would have led anyone to predict that she would go on to become a leading health advocate for tobacco control. She was born in Yorkshire and grew up in post-war Britain in a conventional middle class home which she characterizes as providing 'a supportive and caring environment'. She received her medical degree from the University of Edinburgh in 1966 when she only 22 years old and moved to Hong Kong in 1967, just three months after completing her internship in Edinburgh, to join her husband who had just started working as a physician in the territory. She subsequently trained and worked as a physician in university and government hospitals for many years. While working as a physician she became increasingly aware of the adverse effects of smoking on her patients' health, and of the concerted efforts of the tobacco industry to sabotage tobacco control, in particular in their marketing to women. Rather than just treating the casualties, she "felt that someone needed to go higher up the river to stop people from falling in, not just rescuing or attempting to rescue them after they fall in."

Dr. MACKAY left clinical practice in 1984. In the years since she has devoted herself, often alone and without financial support, to promoting public health, especially as it relates to tobacco control in low income countries. She has the distinction of being the first person in Asia to do this on a full-time basis. Her efforts have met with great success.

In 1987 she became the founding Executive Director of the government-funded Hong Kong

Council on Smoking and Health (COSH). COSH was the first such government body in Asia and, as a pioneer in the field of tobacco control, has proved to be an inspiration to other countries.

In 1989 she established the Asian Consultancy on Tobacco Control, a coordinating organisation to facilitate the sharing of information, experience and expertise on tobacco control amongst countries in the Asia-Pacific region. The Consultancy is particularly interested in tobacco and women, tobacco control through legislation and taxation in low- and middle-income countries, and economic and trade issues that affect tobacco. In her capacity as Director, she has also been invited to advise on tobacco control policies in Europe, South Asia, the Middle East and Africa.

In 1993 she played an integral role in promoting the idea of a convention on tobacco control to the World Health Organization (WTO), and in the years that followed she was closely involved with the development of what became the World Health Organization Framework Convention on Tobacco Control that seeks "to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke". The Convention represents first multilateral, binding agreement regarding a chronic, non-communicable disease. It came into force in 2005 and is legally binding in 180 ratifying countries including China, Hong Kong and Macau.

Since 2006 she has worked closely with Bloomberg Philanthropies and its key partner organizations – the Campaign for Tobacco-Free Kids, the Centers for Disease Control and Prevention, Johns Hopkins Bloomberg School of Public Health, the World Lung Foundation, and the World Health Organization. She has also been involved with the Bill and Melinda Gates Foundation in creating career paths and funding for tobacco control in low- and middle-income countries including China, Hong Kong and Macau.

She has met with LI Peng and JIANG Zemin in promoting tobacco control in China. She has also helped draft the first tobacco control law in China, raised funds for the Kadoorie Study of Chronic Disease in China, and spoken on tobacco issues at more than 50 conferences throughout China. Most recently, she was invited by the Central Party School of the CPC to be the Leader of International Experts on Tobacco. This resulted in the publication by the Topic Group of the Party School of the Central Committee of the Communist Party of China: Tobacco Control: International Experience and China's Strategy which provided the basis for the recent introduction of important legislation involving tax and other tobacco control measures in China.

Dr. MACKAY has the distinction of having developed a national tobacco control programme for the government of Mongolia, including drafting their National Tobacco Act. She has also served as an Adviser to the Department of Health in Taiwan to assist them in implementing a national ban on tobacco advertising.

Somehow in the midst of all this she has found time to publish over 200 academic papers

and to address more than 500 conferences worldwide on varied aspects of tobacco control. She is particularly well-known for her ability to transform complex health statistics into a record number of maps and atlases, which are both fascinating and informative and can be easily understood by a range of people from students to politicians. She is currently working on several additional atlases. Her atlases have won prizes from the Society of Authors in the UK and the British Medical Association. Her Tobacco Atlases are among the best known and widely used publications on tobacco control.

