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## UNDERGRADUATE JOURNAL



香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG

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# FOREWORD

Welcome to HSUHK Journal's 2024 issue on creative humanities, a compilation that commemorates the inauguration of the new Creative Humanities Hub, symbolizing a significant milestone for the School of Humanities and Social Sciences (SHSS). In this edition, you will find a captivating blend of academic writings spanning various disciplines, alongside stunning artworks created by students in Arts and Design. We are thrilled to showcase the exceptional works of the winners from the poster design competitions sponsored by FUJIFILM, adding a vibrant visual dimension to this publication.

To celebrate the diverse talents and creative expressions of our undergraduate students, this issue has also included award-winning short stories that captivated our judges with their narrative prowess. These narratives transport us to different worlds, evoke a range of emotions, and demonstrate the power of storytelling. We hope that these stories will engage and inspire readers, offering glimpses into the remarkable literary talents within our midst.

As you navigate through this collection, we invite you to immerse yourself in the breadth and depth of creativity and knowledge that our students has to offer. Thanks are due, as always, to all the contributors who make this publication possible. Thank you especially to Mr Rhett Yu and Dr Amy Kong, HSUHK Undergraduate Journal's managing editors, whose dedication and passion is important during every stage of the arduous process of producing a journal issue. May this edition serve as a testament to the limitless possibilities that arise when academia, art, and literature intertwine. Enjoy this curated compilation, and may it ignite your imagination and spark intellectual curiosity.

Dr. Anna Tso  
Head Department of English

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Ms. Doris Hung

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# **IDENTITY AND COMMUNITY OF PRACTICE IN CANTONESE LEARNING: MAINLAND CHINESE UNIVERSITY STUDENTS STUDYING IN HONG KONG**

**WANG Yuchen**

**Bachelor of Arts (Honours) in English - Year 4**



## Introduction

In recent years, a growing number of students from mainland China have opted to pursue their studies in Hong Kong, attracted by its superior educational framework and distinct cultural setting. Upon their arrival in Hong Kong, these students encounter a new community of practice, which potentially impacts their identity development and cognitive processes. The Cantonese language, a key aspect of Hong Kong's cultural identity, significantly contributes to this development. The assimilation of students from mainland China into Hong Kong's educational environment introduces a distinctive dynamic in both identity formation and language acquisition. These students are tasked with navigating the complexities of adapting to an unfamiliar cultural context while striving to maintain their personal identities. This research seeks to explore the formation and perception of identity among these students in Hong Kong and the role of Cantonese language learning in this context. Moreover, it will examine the challenges these students face in learning Cantonese.

## Literature Review

There are significant and persistent sociopolitical and sociocultural differences between mainland China and Hong Kong (Flowerdew & Leong, 2010), and language is one of the major contributors to these differences. Cantonese is a variety of Chinese spoken in Hong Kong, while Mandarin, also known as Putonghua, is the dominant variety in mainland China. Cantonese, which is spoken by more than 55 million people, is the “most widely known and influential variety of Chinese other than Mandarin” (Matthews & Yip, 2011). As the dominant language variety in the local community, Cantonese is widely spoken by the vast majority of the Chinese population in Hong Kong (Bacon-Shone & Bolton, 2008; Gu, 2011). According to the 2021 Hong Kong Population Census, approximately 91.6% of the population is ethnic Chinese. However, 88.2% spoke Cantonese as their usual language, while only 2.8% spoke Mandarin as their usual spoken language. However, the use of Mandarin as the usual language has seen an increase in recent years. The language policy of the Hong Kong government aims to promote trilingualism and biliteracy among its citizens, enabling them to speak Cantonese, English, and Putonghua, as well as to read and write in Modern Standard Chinese and English (Kirkpatrick, 2007; Poon, 2019). This trend towards increasing plurilingualism can be viewed as a direct result of the compulsory education policy since 1978, which was extended to 12 years in 2012. This policy has allowed secondary school graduates to develop basic language and literacy skills in Chinese and English, the two co-official languages of the Hong Kong SAR (Li, Keung, Poon & Xu, 2016).

An essential topic in language education is learner identity. Identity is defined as “our understanding of who we are and who we think other people are” (Danielewicz, 2001, p. 10). Wenger (1998) examines identity formation through the negotiation of meaningful

interactions within a social context. A practice community, according to Wenger (1998), consists of individuals sharing a common interest and engaging in collective activities, thereby creating a shared repertoire of resources. As newcomers, students strive to participate in the community of practice by learning the local language. Identity is central to the process of language learning (Teng & Bui, 2020). Handley et al. (2006) noted that learning involves not just the development of knowledge and skills, but also understanding one's identity and the communities of practice to which one belongs and is accepted (p. 644). Language learning is considered a form of participation in the social world, involving collaborative effort rather than solitary endeavors (Haneda, 1997). A person's intentions to learn are engaged, and the meaning of learning takes shape through the process of becoming fully integrated into a sociocultural practice. This social process includes the acquisition of knowledgeable skills (Lave & Wenger, 1991). Initially participating from the periphery, newcomers gradually adopt the practices of a community, gaining competence and membership (Morita, 2004). In language learning, proficiency and competence in the practices of a community are developed through participation using the target language (Pavlenko & Lantolf, 2000). Language is thus conceptualized not merely as a system of linguistic rules, but as a social practice through which experiences are organized and identities are negotiated. Studying the relations between language and speaker identity is an interdisciplinary field that involves the intersection of language, culture, and society (Gong, Shuai, & Liu, 2013). The identity of the learner is deeply connected to second language acquisition. Categories of identity such as race, gender, and sexuality interact with language learning, significantly affecting language acquisition (Norton & Toohey, 2011). Adapting to and integrating into a new community of practice can expedite the language learning process. However, the journey of identity negotiation and adaptation is not always painless. Sung (2020) studied the experiences of mainland Chinese university students learning Cantonese in Hong Kong, revealing that their efforts to learn the language were marked by challenges and ambivalence. Similarly, Lee (2018) explored the identity negotiation of adult L2 learners abroad, finding that despite their eagerness to learn Cantonese and integrate into the local culture of Hong Kong, they encountered difficulties in negotiating their identities during the learning process.

In this context, outsiders must negotiate their identity and adapt accordingly. Gu (2011) investigated the identity construction and language practices of mainland Chinese immigrant students in Hong Kong, finding that these students use their cultural and linguistic resources to form Putonghua-speaking social networks and envision a proficient multilingual identity within the broader social context. A complex cultural environment often leads to the development of a mixed identity, aiding in understanding the social image of Mainland immigrants in Hong Kong and the cross-cultural identity shaped by linguistic practices (Gong, Shuai, & Liu, 2013). Furthermore,

the pedagogical importance of examining the link between student identity and learning outcomes should not be overlooked. Osterman (2000) argues that a learner's sense of belonging is directly linked to their engagement in the academic process, suggesting that difficulties in adapting or integrating into the local community can negatively affect second language learning and academic achievement.

## Research Objectives

As the internationalization of higher education emerges as a trend in mainland China, a significant number of Chinese students have been studying abroad after completing their secondary or undergraduate degrees. In recent years, Hong Kong has become a favored destination for these students. With the continuous influx of mainland students into higher education institutions in Hong Kong, exploring their adaptability to the local sociocultural community in Hong Kong has emerged as a research area of practical importance. However, to the best of the researchers' knowledge, there is a paucity of research and data concerning the cross-border educational experiences of mainland Chinese students, specifically regarding language learning. This paper seeks to address this gap and aims to achieve the following research objectives:

- 1 To explore the identity formation of mainland students after engaging with the mainland students' community of practice in Hong Kong.
- 2 To evaluate the impact of this community of practice on Cantonese language learning for mainland Chinese students.
- 3 To shed light on the difficulties encountered by mainland students in learning Cantonese.

## Research Questions

- 1 How has mainland university students' identity formation been affected by exposure to mainland students' community of practice in Hong Kong?
- 2 What are the positive and negative impacts of this community of practice on Cantonese language learning for mainland students?
- 3 What are the factors that may cause resistance to mainland students learning Cantonese?

## Methodology

This study utilizes a mixed-method approach, combining qualitative and quantitative research methods, to investigate the Cantonese language learning experiences of mainland students upon their arrival in Hong Kong. The questionnaire (see appendix 1) was modified from a previous questionnaire found in "Self-identity Changes among Chinese EFL Undergraduate Students" (2021) to better fit the context of Cantonese learning for mainland students in Hong Kong. It was distributed via the questionnaire platform WenJuanXing, targeting mainly undergraduate and some postgraduate students and PhD candidates in Hong Kong. The questionnaire comprised two sections: the first collected basic information about the respondents, and the second included 35 Likert scale questions. It was distributed to various universities' WeChat groups of mainland students through QR code images. The questionnaire included a consent form, informing participants of the study's purpose, their rights, and ultimately, 82 responses were collected (80 valid, 2 invalid). The data were then analyzed for validity using SPSS in WenJuanXing and categorized into four factors through Factor Analysis. Following the quantitative survey, five consenting participants were selected for interviews (see Appendix 2 for the interview questions). All five were non-native speakers of Cantonese and had limited prior exposure to the language before coming to Hong Kong. The group included one associate degree student, two undergraduates, and two postgraduates from diverse majors such as Geography, English, Education, Journalism, and Law. All participants voluntarily signed a consent form, aware that the interviews would be recorded for academic use and that they could withdraw and request the deletion of their data at any time. Interviews were conducted either in person or by telephone, tailored to the participants' preferences. The interviews first explored the participants' Cantonese learning experiences, including their motivation, methods, and challenges faced. The second part delved into their lives in Hong Kong, covering their impressions of the city, memorable experiences, and future plans, with follow-up questions asked as per participants' consent.

## Findings

After completing the questionnaire, participants' responses were counted and analyzed for validity using an online SPSS provided by WenJuanXing, and the questions were categorized into four factors.

### Factor 1

The transformation and positive impact of Cantonese learning for the participants. [Related Questions: 2, 7, 9, 11, 13, 15, 16, 18, 20, 22, 25, 28, 30, and 31 (see appendix 1)]

The findings reveal the multifaceted impacts of Cantonese learning on the participants, noting positive changes in their knowledge, appreciation of the language, and self-

confidence, among others. This factor was also reflected in the follow-up interviews, for example, Participant 1, who has been in Hong Kong for two and a half years, said, “Although I cannot express myself comfortably in Cantonese for the time being, I can at least understand what people are saying when they speak Cantonese to me in everyday life.” By learning and using Cantonese, they can better integrate into local society and culture, constructing a cultural identity that transcends geographical boundaries. Participant 2, residing in Hong Kong for five years, emphasized the practical benefits of using Cantonese in daily activities, such as shopping, noting how it overcomes learning challenges, accommodates cultural differences, and necessitates an open, tolerant attitude, positively affecting their learning and professional development.

However, some participants had different views on the influences, and the benefits of learning Cantonese were not high in their opinion. “Learning Cantonese has little impact on my life, especially my school life, because I speak English most of the time at school”, Participant 3 said. Mainland students’ learning environment and demands inherently favor English over Cantonese. Additionally, many mainland students prioritize obtaining English proficiency rather than Cantonese ability to guarantee academic excellence. In social circles, mainland students often form their own communities on campuses with less interaction with local students. Participant 5, a postgraduate student who just arrived in 2022, believed that “the students in school are basically from the mainland, and I can use Mandarin to communicate with my classmates or local people most of the time when I go out.”

These findings underscore the significant, albeit varied, impact of Cantonese language learning on the participants, contributing to an unconscious transformation in their identity as mainland students in Hong Kong.

## Factor 2

Cantonese learning brings about reflection and questioning of mainland traditions and culture.

[Related Questions: 4,5,14,17,19,24,27,34 (see appendix 1)]

The inquiries in the second factor offer insight into participants’ reflections on Mainland traditions and culture during the Cantonese language learning process. Due to factors like changes in living environment and variances in cultural background, participants’ perceptions of Mainland traditions and culture may alter following a period of Cantonese learning in Hong Kong. Learning Cantonese poses not only a linguistic challenge for mainland Chinese students in Hong Kong but also prompts a process of introspection and cultural inquiry regarding their own identity. As mainland students integrate into local society, they may scrutinize their cultural values and traditions, leading to introspection and self-discovery. For instance,

Participant 5 noted observations about Filipino domestic helpers, praising Hong Kong’s inclusivity, stating, “those domestic helpers can simply sit on the roadside at weekends and relax, and the police never bother to evict them, which is completely impossible in the mainland.” The process of learning Cantonese and engaging with the local community may also evoke feelings of cultural disorientation and alienation. As these students immerse themselves in the local culture and language, they may question their own cultural values and traditions, fostering a sense of confusion and uncertainty about their identity. During the interview, Participant 4 remarked on disparities between reports from the mainland and Hong Kong regarding the Anti-Extradition Law Amendment Bill Movement 2019, expressing doubts about the authenticity of mainland reports based on her personal experiences. “Although I was overwhelmed by this incident, I don’t think it was as exaggerated as they (my friends in mainland China) thought it was.”

