

# How the HK government promotes social inclusion through public services ads

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# Introduction

- Hong Kong is a migrant's city
- Hong Kong identities clashes with Mainland Chinese identities
- Equal Opportunities Commission (DOC) is a statutory body to “create a pluralistic and inclusive society free of discrimination where there is no barrier to equal opportunities”
- Prohibits discrimination grounded on sex, marital status, pregnancy, disability, family status, and race

# Government got free airtime

- Every one hour of broadcast: one minute of free time for Announcements in the Public Interest (APIs)
- Topic: Civic education

## Civic Education

- [National Anthem \(Dedication\)](#)
  - [National Anthem \(Collaboration\)](#)
  - [National Anthem \(Connection\)](#)
  - [Uphold National Security Safeguard Our Home](#)
  - [Respect Different Values Embrace Different Voices](#)
  - [Respect Different Values Embrace Different Views](#)
  - [Acceptance of New Arrivals](#)
- [https://www.isd.gov.hk/eng/api\\_more.htm#cvedu](https://www.isd.gov.hk/eng/api_more.htm#cvedu)

# Research objectives

- What values related with social inclusion are communicated through these APIs?
- What are the contexts of communication?
- What assumptions lie behind the communication?



# Research method

- **Discourse analysis: a qualitative research method that examines how and why things appear the way they do, and how certain actions become possible (Dunn & Newman, 2016)**
- **Analyze the text and the visual elements**
- **Content, contexts, and assumptions**
- **Two researchers read the three APIs many times, observed the details, and compared notes**
- **Read books/journals about the societal background**



# 3 APIs

## (1) Respect Different Values Embrace Different Voices



*Man: Sometimes sounds are impressive  
I hear the sounds of life  
I hear the pulse of a vibrant city  
But sometimes I hear noises that are annoying  
Relish and listen with an open heart  
You may realise what you hear*

## (2) Respect Different Values Embrace Different Views



*Man: Respect - it's easy  
mutual understanding and accommodation  
Indian girl: We all think differently but accept  
each other for who we are  
Pop girl: Trendy style – no problem!  
Old man: Thank you, young man!  
And they don't mind if I'm a little clumsy  
Wife: It's best when people truly understand me*

*Eng FVO: Want to be respected? Try respecting others first  
Old woman: Don't mind me when I laugh out loud!*

## (3) Acceptance of New Arrivals



*No matter where we came from or how long we've  
been here, we are all part of the Hong Kong family  
As we are all one family, we must all do our best  
to extend a helping hand  
to those of us who are facing problems  
A little bit of effort: "We are one family!"  
Just a little bit of effort, can make a big difference!  
Let's care more for others and make everyone feel at  
home  
Let's harness the power of unity  
" We are one family!"  
Let's live in harmony together  
We are one family!*

# Findings: Content

## API (1) Respect Different Values, Embrace Different Voices

- **Metaphorical presentation to increase acceptance of different point of views in the society**
- **Using a large microphone as the prompt and sounds: clock ticking, tram's alert bells, baby crying, people arguing to represent the voices.**

## API (2) Respect Different Values Embrace Different Views

- **Presented a number of stereotypes with contradictory images:  
A minority (Indian) who speaks Cantonese | A female rock band signer | An old lady who speaks loudly**

## API (3) Acceptance of New Arrivals

- **The ad depicted Chinese characters who speaks different dialect, (Chiu Chow, Putonghua, Cantonese and an unidentified dialect). One character tries to speak Cantonese with an accent depicting an attempt to integrate into Hong Kong culture.**

# Findings: contexts

## API (1) Respect Different Values, Embrace Different Voices

- The API was filmed during a period with a lot of confrontational and hate speech issues in the society

## API (2) Respect Different Values Embrace Different Views

- Targeted at creating awareness of under-privileged social classes, minorities, “post 80s” viewed as “useless” and elders

## API (3) Acceptance of New Arrivals

- Policy clash: eligibility of recent migrants to social welfare and housing benefits



# Findings: Assumptions

- **Avoid confrontation through listening and respect and open-mindedness**
- **Maintain social harmony because we are members of the same “family”**
- **Collectivism**
- **Division is harmful to economic growth**
- **Rethink and embrace people with different images and presentation to breakthrough stereotypes**
- **Confucian values of “one family”, harmony, nationalism and encouragement to integrate and assimilate into the new culture**

# Discussion

- **Certain groups are ignored: persons with physical or mental disability**



**Thank you!**