Over the years Dr. MACKAY has been the recipient of countless awards and distinctions. These include being made a Member of the Most Excellent Order of the British Empire (MBE) for services to health education in Hong Kong and an Officer of the British Empire (OBE). She has received a Commemorative Medal from the World Health Organization (WHO) for 'commitment in the field of health to the cause of tobacco free societies, and a US Surgeon General's Medallion for her 'outstanding leadership efforts in the international smoking and health movement.' She has also had the honour of receiving the People's Republic of China's National Medal Award for 'help with smoking control in China' which was presented in The Great Hall of The People in Beijing. This was followed by a Silver Bauhinia Star from the Hong Kong Government for 'taking a leading part in public affairs and voluntary work over a long period of time' and The International Network of Women Against Tobacco Lifetime Achievement Award. In 2006 she was selected by Time Magazine as one of 60 Asian Heroes from the previous 60 years, and in 2007 Time Magazine named her as one of the World's 100 Most Influential People. Most recently, she has received the British Medical Journal Group's first-ever Lifetime Achievement Award.

Dr. MACKAY's success in fighting the tobacco industry comes down to her ability to motivate and support others as well as a marked preference for persuasion rather than coercion. Dr. MACKAY credits living in an Asian society with teaching her about the superiority of negotiation over confrontation. She is an advocate for good health practices rather than simply an adversary of the tobacco industry. She views herself as a promoter of public wellbeing, helping both governments and individuals to make decisions that are in the interests of good health.

What began as a one-woman campaign against international tobacco has become an international public health movement to reduce the use of tobacco world-wide and thereby alleviate its disastrous health effects. It is worth remembering that at least one in every two smokers will die of a tobacco-related disease. Dr. MACKAY's efforts, and the efforts of those who have followed in her footsteps, have been responsible for saving millions of lives, not just in Hong Kong, not just in China, but in the World.

Professor HU, on the basis of her outstanding contribution to the world we live in, I am proud to present to you Dr. Judith MACKAY for the award of the degree of Doctor of Social Sciences, honoris causa.

Speech by Dr. Judith Longstaff MACKAY 麥龍詩迪教授謝詞



It is with deep gratitude that Dr. Jeannie SUN and I accept the honorary doctorates conferred upon us. And we regard it an especial honour to share this occasion with so many young people who have today received degrees, and who are looking to their future.

Both Dr. SUN and I have worked for many decades for Hong Kong. Since the 1950s, Dr. SUN has been devoted to community service, education, women, youth and the elderly. Since the 1960s, I have worked on some similar topics - such as women's issues - and also on health, initially in Hong Kong, then in many countries in Asia. Between us, we have over 100 years of community service, and have seen many changes in Hong Kong.

For all of us who call Hong Kong home, there are many reasons that we have to appreciate Hong Kong - here are 15:

1. This may be a strange point to start with, but Hong Kong is not at war. Not only are there no direct consequences of war such as fighting, death or destruction, but Hong Kong also has no military spending (while some countries in Asia spend up to 30% of their government budget on the military).

2. Health: Hong Kong enjoys the 2nd longest life expectancy, very low infant mortality, and has among the lowest smoking rates in the world.

3. Health care: Hong Kong has good value public hospitals for permanent residents.

4. Safety: The murder rate is extraordinarily low for city of 7 million. I can go to virtually any car park at midnight to collect my car and not be afraid.

5. Leisure: We have 43 country parks and many gazetted beaches.

6. Transport: My job involves travelling internationally, so I particularly appreciate our public transport, overhead walkways such as in Central (encouraging exercise, reducing congestion and pollution), and concessions for the elderly.

7. Corruption: Hong Kong is the 2nd least corrupt place/government in Asia after Singapore.

8. Racial harmony: Compared with many countries, there are relatively good race relations.

9. Gender: There is less gender discrimination, at least at the professional level, than we see in some other Asian countries.

10. Elderly: Although this is lessening, there is still a high degree of respect for older people, certainly more than is found in many places in Europe or North America.

11. Press: In contrast with a number of countries in Asia we have a 'free press'.

12. Hong Kong has a liberal economy, with a low and simple tax structure. We have considerable money reserves, although many would hope that the government spends more of these.

13. Clean, efficient.

14. The unemployment rate is low at 3.1% (2014).

15. Education: Hong Kong enjoys compulsory, free, secondary education, including girls (different from some Islamic countries where I work); there is a high literacy rate in Hong Kong.