Participant 4, one of the five interviewees with the longest tenure in Hong Kong, expressed reluctance to assimilate into the local community and undergo identity transformation. “I didn’t like Hong Kong at the beginning and I’m just slowly getting used to life over here. Although I’m getting used to it now, I still don’t like life here.” However, there is potential for mainland students to reinforce their original cultural identity after being exposed to the local language and cultural community. Through experiencing the multicultural environment in Hong Kong, it is plausible that their cultural self-awareness and sense of identity may be strengthened.

Through their experiences of living and learning Cantonese in Hong Kong, mainland students are introduced to a cultural community that significantly diverges from mainland culture. This exposure leads them to question and reflect on their original cultural roots, facilitating a shift in their identity from being “mainland students” to adopting a new identity. The study discovered that the process of understanding Hong Kong’s local culture is gradual, moving from rejection to adaptation, and ultimately, for some, to acceptance. Nevertheless, not all participants completed this transformative journey. Some halted at the adaptation stage, unable to reach full acceptance. These instances suggest that patterns of identity transformation are not uniform and are significantly influenced by personal factors.

## Factor 3

Denial about the impact of Cantonese language learning.

[Related Questions: 1, 6, 8, 10, 12, and 26 (see Appendix 1)]

The questions within Factor 3 concentrate on the participants’ denial of the effects that learning Cantonese has on their personal development and everyday lives. During the language learning process, some participants were likely to dismiss the

influence that acquiring Cantonese had on their identities or daily routines. In the follow-up interviews, despite varying degrees, most participants provided responses contrary to the anticipated outcomes of the factor. Participant 1 acknowledged that his limited progress in Cantonese meant the changes and impacts stemming from language acquisition were minimal, yet not entirely negligible. Participants 2 and 4 recognized significant impacts of Cantonese learning on their daily interactions. Participant 2 observed improved communications with locals, stating, “All in all, I think after learning Cantonese, I do feel that my daily life has become much easier.” Participant 4 realized that since she could understand Cantonese, “I am impressed and touched by these cultures and then society in Hong Kong.” Through improvements in Cantonese language proficiency, participants can enhance their appreciation of Hong Kong’s culture and develop a deeper understanding and fresh perspective on the local community. Participant 3 pointed out that the relevance of Cantonese varied with context. As an English major, her academic interactions primarily occurred in English, limiting Cantonese’s utility in educational settings. However, I think Cantonese still has a greater impact on daily life, for example, when going to some markets to buy things.” The impact on daily life is relatively greater, especially when communicating with local residents who are less proficient in Mandarin.

Participant 5, having spent less than a year in Hong Kong, felt Cantonese learning had minimal impact on his life, as interactions outside class were predominantly in Mandarin among mainland students. “Most of my classmates are mainland students, and when I go out to eat and order in a restaurant the waiter can understand just as well when I speak in Mandarin.” The increasing influx of mainland students to Hong Kong and the prevalent use of Mandarin in casual interactions, coupled with policies promoting biliteracy and trilingualism, have facilitated Mandarin as an effective means of everyday communication.

Participants exhibited diverse perceptions regarding the influence of Cantonese learning on their studies and daily lives. According to the initial interview question (see Appendix 2), those who felt Cantonese learning had little effect on their daily routines showed lower motivation towards language acquisition. Conversely, those recognizing a significant impact were more motivated, reporting greater personal and academic benefits. These findings indicate a complex interplay of factors, with overall positive correlations between language learning impact, motivation, and personal growth.

#### Factor 4

Frustration and problems that participants may encounter in learning Cantonese.  
[Related Questions: 3,29,32,33,35 (see appendix 1)]

Mainland students face several challenges in learning Cantonese, including efficiency in language acquisition and clashes with personal values. These challenges can diminish their motivation for language learning. Difficulties in mastering Cantonese or ineffective learning methods may lead to frustration and self-doubt regarding their language learning capabilities. The follow-up interviews revealed that participants experienced negative emotions while learning Cantonese. Participant 2 said that he has problems in communicating with his local classmates when doing group project, which leads to arguments and conflicts in the academic life.” Participant 4 stated that she is embarrassed to communicate with other locals because she is not good in Cantonese and afraid of making mistakes in her daily conversation, “I am worried that people would laugh at me because of my poor Cantonese pronunciation.” Low Cantonese proficiency significantly diminishes participants’ inclination to engage with the local community, thereby hindering their ability to fully experience university campus life. “Because many of the clubs on campus are organized by local students, I am reluctant to participate as I do not speak Cantonese.”

Some participants opted not to devote time and effort to learning Cantonese, citing practical reasons. Participant 5, for instance, abandoned learning Cantonese mid-way, finding it too challenging and unnecessary for a one-year master’s degree. He stated, “I tried, but gave up halfway through because I felt it was too difficult to master it.” Due to the COVID-19 pandemic there was an influx of mainland students choosing Hong Kong for one-year taught master’s degrees, a trend persisting since 2020. The brief duration of these programs may dissuade mainland students from putting effort towards Cantonese learning, as Participant 5 said in the interview, “I may not plan to stay in Hong Kong afterwards. So even though I don’t know Cantonese, it won’t affect me too much in this short-term stay for study.”

This factor highlights the obstacles mainland students encounter while learning Cantonese. Despite Hong Kong’s predominantly Cantonese-speaking environment offering authentic linguistic immersion, the reality of learning Cantonese for mainland students comes with difficulties, shaped not just by the linguistic challenge itself but also by social factors, including identity and interpersonal relationships.

## Discussion

Learning Cantonese plays a vital role in the integration of mainland Chinese students into Hong Kong’s society and culture. The language learning journey is transformative, altering their language identity from primarily Mandarin speakers to becoming bilingual or multilingual. Mastering Cantonese is crucial for seamless integration into Hong Kong’s societal fabric, signifying the transition in their linguistic identity and enhancing their connection to the local culture and society (ChatGPT-3.5-turbo,

2023). This transformation enriches their understanding of the complex relationship between language use and personal identity.

Addressing the initial research question, “How have mainland university students’ identity formation been affected by exposure to the mainland students’ community of practice in Hong Kong?”, this study identified a gradual transformation in the identities of mainland students upon arrival in Hong Kong. As integration into their new communities progresses, mainland students develop a more nuanced understanding of Hong Kong’s identity and culture. Initially, a rather superficial understanding of Hong Kong identity and culture is likely possessed by mainland students upon arrival. Through immersive living and learning experiences, an increasingly sophisticated and multifaceted appreciation for the political and cultural nuances inherent in the conceptualizations of identity by Hong Kong people, as well as the complexity of Hong Kong culture, is developed. This process fosters reflections on the distinctions between mainland China and Hong Kong, prompting a renegotiation of their self-identity. However, while learning Cantonese opens doors to understanding local history and culture, breaking the ‘outsider’ barrier but possibly impacting a ‘Chinese’ identity’s coherence, requiring weighing recognition and identity concepts.

Along with the negotiation of status, mainland students may also gain reflections from In the course of status negotiation, students from the mainland might also derive insights about their original identity. Studying in Hong Kong encourages these students to reconsider their identity from the mainland in new ways. On the one hand, they explore their identity as individuals from mainland China amidst diverse cultures. On the other hand, interaction with the local community in Hong Kong provides them with novel viewpoints to understand the identity and culture of the mainland. Such reflections assist in developing a new identity that is adaptable across various social and cultural environments. The results of the study indicate that the process of identity negotiation among the participants was influenced to varying degrees by their immersion in the Hong Kong community of practice and their learning of Cantonese. The cultural framework of the mainland made it challenging for them to fully adopt a “Hong Konger” identity, while their studies in Hong Kong hindered them from retaining the “Mainlander” identity they had before their arrival in Hong Kong. Engaging with the Hong Kong community obliges mainland students to negotiate their sense of cultural, social, and national identity. Consequently, a new hybrid identity, “Mainland Student in Hong Kong”, emerged from their experiences in Hong Kong and became their distinctive mark.

Addressing the second research question about the positive and negative effects of this community of practice on Cantonese language learning for mainland students, the influence of Hong Kong on Cantonese learning has been both positive and negative. For mainland students, learning the local language presents both opportunities and

challenges due to Hong Kong’s unique sociolinguistic context. As one of the global communities most influenced by Cantonese culture, Hong Kong offers a natural and authentic setting for mainland students to learn and practice Cantonese. Immersion in Hong Kong’s language environment can significantly enhance one’s proficiency in Cantonese. The way Cantonese is spoken by locals can act as a benchmark for mainland students in learning the language, including pronunciation, vocabulary, grammar, and application. Additionally, living and studying in Hong Kong provides mainland students with better access to the local culture. Cantonese cultural products, such as films, TVB dramas, and pop music, are especially appealing to the younger demographic. Exposure to popular culture plays a subtle yet effective role in facilitating Cantonese learning.

While Hong Kong offers abundant resources and an authentic setting for learning Cantonese, cultural and contextual differences present certain obstacles. The biliterate and trilingual language environment may not be as supportive of Cantonese learning as one might expect. Although Cantonese is the primary language of daily life, Mandarin and English, the other two official languages of Hong Kong, also hold significant roles in society. For students from the mainland, Mandarin serves as their mother tongue and naturally holds the highest priority in their daily interactions, particularly within the mainland Chinese student community, where they maintain the closest ties. English, as the language of instruction at the University, has a significantly greater academic prominence than the other two languages. The pivotal roles fulfilled by Mandarin and English have somewhat diminished the importance of Cantonese in Hong Kong society and dampened the incentive for mainland students to acquire Cantonese skills. Furthermore, as previously mentioned, Hong Kong constitutes a Cantonese-speaking community with a distinct culture separate from mainland China, posing challenges for mainland students seeking integration. The social and cultural disparities encountered during the process of learning Cantonese can exacerbate barriers and frustrations, thereby negatively affecting Cantonese acquisition. Regarding the third research question, this study focuses on the resistance for mainland students to learn Cantonese in Hong Kong. Based on the questionnaire and follow-up interviews, it is evident that the process of acquiring a new language is challenging for mainland students, and these challenges are universally unavoidable. The examination of the difficulties faced by mainland students in learning Cantonese in Hong Kong holds significant practical and educational implications. The study reveals that these challenges are multifaceted. Linguistically, there exists a substantial disparity in phonology between Cantonese and Mandarin. Cantonese comprises nine tones, whereas Mandarin has only four, rendering Cantonese pronunciation particularly challenging for many Mandarin speakers. Moreover, the grammatical distinctions between Cantonese and Mandarin can also present difficulties for these students (ChatGPT-3.5-turbo, 2023). The presence of such considerable differences

makes it challenging for mainland students to proficiently learn Cantonese through self-directed study in their daily lives. Some participants mentioned the lack of systematic learning of Cantonese in the follow-up interviews, suggesting that the lack of Cantonese language teaching courses may also be a potential factor affecting Cantonese language learning. English serves as the primary medium of instruction for most majors in Hong Kong universities and is mandatory as a general education course for all undergraduates. Consequently, Cantonese is not emphasized on campus, posing greater difficulties for mainland students in acquiring the language. The educational institutions in Hong Kong provide limited support for mainland students' Cantonese language learning needs, often leaving them to self-study. The scarcity of resources dedicated to Cantonese language education hampers mainland students' ability to learn effectively, thereby impeding their integration into the local community in Hong Kong. Another significant obstacle is the social barriers encountered by mainland Chinese students when learning Cantonese. Based on follow-up interviews, it appears that mainland Chinese students have limited exposure to Cantonese and may only encounter a few opportunities to practice the language in real-life settings, as they mainly interact with other Mandarin-speaking individuals on campus, including students and faculty. This segregation makes it challenging to integrate into local social circles, thus reducing natural opportunities to use Cantonese. Limited connections with locals result in a more closed-off social life with minimal Cantonese usage. This lack of practice can lead to a lack of confidence in speaking Cantonese, further impeding language learning progress and diminishing motivation. The inherent difficulty of mastering a new language, compounded by social integration challenges, presents significant obstacles for mainland students learning Cantonese in Hong Kong, making the language learning process an uphill struggle for many.

In summary, mainland students' learning experiences in Hong Kong both enrich and complicate their sense of identity, necessitating continual reflection to maintain a balance between local immersion and cultural roots (ChatGPT-3.5-turbo, 2023). Adaptability and finding a suitable expression of identity, rather than rigidly adhering to predefined constructs, are crucial. Additionally, the understanding and acceptance of mainland students' identities by Hong Kong society play a significant role, requiring ongoing interaction to achieve successful integration.

