

MASTER'S THESIS

A survey of language use, language needs, and language requirement of Hong Kong Cantonese-speaking reporters

Lau, Yung Simon

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**“A SURVEY OF LANGUAGE USE, LANGUAGE
NEEDS, AND LANGUAGE REQUIREMENT OF HONG
KONG CANTONESE-SPEAKING REPORTERS”**

**LAU YUNG, SIMON
STUDENT NO. 94401918**

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Abstract

Language choice and language use has been a critical issue in cosmopolitan city like Hong Kong. With the approaching of 1997 followed by the hand over of sovereignty of Hong Kong from the English-speaking British Government to Putonghua-speaking Beijing Government, the language situation, as well as the political situation, would become even more complicated. A shift or repositioning in languages not necessary imply any dilemma or crisis, while having a better understanding about the language change, language variation and sociolinguistic phenomenon can definitely help in micro aspect of self-learning and macro aspect of language planning. Among various business and industries, publishing (particularly referring to the publishing of daily newspaper) industry tend to particularly rely on efficient language use, owing to its unique nature, to achieve effective mass communication. This research is to probe the situation of language use and language needs of Hong Kong Cantonese-speaking Chinese Reporters. At the same time, employers perception and evaluation about language requirement and importance are investigated. The ultimate goal is to delineate the language configuration in journalism and language problems or inadequacy of journalist so as to made possible constructive recommendation to improve the situation.

摘要

在香港這個中西文化交匯點，語言運用取向一直成為學術研究以至教育計劃的重要課題。隨著1997年的趨近及香港主權的移交，語言的狀況必如政治局勢一樣，越發深化複雜，不同語言的重新定位及架構轉變也許不一定會引致文化上的危機或困局，但若能加強對此等語言轉變之各種因素的了解，加深對社會文化現象中不同層面的認識，則肯定有助於個人之語言學習及整體社會之語言籌劃。在眾多行業當中，出版業（特別是報紙出版業）一向有賴於專業的傳意技巧及有效之語言運用以達至高效率之大眾訊息傳播目的，所以語言水平亦直接影響報紙之專業水平。此課題正是要研究香港華籍記者在語言方面的掌握及發展上的需求，並同時探討各新聞部主管對其屬下員工的語言運用狀況及基本之專業要求，最終目的則是為剖析新聞從業員在語言上所面對的困難和不足，並提出適當而可行的建議，希望有助於提升整體出版界之文字運用水平及訊息傳播功能。

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