These are the privileges we all enjoy from living in Hong Kong and, for you in particular, its education system, culminating today in your university degrees. Hong Kong is certainly not perfect, and there are serious issues to be addressed, for example housing, welfare and the elderly. But in comparison with many of our neighbours and much of the rest of the world, we are indeed fortunate. So, my advice for life is always to look (realistically) for the positive, live life with thankfulness for what you have, be on good terms with all people, err in the direction of kindness, and this will serve you well.

Professionally, your degree today is like a passport - you can use it to travel to many destinations (or not at all). In my own profession, a basic medical degree enables graduates not only to become family doctors or specialists, but also to work with murders (forensic pathology), population health, fathom the workings of the human mind and brain, or with life itself (DNA and stem cell laboratory research).

Your degree today in Arts, Commerce, Humanities and Social Sciences is also like a fundamental stem cell that can develop into many different types of cells/careers. Dr. SUN and I have done what we could

to improve Hong Kong for your generation. We congratulate you, wish you every success and happiness for your future, and hope to see the impact you will all have upon Hong Kong in the years to come.

We thank the University, and will treasure the lasting bond between all those who have received degrees on this occasion: at your university and on your day. Celebrate the day.

[謝辭由龔志強博士中譯]

孫方中博士與本人衷心感謝 貴校頒授榮譽博士學位。能與眾多年輕人分享今天的盛會，我們深感殊榮。你們今天獲得學位，對前路滿有憧憬。

孫方中博士與本人數十年來為香港作出努力。自上世紀50年代始，孫博士全力投入社區服務、教育，以及婦女、青年和長者的工作。自60年代起，我也投身相類的範疇，婦女工作便是其中一例。另外，我亦關注健康的議題，最初著眼於本港，隨後拓展至亞洲許多地區。我倆合共有超過100年服務社區的歲月，也經歷了香港不少變遷。

我們與在座各位都以香港為家。我們愛惜香港的理由很多，讓我在此舉述其中15項：

1. 香港現時並非處於戰亂之中——雖然以這點開始或顯得奇怪，但我們確實不單無須承受戰爭直接造成的衝突、死亡或破壞，而且不用負擔軍費（一些亞洲國家的軍費高達政府財政開支的三成）。

2. 健康：香港人平均壽命之長，全球排名第二，而嬰孩死亡率亦十分低；吸煙人數的比例，也屬全球最低的地區之一。

3. 醫療：香港永久居民享有高質素的公共醫療服務。

4. 安全：對一個擁有700萬人口的城市而言，香港的謀殺率極低。我可以在午夜到任何一個停車場拿回車子，而不用擔心安全。

5. 康樂：全港共有43個郊野公園，亦有大量政府管轄的公眾泳灘。

6. 交通：由於工作關係，我經常需要前往世界各地。我因此特別欣賞本港的公共交通系統、行人天橋（如中環通往半山的行人天橋，既可鼓勵市民多做運動，亦可減少交通擠塞及空氣污染），還有長者享有的車費優惠。

7. 貪腐：在亞洲各政府及地區中，香港的廉潔度僅次於新加坡。

8. 種族和諧：相比於很多國家及地區，我們有較和諧的種族關係。

9. 性別：與部份亞洲國家及地區相比，香港較少出現性別歧視，起碼這是職場上的情況。

10. 長者：我們對長者仍相當尊重，雖然這現象逐漸減退，但肯定比歐洲或北美不少地區為佳。

11. 傳媒：與很多亞洲國家及地區不同，我們仍擁有「新聞自由」。

12. 香港是一個自由經濟體，特色是稅率低及稅制簡單。我們擁有相當龐大的財政儲備，雖然不少市民期望政府多善用這筆公共資源。

13. 香港是一個清潔、有效率的城市。

14. 據2014年的數字，香港的失業率偏低，只有3.1%。

15. 教育：香港學生可享有九年免費及強迫教育（在我工作的某些伊斯蘭國家，女孩卻被剝奪教育權利）。另外，香港人的識字率亦很高。

以上是香港市民享有的權利，而你們尤其受惠於它的教育制度，今天學有所成，取得大學學位。

毋庸置疑，香港並非完美無瑕；例如我們有很多與房屋、福利及長者有關的嚴峻問題，尚待一一解決。但與鄰近及全球不少地區比較，我們實屬幸福的一群。因此，我給你們的忠告是，以務實的角度正面看待生活，為自己擁有的而感恩，又與所有人建立友好關係；待人處事寬達仁厚。這樣的態度準能叫你受益不淺。