## Conclusion

The Hong Kong community of practice significantly enhances mainland students' experiences of learning Cantonese, providing them with essential skills and perspectives. Nevertheless, this immersion also brings about anxieties, identity crises, and various complex challenges that cannot be overlooked. Although the Cantonese community of practice offers a valuable chance for mainland students to

learn and practice the language, it is crucial to acknowledge the potential obstacles and limitations of this approach. The impact of this community on the Cantonese language learning of mainland students is diverse, entailing both benefits and challenges that contribute to their development.

In the journey of Cantonese acquisition by mainland students, resistance emerges not merely from linguistic challenges but also from cultural differences, social barriers, and other societal factors. Overcoming the reluctance to learn Cantonese necessitates a mix of language-learning strategies, cultural awareness, and motivation. By acknowledging the distinctive qualities and advantages of the Cantonese language and culture and by proactively seeking opportunities to practice and learn, mainland students can surmount these barriers, thereby gaining a deeper understanding and proficiency in Cantonese.

In conclusion, engagement with the Hong Kong community of practice significantly influences the identity formation of mainland university students in complex and profound ways. They undergo a transformation in language identity and negotiate their social and national identities. Encountering the cultural divergences between mainland China and Hong Kong prompts these students to reassess certain mainland cultural aspects previously taken for granted. Through this process, mainland students become more culturally aware and enhance their language skills, ultimately forming a distinct identity.

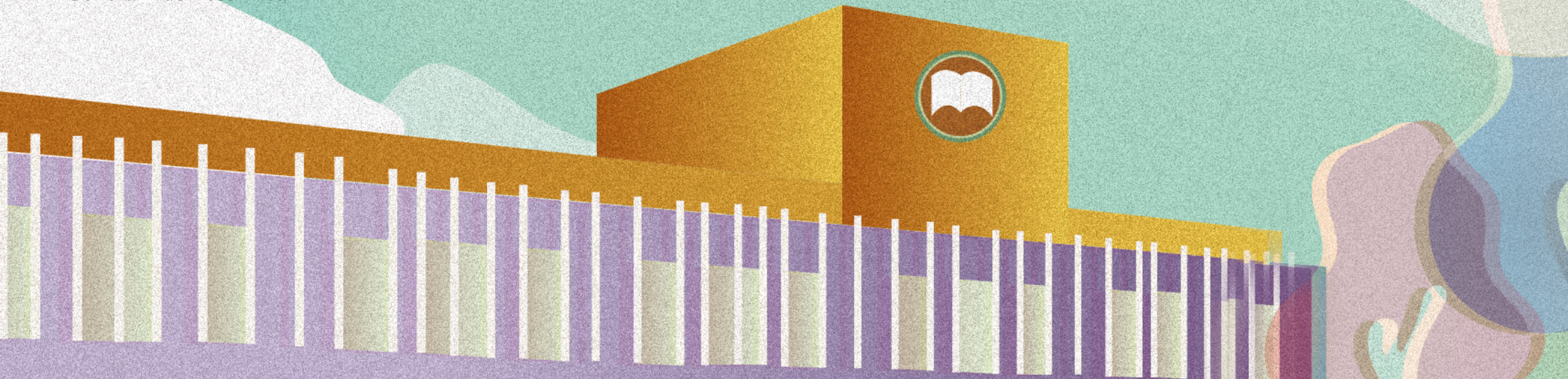
## Limitations of this Study and Recommendations for Further Research

However, this initial study faces limitations, including a small sample size in the qualitative research phase, which risks decreasing representativeness and introducing individual bias. Additionally, most surveyed students were relatively new to Hong Kong, mainly being postgraduate or undergraduate newcomers. This condition hinders comparisons across different durations of stay or levels of engagement, thus limiting the study's validity and depth.

This research investigates the identity transformations of mainland students in Hong Kong as they learn Cantonese, which is shaped by local communities of practice and the challenges they face in language learning. Since identity negotiation is a dynamic, ongoing process rather than a fixed achievement, future research should involve longitudinal studies on the identities of mainland students. Furthermore, this study suggests that current learning pathways are inadequate for meeting the Cantonese learning needs of mainland students, highlighting significant pedagogical implications for aiding non-local students in language acquisition.

# **EVALUATE THE EFFECTIVENESS OF THE CURRENT “MAKOTO SHINKAI FILMS COLLECTION UT” PROMOTION CAMPAIGN THROUGH FACEBOOK AND INSTAGRAM**

**CHAN Sze Yiu**  
**Bachelor of Business Administration (Honours)**  
**in General Business - Year 4**



UNIQLO HK, a fast fashion brand based in Japan, employs a cost leadership strategy in product management. The brand collaborates with various renowned Japanese animations to periodically promote special animated versions of its "UT" (UNIQLO T-shirt). For instance, promotional posts for the "SPYxFAMILY" series and the "Dragon Ball" series have been created and shared on various social media platforms such as Facebook and Instagram, as depicted in the accompanying images below.

### With reference to the Facebook post of UNIQLO HK



Uniqlo Hong Kong &amp; Macau, 2022

Uniqlo Hong Kong &amp; Macau, 2023

### Instagram post of UNIQLO HK



Uniqlo Hong Kong &amp; Macau, 2022

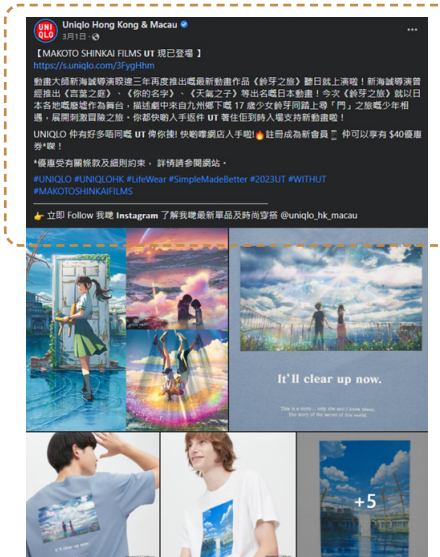
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## Introduction

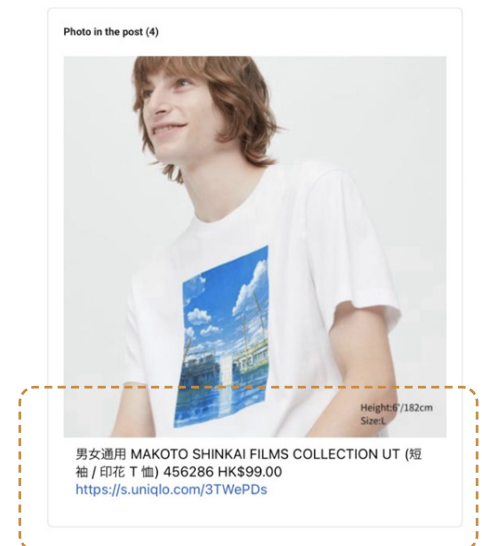
According to Meltwater (n.d.), the advertisements created on both Facebook and Instagram have the ability to engage customers across various gender and age groups, aligning with UNIQLO's objective of reaching a diverse audience. UNIQLO aims to create posts for different UT collaboration series on both Facebook and Instagram, with the goal of attracting more individuals from different customer segments to participate in their promotional campaign.



Instagram (uniqlo\_hk\_macau, 2023)



Facebook (Uniqlo Hong Kong &amp; Macau, 2023)



The above posts were screened for the movie “Suzume no Tojimari” in Hong Kong recently made posts on both Facebook and Instagram for the “MAKOTO SHINKAI FILMS COLLECTION UT” promotion campaign. This research intends to evaluate the effectiveness of the chosen promotion campaign of the animation collaboration UT through observation, data analysis and hypothesis testing.

First, by observation, the above Facebook post has the function of increasing customers purchase intentions by mentioning the price and providing reference links under the photos of each product in the post (Mothersbaugh et al., 2020). Additionally, posts have mentioned that the product will be available soon in UNIQLO Hong Kong by providing the name of the movie, which can increase customer awareness of the brand UNIQLO HK (Mothersbaugh et al., 2020). Therefore, the effectiveness of a promotion campaign can be measured by the associations among the attractiveness of a post, brand awareness, and potential customer purchase intentions.

### Management Decision Problem and Marketing Research Problem

The management decision problem for UNIQLO HK is whether to change the “MAKOTO SHINKAI FILMS COLLECTION UT” promotion campaign on Facebook and Instagram. On the other hand, the marketing research problem addressed in this paper is to determine the effectiveness of the current “MAKOTO SHINKAI FILMS COLLECTION UT” promotion campaign through social media (Facebook and Instagram).

As outlined by Wang (2019), UNIQLO has employed various strategies and methods to engage potential customers, such as encouraging young people to participate in online dialect versions of rap and watch live-streaming events on social media platforms (am730, 2022) in Hong Kong, which have effectively increased awareness of UNIQLO HK. However, limited research has evaluated the effectiveness of social media marketing for animated collaboration UT, and much of the existing research has not targeted respondents from the Hong Kong customer segments. Consequently, it raises concerns for UNIQLO HK managers regarding the effectiveness of the collaboration UT campaign.

### Research Question(s) and Hypotheses

The hypothesis testing comprises five research questions and their corresponding hypotheses, as elaborated in the subsequent paragraphs.

#### Research Question 1 and Hypothesis

“Is there any association between the brand awareness of UNIQLO HK and the attractiveness of the current social media post “MAKOTO SHINKAI FILMS COLLECTION UT” on UNIQLO HK Facebook?”

Ho: There exists no link between the awareness of the promotional campaign and the appeal of the current social media post featuring “MAKOTO SHINKAI FILMS COLLECTION UT” on UNIQLO HK Facebook (H<sub>1</sub>). Conversely, a connection is posited between the brand awareness of UNIQLO HK and the allure of the present social media post showcasing “MAKOTO SHINKAI FILMS COLLECTION UT” on UNIQLO HK Facebook.

#### Research Question 2 and Hypothesis

Is there any correlation between the intention to purchase the MAKOTO SHINKAI FILMS COLLECTION UT and the appeal of the current social media post on UNIQLO HK Facebook?

Ho: No relationship is found between the intention to purchase the MAKOTO SHINKAI FILMS COLLECTION UT and the attractiveness of the current social media post on UNIQLO HK Facebook; H<sub>2</sub>: There exists a correlation between the intention to purchase the MAKOTO SHINKAI FILMS COLLECTION UT and the appeal of the current social media post on UNIQLO HK Facebook.

#### Research Question 3 and Hypothesis

Is there any connection between the effectiveness of UNIQLO HK and the appeal of the current social media post showcasing “MAKOTO SHINKAI FILMS COLLECTION UT” on UNIQLO HK’s official Instagram?

Ho: No association is found between the awareness of the promotion campaign and the attractiveness of the current social media post featuring "MAKOTO SHINKAI FILMS COLLECTION UT" on UNIQLO HK's official Instagram; H3: There is a correlation between the brand awareness of UNIQLO HK and the attractiveness of the current social media post showcasing "MAKOTO SHINKAI FILMS COLLECTION UT" on UNIQLO HK's official Instagram.

#### Research Question 4 and Hypothesis

Is there any link between the intention to purchase the MAKOTO SHINKAI FILMS COLLECTION UT and the attractiveness of the current social media post on UNIQLO HK's official Instagram?

Ho: There is no association between purchase intention to MAKOTO SHINKAI FILMS COLLECTION UT and the attractiveness of the current social media post at the UNIQLO HK official Instagram; H4: There is an association between purchase intention toward the MAKOTO SHINKAI FILMS COLLECTION UT and the attractiveness of the current social media post at the UNIQLO HK official Instagram.

#### Research Question 5 and Hypothesis

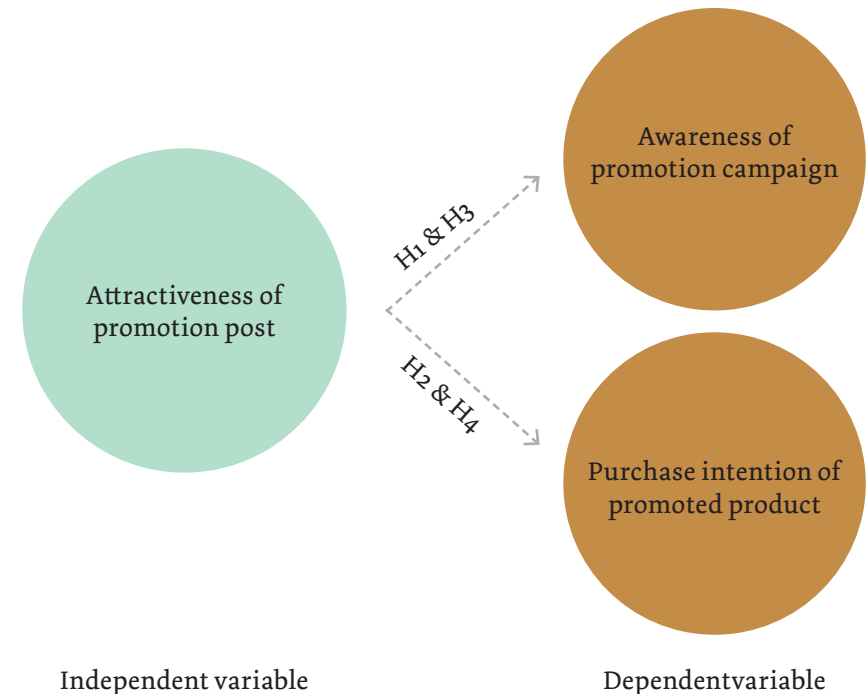
Does the attractiveness of posts vary across different social media platforms (Instagram and Facebook)?

