

**Speech by Honorable Guest Professor Leung Tin Wai, BBS  
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The honourable President Chen, Principal Mr Yeung, and all school administrators, guests, teachers, parents and fellow students! Hello!

I am honored to return to my alma mater 60 years after graduation to attend the annual graduation ceremony and to share the joy of graduation with Confucius Hall Secondary School students. I graduated from Confucius Hall Primary School in 1956. Then I entered an English secondary school. I still remember that the teachers had taught me the way to learn and study with persistence, one cannot rely only on cleverness and cannot deal with things thoughtlessly. I still bear this teaching in my mind until now.

In the mid-60s, I studied journalism at the Chinese University of Hong Kong. After graduation, I have been engaged in journalism until the end of 2014. I became the Professor and Head of the Department of Journalism and Communication of the Hong Kong Shue Yan University. I can say that I am one of the first batches of journalists who graduated in this subject and witnessed the change of Hong Kong's society and the change of journalism in Hong Kong. Hong Kong has evolved from a small fishing village and re-exporting port into a world financial center and a cosmopolitan city. The silent black and white media has been transformed to a more illustrated, colorful media. The media industry flourishes on both traditional media and the Internet.

In the past, when I was taking an internship with a newspaper publisher, reporters used manuscript paper to write the first draft. After that, the editor would correct the draft and add large headlines and small titles, and pass to the typesetter to do the typesetting. The proofreader would then proofread and make corrections, then a typesetter would do the typesetting again, then the layout editor would edit the newspaper layout. Next, the printing room would make the first layout and the blue paper, and sent it to the chief editor for approval and signature before printing. It was a complicated process. In today's digital age, artificial intelligence has replaced typesetting, proofreading and editing work.

In 1968, I was a journalist at Rediffusion Television Ltd. To conduct an interview, there was a driver and two journalists: a Chinese journalist and an English journalist, a photojournalist, a recording technician and a lighting technician. That is a total of six people. In today's news agency, the interviewer has to deal with all the above tasks by himself.

With the advancement of science and technology, all industries have moved to Multitasking Mode. Many types of jobs have gradually disappeared and were replaced by artificial intelligence. Recently, scientists have even predicted that 60% to 70% of these jobs will disappear in the next five to ten years and all industries will need to switch their operations or they will face closure. The past experience and knowledge will be difficult to practice and apply repeatedly. Book knowledge lags behind the needs of the digital age. Paper media will be replaced by web media. Traditional media (including radio and television broadcast) will be replaced by Omnimedia, and the Internet will be enhanced by the 'Internet of Things'.

Paper is just a tool to record text like the bamboo slips, sheepskin, silk books, and it will be eliminated with the technology evolution. The Internet will become a carrier of news, information and audio-visual images. The mode of communication will be changed from the one-way to 'a two-way interactive mode'. News information will no longer be manipulated by a super-large media. The fixed mode of traditional media is becoming a free-flowing "self-media." You can use your mobile phones to continuously update and distribute news information through the Internet and to communicate with people all over the world.

How are we going to adapt to these fast changing trend? Especially for students who are considering further studies and future careers, how should you grasp the current opportunities and add value so as to build self-confidence, cultivate independent thinking, broaden your horizons, and achieve a better future?

In the United States, many high school graduates are not going to study in college anymore. They have gone to Silicon Valley to look for opportunities, or find a way out by working in innovative technology companies. The reason is that today's university disciplines lag behind the needs of the digital age. Even college graduates in professional areas like doctors, lawyers, accountants, engineers and architects found it

difficult to find a career that can offer continued job promotion and a good living standard nowadays because of the application of artificial intelligence.

However, in Hong Kong today, most parents still want their children to study in university. The teachers also share the same view and heavily focus on preparing the students to enter university instead of thinking of the need to equipping them for and the social needs in today's digital age. Thus, students know nothing about their own situation but just use the new technology products and smart phones to socialise with people and play computer games and enjoy themselves. They deny that Hong Kong is a part of China and a special administrative region of China, and they were unwilling to accept that Hong Kong's technology, industry and trade lag behind Shenzhen and the rest of the Mainland. The students of the Communication and Journalism Department of Shue Yan University were also not very willing to visit China for exchanges and internships, so teachers find it harder and harder to train a new generation of media workers.

In fact, the digital technology level of China is similar to the United States. Infrastructure in China such as highways, high-speed rail, the Internet, and the use of big data, etc, are even better than the United States because they are newly designed and newly built. Therefore, students, your opportunities and development should be in China rather than in Hong Kong. You can ride the 'Internet express train' to properly receive and master information, and develop your potential and creativity by using the internet to pave your career route.

As a media worker and an educator, I realize that today's knowledge is no longer powerful but is led by creativity. Because the digital age society has to rely on creativity in order to move forward, the old knowledge and logical thinking in the rapid changing world of information explosion is not useful anymore. We need to analyze and understand people's preferences and needs using big data, and build relationships with them by showing our empathy in order to build new things and new life.

The so-called creativity is 'inverse thinking', that is to see things from the opposite direction and to explore the issue from different angles. Creative ideas come from your senses and your observations on fashion, trends and opportunities. Creativity is transforming different concepts into new things. Creativity can be filtered through the subtle interactions on relations and emotions of people in the daily life.

The school motto of Shu Yan University is "Cultivating virtues of benevolence; broadening horizons and knowledge". Like the school motto of Confucius Secondary School 'unswerving belief in the values of Confucianism', both inherited the Chinese culture and set themselves as good examples to promote the educational philosophy of "benevolence and love" to others. Therefore, in addition to imparting Chinese cultural ideas and thoughts, the Shu Yan Journalism course should teach students how to master written Chinese and English, spoken English, Cantonese and Mandarin, to learn theories and research methods of journalism also, learn to compile to edit and produce news stories, and apply knowledge of digital technologies. There were also rules that students have to adopt multiple online platforms set up by the faculty to practice what they learned in the class, engage in multimedia creation, build confidence and create the future.

Finally, I wish all you students a prosperous future and make good progress, develop your potential and creativity to live a wonderful life in the digital age.

Thank you!