從職業上來看，你們今天取得的學位猶如通行證，可利用它朝向許許多多的目標（又或停步不前）。以我的專業為例，取得一個基本的醫學學位，不只可以成為家庭醫生或專科醫生，亦可以成為法醫，幫助破解謀殺案；你也可專注於人口健康，或拆解人類心理和腦袋的奧秘，或透過基因及幹細胞研究，探索生命本身。

你們今天拿到的文、商、人文學科及社會科學的學位，也像一枚基礎幹細胞那樣，可演變成各類細胞，開展出五花八門的事業。

孫方中博士與本人已為你們這一代盡力改善香港。我們祝賀你們前程錦繡、生活幸福；期盼在未來的歲月，看到你們各人都對香港作出影響和貢獻。

我們感謝樹仁大學；亦珍惜在這盛會裡，在所有獲取學位的人之間那不滅的聯繫和情誼。讓我們一同慶祝今天，這屬於你們的日子！

陳兆愷法官捐贈法官服飾予樹仁大學



它們有一個共通點，就是提醒人們法庭和法律制度的莊嚴，以及法庭和法律制度要受到尊重。法庭是伸張正義的地方，也是保障人權和自由的地方，而法官在法庭上扮演關鍵的角色。人們尊重法官，不僅僅是尊重法官個人，而是「尊重法律、法庭和整個制度。尊重法律、法庭和整個制度，正是法治的基石。」陳兆愷法官續稱，法官的服飾也象徵法官的職責和權力。職責就是要公正、不偏不倚和獨立地判案；不履行職責，就不能擁有權力。此外，法官的服飾也同時提醒法官要保持謙虛（humble）。（演詞全文見第10頁）

終審法院非常任法官陳兆愷向香港樹仁大學捐出5套個人法官服飾，捐贈及服飾展覽剪彩儀式在2015年11月21日於仁大圖書館舉行。陳兆愷法官表示，將私人珍藏捐出，是希望仁大法與商業系學生能以服務司法界為目標。出席儀式的嘉賓除陳兆愷法官外，還有律政司前法律草擬專員嚴元浩律師、律政司法律政策專員黃惠沖資深大律師、資深大律師謝華淵、何志權律師、仁大常務副校監胡懷中博士、協理學術副校長Ms. Andrea Hope及法商系王桂堦資深教授等。

陳兆愷法官捐出的5套法官服飾包括：區域法院法官袍、原訟法庭法官禮儀袍、上訴法庭法官袍、上訴法庭法官禮儀袍和聆案官袍。5套服飾在仁大圖書館4樓展出。

陳兆愷法官致詞時表示，法官的服飾具有三重意義。首先是顯示法庭的莊嚴。雖然不同級別的法庭有不同的服飾，但

陳兆愷法官在儀式後又表示，把法官服飾捐出來放在大學展覽，比起藏在家中更具意義。他期望藉著今次捐贈，可以加深學生對不同級別法院的認識，並讓法商系學生能以服務司法界為目標。

- 1 區域法院法官袍
- 2 原訟法庭法官禮儀袍
- 3 上訴法庭法官袍
- 4 上訴法庭法官禮儀袍
- 5 聆案官袍



Judges' Attires – Some Personal Thoughts of a Judge

By Mr. Justice Patrick Chan
21 November 2015

[The speaking note at the Ribbon Cutting Ceremony on the donation of judges' attires to Hong Kong Shue Yan University]

Judges' attires are funny dresses in this modern age. Not too many people would wear them and go around in public. I do not think I can trace their history and tradition now. I would not know how they came about and why they are different. But I would like to share my feelings about these dresses with you.

First, these dresses reflect the solemnity of the courts. While they are different, there is one common theme. They remind us of the solemnity of the courts and the legal system and the need to show respect to the courts and the system. The courtroom is the place where judges uphold justice. It is the place where people's rights and liberty are honoured and protected. It is the place where the law which affects our daily life is pronounced. Judges are the key characters of the courts. The courts are an essential component of the legal system. When we respect judges, we pay respects not only to the individual persons holding judicial office. Some of them we like and some we do not. When we respect judges, we in fact pay respects to the law, the courts and the whole system. Respect for the law, the courts and the system is the cornerstone of the Rule of law. We often hear judges and lawyers say to one another "with respect", "with the greatest respect", or "my learned friend", "the learned judge", even though they do not agree with each other and do not mean respect in their hearts. However, that is the tradition of mutual respect, a respect for the law, the courts and the system and what is more, for the Rule of law.