Ho: There is no significant difference in the attractiveness of posts across different social media platforms (Instagram and Facebook); H5: The attractiveness of posts significantly differs across different social media platforms (Instagram and Facebook).

### Supporting Evidence for the Hypothesis

The relationships among the elements of all the research questions and hypotheses are The above paragraphs have been explained by different scholars. It has been proven that attractive advertisements can increase brand awareness and purchase intentions (Mothersbaugh et al., 2020).

First, according to ElAydi (2018), there is a causal relationship between the attractiveness of Facebook posts for promotion and awareness of campaigns. Therefore, research question 1 and alternative hypothesis H1 were tested. Second, as stated by Duffett (2015), the attractiveness of Facebook posts increases customer purchase intention, and research question 2, H2, is supported. Next, Yantian and Ahmad (2022) conducted research to prove that awareness of campaigns can be increased by creating attractive posts on Instagram; thus, research question 3 with H3 was proposed. Furthermore, research conducted by Herzallah et al. (2022) has shown that attractive Instagram posts can improve purchase intentions; thus, Research Questions 4 and 4 were proposed. Finally, as mentioned by 江義平 et al. (2019), the effectiveness of posts sometimes varies depending on social media, and research questions 5 and H5 were thus created. The independent variable and dependent variable of each hypothesis are shown in the graph below.



## Research Design and Techniques

### Type of Research Design

The research design employed is descriptive research, as indicated by the existing knowledge of the problem situation outlined in the introduction, gathered through observation and secondary research. Additionally, the samples acquired can be utilized for generalizations through simple random sampling (Malhotra, 2019).

### Research Technique

As mentioned in the previous paragraph, this is quantitative descriptive research. Surveys are the most common method for collecting data. The data are collected by questioning respondents and asking questions about their intentions and awareness (Malhotra, 2019). Due to time and cost constraints, electronic methods (internet surveys) are used with tools called “Google Forms” so that participants can conveniently provide answers directly through their electronic devices (Malhotra, 2019).

### Measurement and Scaling Technique

The survey is designed to collect both nominal and interval data. Initially, participants are asked a Yes or No filtering question regarding their possession of a Facebook account. Following this, for each post (comprising both Facebook and Instagram), three statements are provided in the survey, resulting in a total of six questions. Additionally, interval data will be gathered using the Likert Scale method, where participants rate their responses to each question on a five-point scale: 1 =strongly disagree; 2 =disagree; 3 =neither agree nor disagree; 4 =agree; 5 =strongly agree. Finally, participants are prompted to rate the attractiveness of the posts based on their personal judgment, utilizing a 5-point scale: 1 =unattractive; 5 =attractive.

Interval data are necessary for performing data analysis using methods such as “Likert Scale” enables researchers to convert the degree of agreement into numbers. As a scale is commonly used to measure customer attitudes, according to Malhotra (2019), it is believed that it is suitable for a survey to include questions created by using the “Likert Scale”.

### Questionnaire Design

An online questionnaire by the tool “Google Form” was used as the instrument. for the survey for the convenience of both the respondents and the researcher.

Referring to Appendix 1(a), the questions posed in the pretest questionnaire are tailored to assess the provided hypotheses. For instance, the second and third questions are intended to evaluate “H1: There is an association between brand awareness of UNIQLO

HK and the attractiveness of the current social media post of ‘MAKOTO SHINKAI FILMS COLLECTION UT’ in UNIQLO HK Facebook,” while the third and fourth questions aim to examine “H2: There is an association between purchase intention to MAKOTO SHINKAI FILMS COLLECTION UT and the attractiveness of the current social media post in UNIQLO HK Facebook.” Similarly, the pattern and details of the second to fourth questions mirror those of the fifth to seventh questions, assessing the effectiveness of the two posts from UNIQLO HK Facebook and Instagram. Consequently, questions five and six aim to probe “H3: Is there any association between the effectiveness of UNIQLO HK and the attractiveness of the current social media post of ‘MAKOTO SHINKAI FILMS COLLECTION UT’ in UNIQLO HK official Instagram,” while questions six and seven aim to scrutinize “H4: Is there any association between purchase intention to MAKOTO SHINKAI FILMS COLLECTION UT and the attractiveness of the current social media post in UNIQLO HK official Instagram.” Finally, the last two questions (8(a)(b)) are designed to investigate “H5: Do the attractiveness of posts differ in terms of different social media platforms (Instagram and Facebook)?”

### Pretesting of the questionnaire

Please write down your advice to this survey after completing the above questions. If you have no any advice to this survey, please note N/A.				
N/A				
I feel a little bit confusing to the purpose of this survey maybe can add some description? Don't know whether it is okay, my answers of two social media post are kind of similar. Actually can ask deeper				
Can include Chinese name of the movie in the blanket so it is more clear.				
want to see all photos in the post				
do motivate and attract means the same...?				

The provided image indicates that five participants were invited to complete the questionnaire (Appendix 1(a)) for pretesting purposes, aiming to determine if the survey is misleading or lacks necessary information that should be included in the finalized version. According to their feedback, terms such as “motivate me to buy” and “attract me to buy” appear to be confusing and difficult to understand. Therefore, adjustments have been made to the vocabulary used in the finalized version, as depicted in the subsequent image. Additionally, it is suggested that the campaign name be accompanied by a Chinese version so that the targeted Hong Kong respondents can better comprehend which movie it refers to. The full adjusted version is provided in Appendix 1, and here, a comparison is presented between the pretest and finalized survey, detailing the original and adjusted questions.

The image shows two versions of a survey questionnaire side-by-side. The left version is labeled '(Pretest)' and the right version is labeled '(Finalized)'. Both questionnaires are titled 'Survey on MAKOTO SHINKAI FILMS COLLECTION UT promotion post on UNIQLO HK Facebook and Instagram'. The pretest version has three questions, while the finalized version has four. The questions are about awareness, attractiveness, and purchase intention. The finalized version includes more detailed captions and photos for each question. The response options for all questions are: Strongly disagree, Disagree, Neither agree nor disagree, Agree, and Strongly agree.

**(Pretest)**

**(Finalized)**

Moreover, it is suggested that there is lack of information for the participants to determine whether the posts are truly attractive, the full versions (with full captions and all photos) of the two posts on UNIQLO HK, Facebook and Instagram were added to the adjusted finalized version of the survey after the pretest (Appendix 1(a), 1(b)). The finalized version of the questionnaire is shown in Appendix 1(b), in which all the opinions suggested by the five pretest participants were added to the finalized version by providing enough photographic evidence and using more understandable wording. The question order of questions three and four and of questions six and seven were swapped for the convenience of participants.

Table of question on Google Form (finalized version) matching with the hypothesis ( Refer to Appendix 1(b))

Q1	Filtering question
Q2 (predictor) & Q3	H1
Q2 (predictor) & Q4	H2
Q5 (predictor) & Q6	H3
Q5 (predictor) & Q7	H4
Q8 (a) and & Q8 (b)	H5

## Sampling Technique

The research targets individuals with both Instagram and Facebook accounts, aiming to evaluate post effectiveness on both platforms. Sampling is conducted from the UNIQLO HK Instagram follower list, randomly selecting individuals. A single filtering question, assessing Facebook account ownership, is included at the survey's start to ensure respondents fit the target population. This step is vital as those without both accounts cannot access the posts. Utilizing simple random sampling, a probability-based technique, ensures the representativeness of respondents, facilitating generalization of results with known accuracy (Malhotra, 2019). Consequently, the gathered data offers valuable insights for decision-making, reflecting the opinions of a substantial portion of the customer base.

## Findings and Analyses

After receiving the questionnaire from potential customers, coding was performed. with the code book shown in Appendix (2). For the table of codes one to five assigned to the degree of agreement in questions two to seven in the final version of the survey, 1 = Strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree; 4 = Agree; and 5 = Strongly agree. All the data analyses were performed using SPSS statistics software (IBM).

Since the two variables in H1 to H4 have a causal relationship (independent Variable =attractiveness, dependent variable =purchase intention, brand awareness), as proven in the previous section of this paper. According to Malhotra (2019), a bivariate regression should be used to derive the mathematical relationship between a metric independent variable and the dependent variable.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.922	1	5.922	10.060	.002
	Residual	60.040	102	.589		
	Total	65.962	103			

a. Dependent Variable: 3. By having a look at the above Facebook post, I aware that the "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) is available in UNIQLO HK.

b. Predictors: (Constant), 2. The above Facebook post of "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) by UNIQLO HK is attractive.

According to Appendix 3(a), Ho is rejected when the p value is <0.05 (0.002).

Therefore, H1: There is an association between awareness of promotion campaigns and the attractiveness of the current social media post "MAKOTO SHINKAI FILMS COLLECTION UT" in UNIQLO HK Facebook.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.378	1	55.378	73.877	<.001 <sup>b</sup>
	Residual	76.459	102	.750		
	Total	131.837	103			

a. Dependent Variable: 4. After having a look at the above Facebook post, I want to buy "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) from UNIQLO HK.

b. Predictors: (Constant), 2. The above Facebook post of "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) by UNIQLO HK is attractive.

According to Appendix 3(b),  $H_0$  is rejected because the p-value is  $<0.05$  ( $<0.001$ ).

Therefore,  $H_2$ : There is an association between purchase intention toward the MAKOTO SHINKAI FILMS COLLECTION UT and the attractiveness of the current social media post on UNIQLO HK Facebook.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.616	1	6.616	10.646	.002 <sup>b</sup>
	Residual	63.384	102	.621		
	Total	70.000	103			

a. Dependent Variable: 6. By having a look at the above Instagram post, I aware that the "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) is available in UNIQLO HK.

b. Predictors: (Constant), 5. The above Instagram post of "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) from UNIQLO HK is attractive.

According to Appendix 3(c),  $H_0$  is rejected when the p-value is  $<0.05$  ( $0.002$ ). Therefore,  $H_3$ : There is an association between awareness of the promotion campaign and the attractiveness of the current social media post "MAKOTO SHINKAI FILMS COLLECTION UT" on the official UNIQLO HK Instagram.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.978	1	58.978	75.916	<.001 <sup>b</sup>
	Residual	79.243	102	.777		
	Total	138.221	103			

a. Dependent Variable: 7. After having a look at the above Instagram post, I want to buy "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) from UNIQLO HK.

b. Predictors: (Constant), 5. The above Instagram post of "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) from UNIQLO HK is attractive.

Additionally, for Appendix 3(d),  $H_0$  is rejected when the p-value is  $<0.05$  ( $<0.001$ ). Therefore,  $H_4$ : There is an association between purchase intention for the MAKOTO SHINKAI FILMS COLLECTION UT and the attractiveness of the current social media post to the official UNIQLO HK Instagram.

## Discussion regarding each alternative hypothesis: $H_1$ , $H_2$ , $H_3$ , $H_4$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.300 <sup>a</sup>	.090	.081	.767

a. Predictors: (Constant), 2. The above Facebook post of "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) by UNIQLO HK is attractive.

According to  $H_1$ ,  $R^2 = 0.09$ , 9% of the respondents were aware of the promotion campaign explained by the attractiveness of promotion posts (Facebook).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 <sup>a</sup>	.420	.414	.866

a. Predictors: (Constant), 2. The above Facebook post of "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) by UNIQLO HK is attractive.

Next, from  $H_2$ ,  $R^2 = 0.42$  shows that 42% of the purchase intentions to promote product is explained by the attractiveness of promotion posts (Facebook).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.307 <sup>a</sup>	.095	.086	.788

a. Predictors: (Constant), 5. The above Instagram post of "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T恤) from UNIQLO HK is attractive.

Furthermore, according to  $H_3$ ,  $R^2 = 0.095$  indicates that 9.5% of the awareness to Promotion campaigns are explained by the attractiveness of promotion posts (Instagram).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 <sup>a</sup>	.427	.421	.881
a. Predictors: (Constant), 5. The above Instagram post of "MAKOTO SHINKAI FILMS COLLECTION UT" (新海誠動畫作品《鈴芽之旅》、《你的名字》、《天氣之子》的UNIQLO T 恤) from UNIQLO HK is attractive.				

Finally, from H<sub>4</sub>, R<sub>2</sub> = 0.427 shows that 42.7% of the purchase intentions for promoted products are explained by the attractiveness of promotion posts (Instagram).