Second, these dresses are a symbol of the judges' duty and powers. Many see the judges to have great powers: power to decide whether a person is guilty or not guilty, power to sentence a person to prison, power to resolve disputes between citizens and between citizens and the government and big corporations, power to punish for contempt of court people who show disrespect to the court or interfere with the administration of justice. But such powers are given to judges only for the purpose of performing their duty. Duty always comes before powers. If a judge is not discharging his judicial duty, he does not have those powers. He is just an ordinary person, like you and me. But whenever a judge puts on his judicial attire and sits in court, he carries on his shoulders an onerous duty, the duty to administer justice fairly, impartially and independently. When he takes up his office, he would make an oath, a judicial oath to serve conscientiously, dutifully, in full accordance with the law, honestly and with integrity, safe guard the law and administer justice without fear or favour, self interest or deceit. This is a

duty which he must discharge to the best of his ability.

Third, the different attires remind judges to be humble. There are different attires for different levels of court. A judge may move up the judicial ladder. But as he goes higher and thus puts on the attire of a higher position, the task he has to perform is more difficult. He is just the same person, he will not be more intelligent or cleverer by his promotion. But he ought to be wiser, more experienced, more learned, and he can only be so provided he is humble and is prepared to learn. He does not know everything, every principle of law. He has to rely on the lawyers appearing before him. When he says: "can counsel assist me on this and that", he is in fact asking for help on something he does not know. A judge is not infallible, he can make mistakes and he can be wrong. The parties who feel aggrieved by his decisions can appeal. On appeal, more judges will then scrutinize and may overturn his decisions. So the higher his position is, the more humble he should be.

Fourth, judges' sense of justice may sometimes be misplaced. Every judge is duty bound to do justice and every judge is anxious to make the right decision. No doubt he will try his best to do so. But there is an inclination that he may think that what he is doing or has done must be right and just. But there is a possibility or a risk that what he is doing or what he has done is NOT right or just. This is not surprising: he may simply be wrong; or he may not have the full picture of what actually happened, that is, he may not have all the evidence; or he may have been misled by witnesses or lawyers on some important matters. His sense of justice may have been misguided or misplaced. Law students and academics must be familiar with Lord Denning the famous judge in the English Court of Appeal who was always very anxious to do justice and extended some legal principles to serve what he believed to be right and just in

the cases he heard. But on many occasions, he was found by a higher court, the House of Lords, to be wrong, to have misplaced his sense of justice. I think many of us often make the same mistake. We think we are doing is right and just when it is not. It is important for all of us, especially judges, to always keep an open mind, to listen more patiently to others and to analyze carefully before jumping to a conclusion which may be influenced by our wrong sense of justice.

It is not always easy for judges to know what is right and what is just. It is not always easy to do justice. It may be said that judges are not dispensing justice, they are only trying their best to minimize injustice. I always remind myself of this whenever I put on a judge's gown and sit in court.

This is all I wish to share with you.



Department of Business Administration Academic Week 2015



Speakers attended the opening ceremony: Dr. Francis Cheung (fifth left), Professor Simon Ho (sixth left) and Dr. Michael Chan (seventh left).

Academic Week is the biggest annual event of Hong Kong Shue Yan University Business Administration Department. It provides an invaluable opportunity for students to learn the up-to-date management skills and the real world business knowledge in order to equip themselves for the ever-changing world. The Theme of Academic Week 2015 is "Enterprises Development – A Challenge for Sustainability" (企業發展 傳承有道), and it has been successfully held from 19th to 23rd October. Throughout the talks, students realized that the importance of sustainability on the development of enterprises.

Prof. Simon Ho, President of Hang Seng Management College, Dr. Francis Cheung,

Chairman of Longbow Holdings Limited and Dr. Michael Chan, Chairman of Cafe de Coral Holdings Limited, firstly shared their own view point on the theme of Academic Week 2015, "Sustainability", in the opening ceremony. Prof. Ho introduced the relevant theories of Sustainability in the academic aspects while Mr. Cheung and Mr. Chan shared their own experience in dealing the issue in the real world business. Then, they further discussed the topic in the panel discussion session, which is host by Dr. Lubanski Lam, Assistant Professor of Department of Business Administration, HKSJU. Being the professionals in different industries, they presented the idea in different perspectives. As a result, it was inspiring and benefits to

students owing to the fact that they can learn the topic in a more comprehensive way.