### H<sub>5</sub> (by paired-samples t-test)

For the two sets of observations (the attractiveness of Facebook and Instagram posts) related to the same respondents (UNIQLO HK Instagram followers who have Facebook accounts) as H<sub>5</sub>, a paired-samples t-test is the most suitable method for comparing the means of attractiveness for both Facebook and Instagram posts.

Paired Samples Correlations					
		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	(a) The Facebook post is & (b) The Instagram post is	104	.587	<.001	<.001

According to Appendix 3(e), H<sub>0</sub> is rejected when the p-value is <0.05 (<0.001). Therefore, H<sub>5</sub>: The attractiveness of posts is significantly different for different social media platforms (Instagram and Facebook).

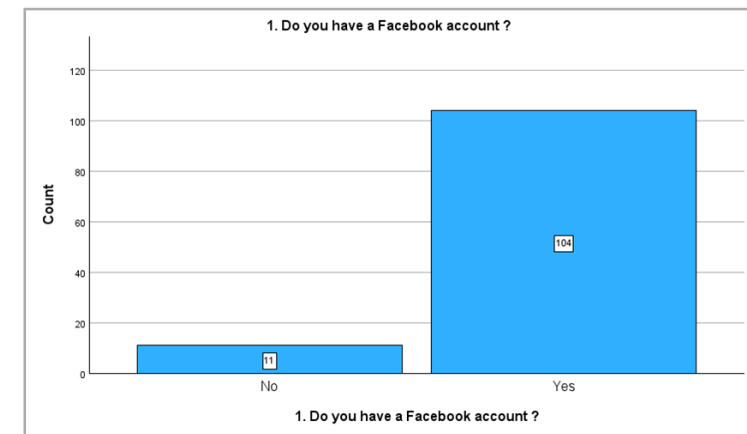
## Discussion and Conclusions

Based on the findings and analyses outlined above, the responses to Research Questions one to four indicate an association between the attractiveness of both Facebook and Instagram posts of the campaign and customers' purchase intention for "MAKOTO SHINKAI FILMS COLLECTION UT," along with brand awareness of UNIQLO HK. Regarding Research Question 5, the attractiveness of posts exhibits significant differences between Instagram and Facebook. Although both posts show a similar mean score of 3.31, indicating data is centrally located, the standard deviation (spread of data from central) is different (which is 0.925 for the Facebook post and 0.986 for the Instagram post) (Appendix 3(e)). Consequently, the results of the paired-samples t-test, supported by the generated p-value, demonstrate that the attractiveness of posts significantly varies between the two social media platforms (Facebook and Instagram).

Furthermore, since the social media posts are deemed effective and attractive (with mean scores of 3.31 out of 5), it is concluded that there is no need to alter the promotion campaign.

Hence, it is suggested that the management department should keep implementing similar online marketing strategies for other animation collaboration UT promotion campaigns through different social media platforms, such as Facebook and Instagram, have been developed, as proven effective by this research. Small changes could be made, and strategies can be adjusted for collaboration with different Japanese animations (e.g., wordings and pictures used in the posts).

## Limitations and Future Studies

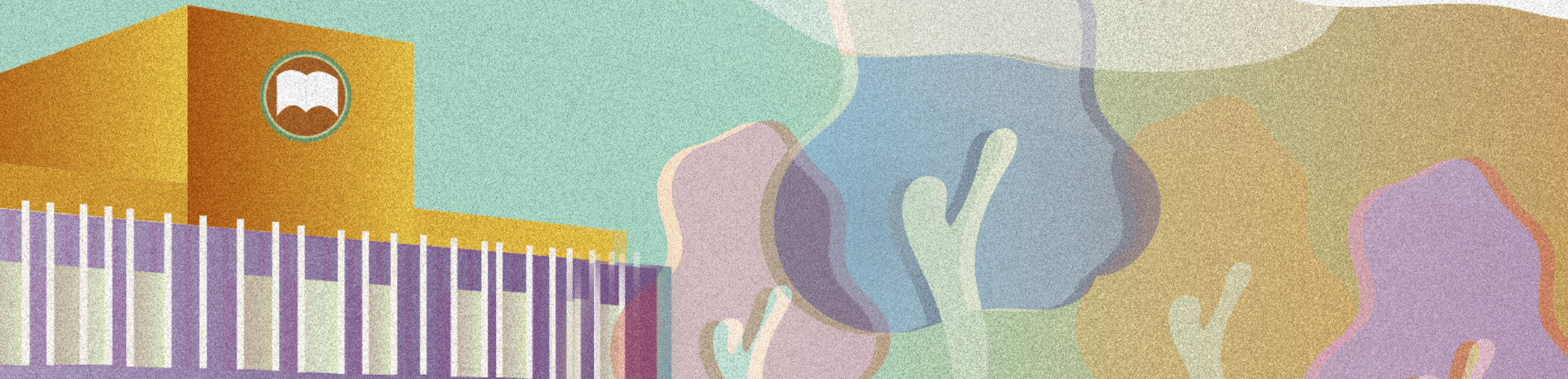


Due to limitations in time and budget, only 115 responses were gathered from potential customers, and only 104 samples from respondents with Facebook accounts were suitable for data analysis. As suggested by Malhotra (2019), a minimum sample size of 200 is recommended for problem-solving research. Hence, it is advisable for future studies to aim for at least 200 samples if more time and resources are available.

Furthermore, advertising's impact on consumer behavior extends beyond just raising brand awareness and purchase intention to include factors such as brand image or attitude (Mothersbaugh et al., 2020). However, due to constraints on survey length and the risk of respondent fatigue, only a few effects of advertising on consumer behavior were measured in this study. It is recognized that evaluating only two aspects may not provide adequate evidence to assess the true effectiveness of UNIQLO HK promotion posts on Facebook and Instagram. Therefore, future research should explore a wider range of effects of UNIQLO HK promotion posts on consumer behavior.

# IS LETTING ELDERLY PEOPLE USE THE \$2 RIDE DISCOUNT DURING PEAK HOURS PERMISSIBLE AND ETHICAL?

LEE Wing yan  
Bachelor of Business Administration (Honours)  
in Management - Year 4



Public transportation holds significant importance globally, serving as a vital means for accessing various destinations relied upon by numerous individuals. In certain regions, transportation expenses can be notably high, prompting the Hong Kong government to introduce a welfare initiative aimed at alleviating the financial burden associated with transportation. However, the ethical implications of this initiative warrant discussion, particularly regarding the moral appropriateness of allowing eligible individuals to avail themselves of the \$2 ride discount during peak hours. This essay will analyze both the justifications for and objections to this scheme from utilitarian and Kantian ethical perspectives.

The Government Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities, also known as the \$2 Scheme, aims to facilitate travel for elderly individuals and eligible persons with disabilities on designated public transport modes and services at a concessionary fare of \$2 per trip. The administration has introduced this initiative to alleviate financial strain for retirees with limited incomes. Aging is a universal experience that eventually necessitates support. This initiative is a form of welfare that benefits not only the elderly but also the wider population as they age. The program has the potential to improve accessibility for low-income elderly individuals. Concerns about transportation costs are minimized when utilizing public transit, which could also contribute to environmental conservation. Qualified individuals may prefer public transportation over driving independently, thereby benefiting the community environmentally, irrespective of eligibility status. The purpose of government assistance programs is to provide support to individuals in need. However, some may raise concerns about potential abuse and reduced effectiveness as the number of welfare recipients grows.

The behavior and lifestyle of the elderly differ from that of the general population, as they tend to sleep and wake up early. Upon waking, they may engage in physical exercise before enjoying dim sum and completing grocery shopping to start their day. Furthermore, the roles undertaken by elderly individuals within a household significantly influence their activities and travel patterns (Feng, 2017). Often responsible for caring for grandchildren and managing household duties, elderly travelers are particularly active during the morning rush when workers and students commute to work and school, thereby increasing the demand for public transportation. Additionally, elderly individuals, who may qualify for fare concessions, typically have slower mobility, requiring additional time for boarding assistance. While they enjoy a \$2 discount on transportation, their choices are unrestricted except for timing constraints. The rationale behind this welfare initiative prioritizes meeting basic needs over an individual's discretionary spending. The aim of the \$2 discount is to facilitate easier travel for the elderly in Hong Kong. However, the increased convenience for the elderly may lead to overcrowding on transportation during peak hours, potentially causing operational challenges.

Furthermore, the Hong Kong government may encounter issues of potential abuse if discounts are offered to senior citizens, with the government covering the \$2 concessionary fare and the difference from the original fare they would have paid. From the standpoint of elderly individuals, they would just think about \$2 for themselves and ignore the actual transit charge. Elderly people will choose the most practical mode of transportation in this scenario without considering price; this is known as the “take short rides on long-distance routes” phenomenon.

According to a transport department survey from January 2019, approximately 13% of long-distance bus trips with fares of \$8 or more involved short-distance passengers, which was significantly greater than the 3.2% of other passengers. 77% of elderly or disabled people who took “long trips and short rides” cited the accessibility and frequency of the routes as the reason for their behavior. Considering the current circumstances, the Hong Kong government must provide independent subsidies for these innocent transportation costs.

Furthermore, providing \$2 discounts to the elderly during congested periods is deemed unjust, especially when other passengers pay the full fare. Kantian ethics argues that moral principles should apply universally, without discrimination based on age. All individuals should receive equal treatment. Despite all passengers, including employees and students, paying the same fare during rush hours, granting seniors a discount is viewed as discriminatory. This practice violates the principle of treating people as ends in themselves. By allowing seniors to ride at a reduced cost, funded by the government, while others bear the burden of transportation costs through taxes, creates an unfair situation for taxpayers who contribute through labor and taxation. According to act utilitarianism, an action is not only ethically acceptable but also morally obligatory if it maximizes overall utility. Actions that fail to maximize total utility are considered ethically unacceptable. Considering that the majority of rush hour commuters are employees and students, act utilitarianism suggests that to alleviate transportation congestion and minimize delays for those in need, eligible seniors should not be permitted to avail themselves of the \$2 discount during peak hours. By disallowing the use of the \$2 discount during peak hours, the overall strain on the transportation system can be reduced, and benefits can be maximized for the greatest number of people. This allows for more efficient resource allocation to meet the needs of a larger group, including employees and students. Additionally, bus companies schedule extra trips during rush hours to redirect commuters and students away from intermediate stations during peak morning and afternoon hours, thereby filling gaps in mainline service. Some bus routes operate as express services, primarily transporting employees to commercial sectors from various locations. The efficiency of bus services may be significantly impacted by seniors taking both long and short trips.

However, critics of act utilitarianism argue that it may justify actions that infringe upon individual rights or result in unfair outcomes. If eligible individuals are denied access to the \$2 discount during peak hours, it contradicts the Formula of Humanity. This principle urges us to act with consideration for humanity, treating individuals as ends in themselves rather than mere means to an end. It emphasizes the equal promotion of happiness for all, recognizing the inherent dignity of every person. Implementing a policy that ensures equal access to public transportation for everyone, regardless of their financial circumstances, aligns with this principle and prevents exclusion based on income. Moreover, the formal principle of justice, which advocates for fair treatment, suggests that limiting the \$2 discount to qualified users only during peak hours may be unjust or discriminatory, particularly if it disproportionately affects those with low incomes or limited mobility.

While providing transportation discounts to elderly individuals in need is undoubtedly compassionate, it is essential to consider additional factors. Subsidies should not be extended during peak hours, as this time is typically hectic for most commuters. Offering discounts during peak hours may restrict the elderly and potentially lead to their overreliance on public transportation, resulting in abuse and inconvenience for other users. As suggested by Shi (2020), improving public transport services, such as reducing traffic congestion, can be achieved by avoiding conflicts between elderly and working adult groups during peak travel times. Instead of implementing the \$2 discount scheme, the Hong Kong government could explore alternative subsidies for the elderly. This approach would mitigate abuse issues and ensure that community resources are utilized optimally, preventing economic losses. Consequently, permitting elderly individuals to avail themselves of the \$2 ride discount during peak hours may not align with moral considerations.



# **GENDER DISPARITY OF RURAL-URBAN MARRIAGE MIGRATION IN MAINLAND CHINA**

**CHAN Pui Huen**

**Bachelor of Arts (Honours) in Psychology - Year 3**



## Introduction

The migration due to marriage from rural to urban areas in mainland China results in gender imbalances. Within Chinese tradition, marriage holds significant value, and a successful marriage is considered a marker of social achievement (Yeung & Hu, 2016, as cited in Xiong, 2023). Women from rural areas frequently move to cities to marry, aiming to elevate their socioeconomic status, as opposed to marrying within their local communities. It was observed that women constituted 85.65% of those migrating for marriage between provinces during 2005-2010 (Wang, Zou & Fan, 2019). Hu and Li (2015, as cited in Wang, Zou & Fan, 2019) noted that the majority of these women relocated to major urban centers such as Beijing and Shanghai, or to the southern coastal regions, through marriage. Conversely, urban men tend to remain in their native areas to find spouses, with those possessing higher social and economic standing often marrying locally. Men of lower socioeconomic status are more likely to seek brides from rural areas due to elevated marriage expenses. Rural women moving to urban centers for marriage encounter several challenges and are susceptible to vulnerability owing to the absence of social support networks. Urban men will benefit from rural women, who will provide economical household labor and contribute to childbearing. This essay discusses the construction of gender disparities in China through the lenses of family, society, and economy from a social constructionist viewpoint. It concludes with two proposals to mitigate these disparities.