The business world, especially the financial industry, is seem to be ever-changing. Mr. Tsang Chi Ying, Senior Financial Analyst, Mr. John Lo, Senior Vice President & Chief Financial Officer of Tencent Group, Mr. William Yeung, CEO of Hong Kong Broadband Network, and Mr. Andrew Look, Chief investment officer and managing director of Look's Asset Management Limited, shared their own experience about how the changes of figures impact the developments of enterprises. Besides, Mr. Tsang, who is the moderator of the panel discussion, invited Dr. Angie Ng, the DATO' of Malaysia, to share her view. Therefore, it was a valuable opportunity for students to learn. Their sharing and discussion inspired students to a large extent.

The Editorial Team of
January Issue 2016
2016年1月號採編團隊

Editor-In-Chief 總編輯：
Cheung Chung Wah 張仲華

Reporters 記者：
Ivy Lam 林惠利
Cheung Wan Ting 張允亭
Lee Yuk Yin Daisy 李鈺賢
Wong Sze Ting 王詩婷

Photographer 攝影記者：
Cheung Chung Wah 張仲華

Designer 美編：
Lam Cheuk Wing 林卓穎

Email 電郵：
syunews@hksyu.edu

Website 網址：
<http://www.hksyu.edu/newsletter/>

Copyright © Hong Kong Shue Yan University
《樹仁簡訊》版權屬香港樹仁大學所有

Talks and Speakers of the Academic Week 2015

Date 日期	Talks 講座	Speakers 講者
19/10/2015 3:00pm-5:00pm	Opening Ceremony: Enterprises Development – A Challenge for Sustainability	Prof. Simon Ho (何順文教授) President of Hang Seng Management College (HSMC) in Hong Kong Dr. Francis Cheung (張舜堯博士) Chairman of Longbow Holdings Limited and ex-Chairman of Tysan Group Dr. Michael Chan (陳裕光博士) Chairman of Cafe de Coral Holdings Limited
20/10/2015 10:00am-11:30am	Risk Management	Prof. Leung Tin Wai (梁天偉教授) Head of Department of Journalism and Communication Hong Kong Shue Yan University Mr. Ip Ka-Po (葉家寶先生) Executive director of Asia Television Limited
20/10/2015 3:00pm-4:30pm	Family Capitalism	Mr. Bernard Chan (陳智思先生) Member of Executive Council
22/10/2015 3:00pm-4:30pm	Enterprises Development and Management	Mr. Shih Wing Ching (施永青先生) Founder of Centaline Group and Chairman of AM730
23/10/2015 10:00am-11:30am	Social Enterprises	Mr. Francis Ngai (魏華星先生) Founder & Chief Executive Officer of Social Ventures Hong Kong
23/10/2015 3:00pm-5:00pm	Enterprises in Financial Industry	Mr. Tsang Chi Ying (曾志英先生) Senior Financial Analyst Mr. John Lo (羅碩瀚先生) Senior Vice President & Chief Financial Officer of Tencent Group Mr. William Yeung (楊志光先生) CEO of Hong Kong Broadband Network Mr. Andrew Look (陸東先生) Chief investment officer and managing director of Look's Asset Management Limited

新傳系「第三屆數碼傳媒生態研討會」 學者關注訊息準確與道德底線



研討會上午學者討論部分結束後，講者、嘉賓和新傳系教職員上台合照留念。

香港樹仁大學新聞與傳播學系一直注意媒介的發展，分別在2011年和2013年先後舉行過兩屆「數碼傳媒生態研討會」。2015年新傳系承接過兩屆之成果，於12月8日舉行「第三屆數碼傳媒生態研討會」，主題為「現在與未來」。是次研討會再次匯聚兩岸三地和新加坡等地學者、資深傳媒人、業界管理層等專才，共同探討媒介的現況和未來。