## Family aspect

Gender disparities in rural-urban marriage migration in China are perpetuated by families through the reinforcement of traditional gender roles and expectations. According to patrilocal tradition, daughters are often undervalued, as it is expected that they will marry and join their husbands' families (Croll, 1987, as cited in Fan & Huang, 1998). Consequently, natal families are generally reluctant to invest in their daughters (Li, 1994, as cited in Fan & Huang, 1998). This reluctance is partly due to the prevailing belief that "daughters married out are like water spilled out" (Fan & Huang, 1998), leading to lower education levels among women. In rural communities, such traditional views persist among the older generation, despite being considered outdated and inappropriate. There is a preference for investing in sons over daughters, as sons are expected to carry on the family business and remain with their parents. Additionally, the primary responsibility of a wife is seen as bearing sons to continue the family lineage and managing household duties. Therefore, rural women are more likely to suffer mistreatment from their husbands' families when they marry in urban areas. It is difficult for women with low education levels to find well-paid jobs in cities, so they become homemakers as soon as they marry. Housewives are not paid, and their jobs do not include holidays. This causes them to be economically vulnerable.

Men are also required to marry to maintain their families. In terms of the marriage gradient, Chinese men tend to marry 'down' and find a bride with lower socioeconomic status (Davin, 2007). Therefore, urban men who cannot find a local bride marry rural women. Some men marry to rural women because they are easy to control (Bossen, 2007). Women are expected to listen and be faithful to their husbands. Otherwise, they may face violence and mistreatment from their husband's family. This shows that rural marriage migrants are experiencing disparities in that with low investment by their families, they are unable to receive a high level of education. This leads to women marrying undesirable urban men and being mistreated due to their low socioeconomic status and traditional views about women's roles, such as being faithful wives.

## Social aspect

Marriage migrants often experience a lack of social support, leading to a gender imbalance. The practice of patrilocal post-marital residence, prevalent in Chinese culture, mandates that the son remains with or in proximity to his family, while his wife relocates to join his family (Bossen, 2007). This relocation necessitates women to leave their familial and social networks. These migrants are compelled to undertake long journeys to urban areas for marriage, limiting their ability to return home frequently. The expectations placed on them prioritize their roles as wives over daughters, and frequent visits to their family are viewed as indicators of marital dissatisfaction, attracting negative attention and potentially harming the family's reputation. Additionally, the responsibility for household chores and childcare predominantly falls on them, significantly reducing their opportunities for social engagement and community integration. This transition to urban life is further complicated by the stark contrasts between rural and urban settings, exacerbating their sense of isolation and the scarcity of social support as they adjust to their new environments. For example, there are differences in language, culture, and diet (Bossen, 2007). If she is unable to adapt to her new environment, she will have nowhere to seek help or obtain emotional support from her husband. This makes her husband the only person she can count on. If she is mistreated by her husband, she may not seek help or divorce. In instances where she returns to her family of origin, there exists the possibility of being coerced into remarrying a financially disadvantaged, older man residing in proximity (Bossen, 2007). Additionally, her residential registration ('hukou') and limited educational background hinder her ability to secure desirable employment and settle in urban areas. The primary motivation for most women migrating for marriage is to enhance their socioeconomic status and life quality. Following a divorce, the likelihood of remarrying within the city diminishes significantly. As a divorced woman, her societal value decreases, compelling her to remain with her husband irrespective of circumstances, avoid conflicts, and adhere to her husband's directives. This dynamic enables the husband to exert complete control over his wife,

thus perpetuating hegemonic masculinity, characterized by men's dominance and women's subordination within the family structure. Consequently, the lack of adequate social support in rural marriage contexts predisposes migrants to an increased risk of domestic violence and vulnerability.

The imbalance in the sex ratio in China contributes to rural-urban marriage migration. According to the 2020 China census, the sex ratio was 108.9 males for every 100 women in the 20 to 40 age group (Mei & Jiang, 2021). This is mainly due to the one-child policy, which indicates a shortage of brides in China in general. Men who want to marry may have to put forth more effort to find a bride. Urban daughters refer to women who are the only child at home, who has received a university education, and who work as professionals. Due to hypergamy norms in Chinese society, women desire men with higher education and occupation status. Moreover, as the only child at home, parents also have high expectations for a male suitor, ensuring that their daughter has a good future. For example, they would require the male suitor to have an apartment and vehicle (Gao, Pang & Zhou, 2022). Furthermore, a high-value bride price is also requested by the bride's family. Not every urban family can satisfy these requirements. Therefore, they have to seek brides from other places. Compared to urban daughters, rural brides cost much less. The rural bride only seeks a better quality of life and wishes to live in an urban area. Due to less stringent criteria, urban males find it more straightforward to marry rural migrants. Despite the scarcity of women in China, rural marriage migrants encounter inequalities stemming from their lower social standing. Men often believe they are providing these women with opportunities for a better life in urban settings. However, rural women, being unaccustomed to city life, require additional care and support. Additionally, the families of rural brides are typically impoverished, resulting in minimal dowry contributions, which restricts the bride's ability to elevate her status within the family. The established division of labor assigns men the role of financial providers, while women are tasked with domestic and childcare responsibilities. Consequently, a husband's economic contribution places him in a dominant position, relegating his wife to a dependent and inferior role.

## Economic aspect

The expanded regional differences in economic development have led to gender disparities in rural-urban marriage migration. Some rural areas are underdeveloped; therefore, job opportunities and wages are much lower in these areas than in urban areas. With better communication and knowledge of better conditions in cities (Davin, 2007). Young rural women who wish for a better, more prosperous future may wish to live in an urban setting. However, they lack skills and resources, and it is not easy for them to find a job that could support high living standards in the city. Moreover, rural women are often discriminated against in the workplace. They could only apply for

underpaid jobs that do not require a high education level or skill, such as cleaner, cooker, or factory worker jobs. Despite their diligent efforts to earn a living, there is minimal enhancement in their socioeconomic status and living standards. Nonetheless, young women possess considerable value in the marriage market, which is attributed to the scarcity of women. This scarcity enables them to use their value to marry urban men, thereby aspiring for more affluent lives (Davin, 2007). The phenomenon of rural-urban marriage migration stems from gender disparities in economic development. The pronounced economic divide between rural and urban areas motivates women to migrate through marriage, aiming to elevate their socioeconomic status.

## Suggestions

Two suggestions can be made to address the gender disparity in rural-urban marriage migration. The first step should be the establishment of helping centers for women's marriage migrants in each city. Rural women face various difficulties living in a new city. They lack social support from the local community and their natal family. Cultural, linguistic, and dietary differences may hinder their adaptation to urban life, leaving them isolated and vulnerable. Therefore, the establishment of support centers could provide necessary assistance. Such centers could organize a variety of activities and training programs for these women. Participation in these activities may facilitate new friendships and enhance their sense of belonging within the local community. Training programs can improve their skills and knowledge, enabling them to learn local dialects and understand local cultures. With enhanced skills and knowledge, they are better equipped to adapt to the new environment, thereby reducing the likelihood of facing discrimination. Additionally, possessing skills and knowledge empowers them to initiate small businesses, such as selling handicrafts, providing an additional source of income. While this may not suffice for economic independence, it represents a step towards financial self-sufficiency. However, they are no longer just "domestic labor", which contributes to an increase in social status.

Secondly, it is imperative for the government to diminish the economic disparities between rural and urban regions. Women migrate from their homes seeking improved futures and enhanced socioeconomic statuses. Should rural areas present comparable opportunities for women, the necessity to marry urban men would be significantly reduced. Local governments could play a crucial role in augmenting job prospects for women, thereby facilitating their access to better opportunities within their own communities. Rural areas often focus on the industrial and agricultural industries. These industries require high physical abilities but have low salaries. The government may invest in tourism, through which women can make use of their family land to open restaurants or hostels. An increase in the variety of businesses in rural areas helps women in terms of employment.

## Conclusion

To conclude, rural marriage migrants face gender disparities due to traditional gender, expectations, a lack of social support, an imbalance in the sex ratio, and increased regional differences in rural-urban economic development. In addition, establishing helping centers and reducing economic differences by developing various industries in rural areas may help.

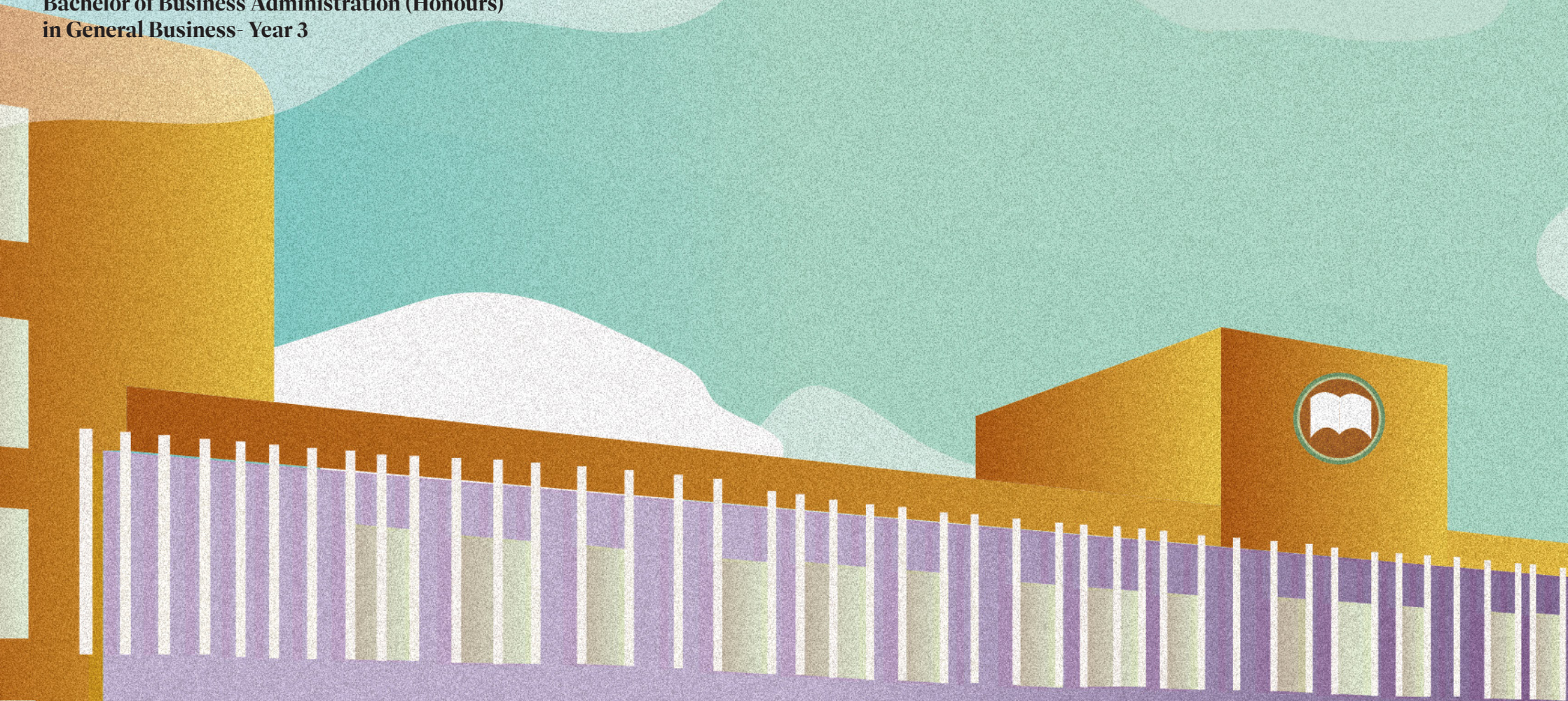


# THE CHALLENGES FACING UNIVERSITY EDUCATION IN THE CONTEMPORARY WORLD

**ZHANG Manyi**

**Bachelor of Business Administration (Honours)**

**in General Business- Year 3**



## Introduction

Higher Education, primarily regarded as a public asset (Nedbalova et al., 2014, as cited in Pucciarelli & Kaplan, 2016), is tasked with key missions, including teaching, research, and social services (Altbach et al., 2009, as cited in Pucciarelli and Kaplan, 2016). With growing demand and competition in higher education, the importance of universities continues to increase. While much research has explored the challenges faced by the development of higher education, varying conclusions have been drawn. However, less attention has been given to addressing the market-oriented and privatization issues within modern university education. The government's reduced investment in education, prioritizing pressing social problems such as housing shortages and public health services that yield immediate benefits, has resulted in limited funding. Consequently, there has been a shift towards profit-driven universities. This report will investigate several issues concerning three aspects: the adverse effects of commercialization on the quality of teaching and learning, graduates' competency, and privatization's impact on expanding the private sector. Additionally, recommendations will be provided to advise both the government and universities on enhancing the quality of higher education.

## Findings and Discussion

### 2.1 Decreasing teaching and learning quality

The increasing commercialization of university education has resulted in poor teaching and learning quality. Weingarten, the former president and CEO of the Higher Education Quality Council of Ontario, argues that universities prioritize investing in research rather than teaching (Gismondi, 2021). Furthermore, Welch (2016) notes a growing number of part-time professors. Full-time faculty members tend to concentrate on research to secure their positions and improve the university's ranking, often neglecting teaching and learning. Consequently, there is an increasing reliance on part-time instructors to handle teaching duties. However, the prevalence of short-term contracts and inadequate salaries discourages these instructors from fully committing to teaching, negatively impacting student learning. These trends can be attributed to the growing commercialization of university education, driven by funding challenges. In conclusion, a profit-oriented approach to university management does not support the advancement of teaching and learning.

### 2.2 Insufficient ability of graduates

Welch (2016), Pucciarelli and Kaplan (2016), and Gismondi (2021) concur on the declining academic and social competence of university graduates. Welch (2016) attributes this to inadequate hardware facilities in the private sector, while Gismondi (2021) points

to universities' failure to impart necessary workforce skills to students. Research indicates that between 30% and 40% of students exhibit no significant improvement in critical thinking during their first two years of education. Contemporary universities, focused primarily on profit-making, often neglect social and student needs in curriculum design. In Hong Kong, recent curriculum changes aimed at AI relevance lack adequately trained teachers, resulting in passive responses to social demands. In essence, the shift towards a business-oriented view of universities contributes to graduates' insufficient abilities.

### 2.3 Large-scale expansion of private universities

The widespread expansion of private universities due to privatization has introduced new concerns. Governments, reluctant to increase investment in university education, shift the financial burden onto students. Welch (2016) notes that constrained budgets have left the public sector unable to accommodate enrollment growth, leading to a significant rise in the private sector, which brings challenges related to quality, regulation, and corruption. Conversely, Almog, a professor at the University of Haifa in Israel, concurs with Weingarten, acknowledging the potential benefits of privatizing institutions. Some low-cost private universities offer personalized courses with promising job prospects (Gismondi, 2021). Nonetheless, issues such as lower entrance standards and subpar teaching quality require further attention. With a limited number of regulators and a heavy mandate, the government faces challenges in ensuring adequate oversight. Inadequate regulation may result in corruption, such as lowering admission standards through improper incentives in certain private universities. Additionally, the shortage of teachers has compelled private universities to rely heavily on part-time staff, impacting teaching quality due to long hours and heavy workloads. In summary, the consequences of privatization have had adverse effects on teaching and learning.

## Conclusion

This research identifies two major shifts in modern universities: commercialization and privatization. The former has resulted in a decline in teaching and learning quality, consequently impacting graduates' proficiency. The latter has led to a proliferation of private universities, accompanied by various drawbacks. Based on these findings, it is advisable for universities to receive government assistance in segregating research and teaching activities and enhancing curriculum development.

## Recommendations

### **4.1 Research-oriented university- versus teaching-oriented universities**

The government is expected to enact policies to support some research-oriented universities and others in teaching-oriented universities. Research-oriented universities prioritize research and address academic needs while keeping the enrollment rate low. It is dedicated to developing high-level talent, especially at the postgraduate level. Conversely, teaching-oriented universities are mainly responsible for recruiting students at the undergraduate level and are tasked with popularizing higher education. Without the burden of pursuing research results, teachers can devote themselves to teaching.

### **4.2 Curriculum design improvement**

The university curriculum should be assessed in various aspects, and cross-disciplinary courses should be developed by universities combining two related majors. Prior to implementation, the feasibility of the curriculum should be evaluated by the government through small-scale trials instead of mandating numerous universities to introduce new courses simultaneously. Schools should also consider the acquisition of teachers' knowledge and offer opportunities for their learning to ensure their readiness in delivering the curriculum.

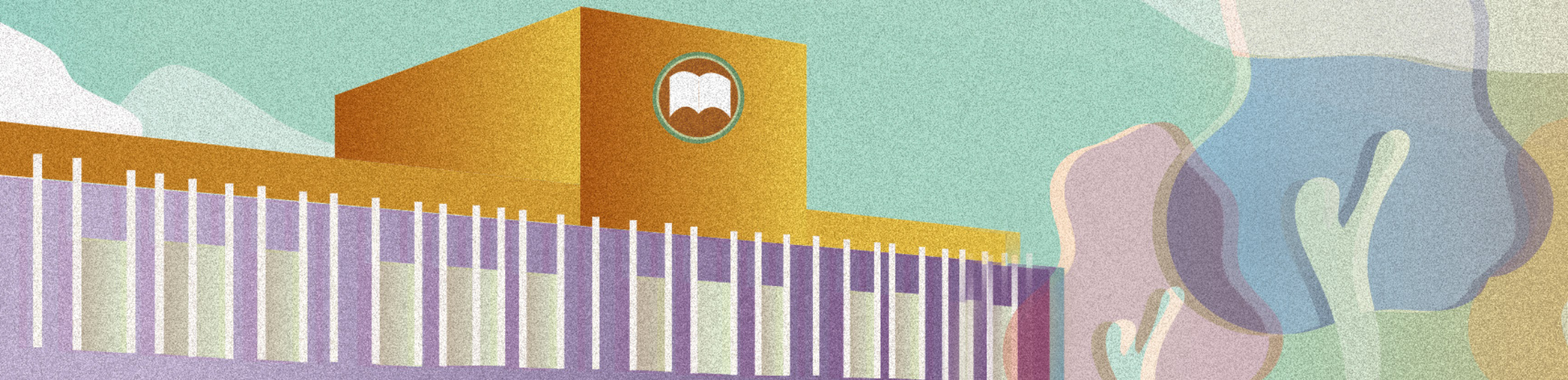


# **HOMOSEXUALITY AND MARRIAGE: MARRIAGE IS NOT BINDING WITH SEXUAL ORIENTATION FOR ALL LOVERS**

**WONG Kei Man**

**Bachelor of Business Administration (Honours)**

**in Human Resources Management- Year 4**



## Introduction

At present, the subject of homosexuality remains a significant area of debate across the globe. There has been a marked change in how societies view the acceptance of individuals who are gay or lesbian. Although the recognition of homosexuality has grown, the issue of legalizing same-sex marriage continues to be contentious. Numerous nations and religious groups have not legalized marriage for homosexual couples, citing a variety of concerns, or they may still be in the process of considering it.

This report endeavors to examine the differing views on the legalization of same-sex marriage, primarily referencing two key sources: “A Populist Argument for Legalizing Same-Sex Marriage” and “The Top Twelve Reasons We’re Opposed to Same-Sex Marriage.” Through an analysis of these contrasting positions, an in-depth comprehension of the arguments from both supporters and detractors of same-sex marriage will be achieved.

The aim of this report is to offer an exhaustive summary of the arguments and justifications for the legalization of same-sex marriage. It intends to contribute to the ongoing conversation regarding the rights and acknowledgment of same-sex couples, with the ultimate goal of promoting a society that values diversity, equality, and inclusion. This would allow a greater number of individuals to obtain official recognition of their relationships through marriage.

## Background of Articles

### “A Populist Argument for Legalizing Same-Sex Marriage”

The argument for the legalization of same-sex marriage from a populist perspective is discussed, highlighting the discrimination faced by same-sex couples in various jurisdictions and presenting the denial of their right to marry as unjust. The paper counters the contention that same-sex relationships are immoral, deeming such views irrelevant to the debate on legalization. Instead, it supports legalization based on the widely accepted political principles of equality and recognition. It also addresses concerns regarding the impact on traditional marriage and societal norms. The distinction between the government’s role in civil and religious marriages is emphasized, advocating for equal opportunities unless compelling reasons dictate otherwise. This paper advocates for equality and recognition of same-sex relationships from a populist standpoint.

### “The Top Twelve Reasons We’re Opposed to Same-Sex Marriage”

In “What’s Wrong with Same-Sex Marriage?” a Christian perspective is offered, referencing Biblical teachings to argue that homosexuality is a sin and marriage should be between one man and one woman. The authors use scripture to express God’s views on homosexuality and marriage’s purpose, outlining twelve reasons for their opposition to same-sex marriage, including concerns about societal impact, child welfare, and the role of women.

## Dispel the Misconception of Legalizing Homosexual Marriage

### The Real Impact on Children is not Homosexual Marriage but Discrimination

In the two referenced articles, children are identified as stakeholders in the debate regarding the legalization of same-sex marriage.

Children are acknowledged as stakeholders in the legalization of same-sex marriage debate. Rajczi (2008) notes opponents’ concerns that legalization could lead to attitudes harmful to children, focusing on the potential harm to children as third parties rather than the spread of false ideas.

Kennedy and Newcombe (2004) share similar concerns (Reason #4) that it will hurt children. They argue against legalizing gay marriage, fearing it would sacrifice the well-being of children who would be deprived of mother and father. These opponents adopt a utilitarian perspective. They suggest society should forego legalizing same-sex marriage to protect children’s well-being, although they note the direct harm to children from same-sex marriage may not be substantiated.

The emphasis of humanity should not lie on whether marriage is homosexual or heterosexual but on addressing the imposition of negative interpretations and discriminatory behavior. For instance, had the first white individual in history not harbored feelings of superiority over a black individual they met, racial discrimination would not have come into existence, allowing for peaceful coexistence. Likewise, in the context of same-sex marriage legalization, if initial discrimination against homosexuality is absent, peaceful coexistence can be achieved without inflicting harm on society, thereby fostering a more balanced and diverse community.

Rajczi (2008) proposes a novel approach, arguing that the solution should not be to prohibit same-sex marriage but to tackle the root causes of harm, such as discrimination or irresponsible parenting. It is crucial to acknowledge that certain individuals propagate harmful ideologies and lack the capacity for objective thinking, highlighting the necessity to confront these challenges.

## **Homosexual or Heterosexual Marriage in the Development of Children**

In “Reason #4: It will hurt children,” Kennedy and Newcombe argue that children from traditional families with a mother and father fare better than those from gay families, a claim that needs to be challenged as it does not provide a valid reason to oppose same-sex marriage.

Primarily, extensive research has consistently demonstrated that a child’s well-being and development are not influenced by the sexual orientation of their parents (Wills, 2017). The presence of love, support, and stability within a family plays a significantly more critical role in a child’s growth and happiness than the gender of their parents. Studies have shown that children raised by same-sex couples achieve similar levels of emotional, cognitive, and social development as those from heterosexual families (MacCallum & Golombok, 2017).

## **The New Definition of “Marriage”**

The incorporation of a novel definition of marriage in the Oxford English Dictionary, defining it as a union between partners of the same sex in certain jurisdictions (Willett-Wei, 2013), holds importance in the discourse on legalizing homosexual marriage.

## **Reflecting Societal Change**

As society progresses and understanding evolves, language reflects these changes. The addition of this new definition signifies the increasing acceptance and recognition of same-sex unions as a valid form of marriage, mirroring society’s shifting attitudes towards equality and inclusion.

## **Cultural and Legal Impact**

Dictionaries, as authoritative references, mirror the cultural and legal norms of a language. The Oxford English Dictionary’s inclusion of the same-sex marriage definition marks the legal and cultural acceptance of such unions in some areas, contributing to the normalization and legitimization of same-sex marriage as an official institution.

## **Education and Awareness**

Dictionaries are pivotal in education and awareness-raising. By educating its readers, the Oxford English Dictionary facilitates a broader comprehension of marriage as a concept that surpasses gender boundaries, aiding the movement towards LGBTQ+ rights.

## **Language & Legal Discourse**

The new definition’s presence in a revered dictionary like the Oxford English Dictionary influences language and legal discourse. It lays a linguistic groundwork for legal debates and discussions regarding same-sex marriage, potentially shaping public opinion and prompting legal frameworks to recognize same-sex unions in light of changing societal norms.

In conclusion, the Oxford English Dictionary’s introduction of a new definition for “marriage” that includes same-sex unions, in support of legalizing homosexual marriage, signifies a step towards affirming the rights and equality of same-sex couples within the marriage institution.

## **Kantian Ethics in Arguing the Legalization of Homosexual Marriage**

In “The Top Twelve Reasons We’re Opposed to Same-Sex Marriage”, concerns are raised about the potential consequences of legalizing same-sex marriage, particularly relating to the full faith and credit clause of the Constitution, the definition of family, lawsuits, marriage benefits, and rising costs. The argument posits that recognizing same-sex marriage leads to legal complications, financial burdens, and diminishes the value of traditional marriage.