仁大學術副校長孫天倫教授為會議致開幕詞。孫教授說：「當互聯網未普及的時候，專業的作家、記者能夠控制信息，透過書本、報紙以及電視等等的媒介，但我們現在活在一個數碼年代的環境，我們每一個人都能夠撰寫新聞。」因此，她認為人們應該反思專業的記者跟門外漢到底有何區別，記者又如何面對傳媒生態之改變。她表示，作為大學教育老師，更想及如何裝備好學生，以成為一個既有道德又具備競爭力的人。

孫教授致詞後，會議隨即展開。研討會分兩部分，分別是上午的學者主題演講和討論及下午的業界討論。

參與學者主題演講的3名講者包括：台灣世新大學 (Shih Hsin University) 新聞傳播學院副教授李明哲博士、新加坡國立大學 (National University of Singapore) 傳播及新媒體學系教

授 Dr. Mohan J Dutta、澳門大學 (University of Macau) 社會科學院助理院長林玉鳳博士。

主題演講後為學界討論環節，出席的講者有台灣世新大學新聞傳播學院新聞學系主任劉新白教授、新加坡南洋理工大學 (Nanyang Technological University) 黃金輝傳播與資訊學院 (Wee Kim Wee School of Communication and Information) 高級講師 Mr. Kym Campbell、香港中文大學新聞與傳播學院李少南教授、香港中文大學新聞與傳播學院院長馮應謙教授、香港浸會大學傳理學院新聞系系主任李月蓮博士、珠海學院新聞及傳播學系系主任甯甫河旺教授、恒生管理學院傳播學院助理教授陳智傑博士。

中大新聞與傳播學院李少南教授表示，新聞學中有兩個基本、重要的概念——「準確性」(accuracy) 和時效性 (timeliness)。社交媒體、互聯網媒體的時效性做得好，但準確性成疑，因此在新媒體下，媒體的可靠性顯得更重要。

對於市民新聞或公民記者的出現，台灣世新大學新聞傳播學院新聞學系主任劉新白教授認為，公民記者沒有受過基本的新聞訓練，不知道底線 (bottom line) 所在，在處理新聞時是「蠻危險的」。

下午的業界討論，分為「網絡媒體及公關廣告」及「新聞媒體」兩部分，均由仁大新傳系主任梁天偉教授與助理教授李家文博士主持。參與「網絡媒體及公關廣告」研討的嘉賓包括：天開數碼媒體有限公司 (TFI Digital Media Ltd.) 創辦人兼行政總裁袁耀輝、Novo Mtel Telecommunication Co. Ltd. 主席兼行政總裁徐德明博士、雅虎香港有限公司網絡媒體內容總監張慧儀、升騰100執行總編輯李敏華、Maxwise媒體科技創業公司營運總監李志堅、雲通科技有限公司 (Cloud Connect Technology Ltd.) 代表傅俊傑、Hill and Knowlton Hong Kong (偉達公關) 董事總經理林健威、創意無限公關 (Wasabi Creation Ltd.) 創辦人及總監尹美玉、縱橫財經公關顧問有限公司 (Strategic Financial Relations Ltd.) 高級總監鄭英華和CMRS Digital Solutions Limited Founder and Director Ralph Szeto (司徒廣釗)。

參與「新聞媒體」研討的嘉賓包括：香港記者協會主席岑倚蘭、香港電台中文新聞及時事新聞總監馬文敬、亞洲電視前執行董事葉家寶、dbc數碼電台前新聞總監羅樹基、《經濟一週》執行總編輯鄭玉珊和星島電子日報主編陳偉文。[研討會錄影片段和詳情可在新傳系「香港新聞網」瀏覽：<http://goo.gl/xFJV3F>]



◀ 後排左起：《經濟一週》執行總編輯鄭玉珊、雅虎香港網絡媒體內容總監張慧儀、雅虎香港市場總監劉淑芬、香港電台新聞總監馬文敬、香港記者協會主席岑倚蘭、亞洲電視高級副總裁 (新聞及公共事務) 劉淵昌、新傳系系主任梁天偉教授、亞洲電視前執行董事葉家寶、香港電台副廣播處處長戴健文 (編者按：戴健文已於2016年初退休)。前排左起：星島電子日報主編陳偉文、升騰100執行總編輯李敏華、Maxwise 媒體科技創業公司營運總監李志堅、新傳系助理教授李家文博士。