However, basing the denial of marriage rights to same-sex couples on financial concerns, increased costs, or unclear legal frameworks, along with their sexual orientation, indeed treats them as means to an end. From a Kantian perspective, acknowledging the inherent dignity and autonomy of individuals and not allowing practical concerns or arbitrary criteria to deny their fundamental rights is essential. Considering financial implications or the rising costs associated with treating homosexuality merely as economic burdens or obstacles overlooks the individuals deserving of equal treatment and respect. According to Kantian ethics, financial considerations should not be grounds for denying individuals the right to marry and form meaningful relationships.

Similarly, denying same-sex couples the right to marry due to unclear legal frameworks reduces them to pawns within a bureaucratic system rather than recognizing them as autonomous moral agents. Kantian ethics calls for clear and consistent rules that treat individuals fairly and provide equal opportunities for all. Unclear legal frameworks should be refined to ensure equal access to marriage for all couples, regardless of sexual orientation. Concerns such as perceived inconvenience, excessive workload, or unclear legal frameworks should not deter the government from legalizing homosexual marriage. These challenges should not obstruct the acknowledgment of fundamental rights and equal recognition under the law.

## **Utilitarianism in Arguing the Legalization of Homosexual Marriage**

Opponents of same-sex marriage, from a utilitarian perspective, argue that sacrificing the rights of homosexuals could protect the well-being of children. However, this viewpoint is contestable using the same perspective.

The number of individuals identified as homosexual is rising, indicating a trend towards greater social inclusion and acceptance. The legalization of homosexual marriage significantly contributes to social inclusion and acceptance, with many feeling hopeful that marriage legalization signifies increased LGBTQ communication acceptance and will further promote acceptance (Wootton et al., 2019). The growing acceptance of homosexuality is accompanied by rising public support for same-sex marriage, with an average of approximately 62% of Americans supporting the legal marriage of gays and lesbians (Pew Research Centre, 2017), showcasing societal value and acceptance of same-sex relationships, reducing discrimination, and enhancing social cohesion.

### **Increased Happiness**

Legalizing homosexual marriage increases happiness and well-being for same-sex couples, while denial creates inequality, social stigma, and emotional distress. Marriage legalization encourages couples' happiness and positive emotional and psychological outcomes.

### **Strengthening of Relationships and Commitment**

Legal marriage solidifies couples' commitment and strengthens their relationships, promoting stability, mutual support, and long-term commitment, beneficial for the couples and society.

### **Economic and Legal Benefits**

Legalizing homosexual marriage grants the same economic and legal benefits as heterosexual couples, including health insurance access, tax benefits, inheritance rights, and other legal protections, enhancing fairness and equality (Badgett et al., 2013).

### **Positive Impact on Children**

Children of same-sex couples perform equally well as those from heterosexual families in emotional, cognitive, and social development (MacCallum & Golombok, 2017). Homosexual marriage legalization provides these families with legal recognition and stability, benefiting children's well-being and promoting societal harmony.

In summary, legalizing homosexual marriage fosters greater happiness, social inclusion, acceptance, and economic and legal benefits, aligning with utilitarianism's core principles.

## **Conclusion**

In conclusion, recognizing that love transcends sexual orientation is essential. Individuals deserve the freedom to love and marry their chosen partner, irrespective of sexual orientation. While immediate acceptance of same-sex marriage may be challenging, diversity's gradual embrace over time is anticipated. Embracing diversity and inclusion can lead to a world where all love is celebrated, breaking free from prejudice and discrimination and working towards a future where every individual can experience unrestricted love and fulfillment.

# ANALYSIS OF THE USE OF LANGUAGES IN HARRY POTTER SPELLS

LAM Wai Larm

Bachelor of Arts (Honours) in English Year 2



The Harry Potter series, authored by J.K. Rowling, is distinguished by its elaborate magical elements, encompassing a range of spells that wizards and witches use to produce various outcomes. The origin, development, and meaning of these spells reveal Rowling's inventive engagement with language, which is open to linguistic analysis. The author's background in classical languages and mythology from her studies at the University of Exeter significantly influenced the new words she coined for the wizarding world's language base. Moreover, spell names originating from languages such as French and English show the dynamic interplay between languages.

Regarding the utilization of English, spell names incorporate sophisticated and Middle English vocabulary to generate magical phenomena. For instance, the enlargement spell "Engorgio" not only causes the object it targets to increase in size but also serves as a countercharm for restoring shrunken items to their original dimensions. As stated on Pottermore, the term "engorge" refers to the swelling caused by blood, water, or another fluid. In "The Chamber of Secrets," it is suspected that Hagrid employed this spell to unlawfully enlarge his pumpkins, demonstrating the spell's capacity to amplify size. Another notable spell, the Protean Charm, allows objects to alter their form and appearance, embodying the concept of continuous change. This notion of variability is captured in the term "protean," which signifies versatility in shape and form. In "The Order of the Phoenix," Hermione Granger uses this charm to modify the dates and times on coins for Dumbledore's Army meetings, illustrating the spell's transformative power. The spell "Reducto," used for disintegrating solid objects into ash, draws from Middle English "redusen," meaning "to reduce." Harry Potter's application of this spell in "The Goblet of Fire" to clear a path through a hole in the hedge maze during the Triwizard Tournament, allowing himself to see the other side of the maze, which highlights how the spell diminishes obstacles into oblivion.

In the application of Latin, numerous spells were derived from it, as Latin constitutes a significant portion of Rowling's wizarding world lexicon. For instance, the Patronus Charm, "Expecto Patronum," is utilized to summon a Patronus. As per Pottermore, the spell is roughly translated to "I await a guardian or protector" in Latin. Meanwhile, according to the Oxford Classical Dictionary, "Patronus" refers to a person who provides assistance and protection to another. In *The Prisoner of Azkaban*, this spell shielded Harry Potter when he summoned his stag Patronus during the dementors' attack, embodying the meaning of "protector" in the spell. Another iconic spell in the Harry Potter series is "Expelliarmus," a duelling spell used to disarm opponents. This spell is primarily employed to make opponents lose their wands, but it also causes any object to fly out of their hands. According to the Latin Dictionary, "expellere" means "to drive out," "disown," or "expel," while "arma" means "weapon." Combining these

words, "Expelliarmus" could be translated as "to drive out a weapon," reflecting the spell's effect in magical duels.

In the realm of Greek, spells in the wizarding world lexicon draw upon this language as well. For instance, the healing spell "Episkey" is used to heal minor injuries, originating from the Greek "episkevi" ("ἐπισκευή"), meaning "repair." In *The Half-Blood Prince* film, Luna Lovegood used this spell to heal Harry's broken nose after his altercation with Draco Malfoy on the Hogwarts Express. Furthermore, Rowling crafted spell names infused with mythological significance. For example, the Wand-Extinguishing charm "Nox," influenced by Greek mythology, is used to extinguish the light at the tip of the caster's wand. The word itself means "night," and according to Pottermore, "nox" is closely associated with the Greek goddess of night, "Nyx." Further described in *Britannica*, "Nyx" is a female personification of night, whose dark figure and powerful force even intimidated the king of gods, Zeus, reflecting the "darkness" of the spell.

Beyond the straightforward borrowing from various languages, Rowling ingeniously blended linguistic elements from two languages to create spell names with profound imaginative impact within the wizarding world's lexicon. The body-binding spell "Petrificus Totalus," for example, merges Latin and Greek elements. As explained on Pottermore, this spell temporarily immobilizes an individual by stiffening their limbs. The term "petros" ("πέτρος"), meaning "rock" in Greek, combines with the Latin suffix "ficus," indicating the action of making or doing, and "totalis," signifying "total" or "entire." Thus, the spell can be interpreted as entirely turning something into rock. This spell's effect is demonstrated in *The Philosopher's Stone* when Hermione Granger uses it on Neville Longbottom, causing his body to become immobile and rigid, aptly capturing the spell's essence. Furthermore, the levitation spell "Wingardium Leviosa," which blends English and Latin, is crafted to make objects float. The Oxford Dictionary defines "wing" as to fly or move through air, suggesting the notion of flight. The component "ardium" is derived from the Latin "arduus," meaning "steep" or "lofty," while "levi" suggests lifting or rising. This spell's illustrative use in first-year Charm Class by Professor Flitwick, who levitates a feather, precisely communicates the spell's intent.

In summary, the linguistic diversity in Harry Potter spells enriches the wizarding world's lexicon with imaginative and meaningful dimensions. The etymology of these spell names accurately reflects their functions and adds intriguing backstories, offering a rich avenue for linguistic analysis.

# ARTWORKS





## Whale and Sky

### Light Sculpture

Chan Sze Lam

Bachelor of Arts (Honours) in Art and Design - Year 1

Don't you think city dwellers feel overwhelmed by stress? The pressure can feel immense, as crushing as being weighed down by a whale and struggling for breath. Try releasing that stress. Even momentarily immersing yourself in your own mental escape allows you to feel as light as a feather, enjoying a fleeting sense of tranquility, soaring high above it all like a bird.



## Garfield Cat Collage

Collage Art

Lau Kin Fung  
Bachelor of Arts (Honours) in Art and Design - Year 1

This artwork is inspired by the American comic character Garfield. Garfield is very unique to me because of his enduring internet relevance, recognizable features and intriguing backstory. This piece embodies how the internet has perceived and distorted Garfield the cat into an eldritch horror. The reimagining of a simple comic or cartoon character allows artists to express themselves creatively and build community through sharing their imaginative interpretations.



## Flower Wheel

Sculpture

Fung Siu Wai Michael  
Bachelor of Arts (Honours) in Art and Design - Year 3

This flower wheel is designed with a soft shape and only curve lines, instead of hard and tough shapes, which are common in wheel designs. I want this wheel to have no straight lines, thus bringing a cute and soft feeling by the flower shape.



## OOHA

FujiFilm poster Design Contest (Champion)

Wong Pak Him

Bachelor of Arts (Honours) in Art and Design - Year 3

The poster designed for the local soft drink brand Ooha, blends traditional Hong Kong street views with a contemporary pop art style. Using a vibrant palette of yellow and turquoise, it captures the energy of local culture and bridges tradition and innovation, infusing it with refreshing modernity.



## Made in HK

FujiFilm poster Design Contest (Merit Award)

Chan Ngai Fung Ivo

Bachelor of Arts (Honours) in Art and Design - Year 3



### **Lion of Hong Kong**

FujiFilm poster Design Contest (Merit Award)

Fung Siu Wai Michael

Bachelor of Arts (Honours) in Art and Design - Year 3

This poster is capturing a moment of Chinese tradition performance “lion dance” from my childhood memory. The poster shows the majesty of the Lion dance and the cheerfulness during the performance.



# SHORT STORIES



## Face-to-face with Climate Change

Chan Hok Kiu Nicole

Bachelor of Business Administration (Honours) in  
Corporate Governance and Compliance - Year 2

Climate change is forever a hot social topic. Not only because it harms the world we live in, but also because of the rising risks and hazards it poses. Natural hazards have occurred even before civilization existed, but the pollution we have caused has facilitated their destructive potential. Damages occur each time, and unfortunately, casualties often follow. However, I never truly understood the severity of these threats until I experienced them firsthand.

“What’s wrong with the weather? Why’s it so hot in winter? And have you noticed the amber leaves still falling while butterflies and flowers blooming?” I stared at the clear blue sky while our picnic. Kacy choked on her sandwich, her throat tightening under the weight of the question.

“How am I supposed to know? Maybe it’s the pollution... or maybe it’s the apocalypse!” Kacy said, playfully tickling me.

“Haha! Stop it!” I sat up straight and looked into her eyes. “I’m serious! This wonder has been bothering me for weeks now. It doesn’t feel right to see butterflies in autumn or sweat in winter, especially in recent years.” Pride and surprise mingled on Kacy’s face due to my observation.

“During the pandemic, factories and transportation stopped operating. I thought there was a glimpse of hope in reducing pollution. I hoped that global warming would come to an end, and everyone could live happily ever after on Earth.” I wore a complacent expression while Kacy’s face sank, millions of speeches she almost threw at me.

“Hold on,” Kacy rephrased her unspoken words in her head, “do you really believe that global warming would stop just like that? You should read more news instead of fiction. Extreme climate change is unlikely to be solved within a COVID-19 pandemic. The Earth’s temperature and climate have evolved over time, just like our civilization...” My attention faded, and now I regretted the lesson I had missed. Perhaps fate wanted me to learn a real-life lesson.

“Therefore, my superficial insight is that ‘unless we humans devolve into cavemen, it seems like global warming won’t come to a halt.’” That’s how our day passed. We left

West Kowloon early, because the sunset was hidden behind the gathering clouds. Kacy grumbled throughout our journey to Wong Tai Sin. I encouraged her, secretly grateful for the impending sunset’s absence. How lucky we were to have an uncrowded MTR ride, avoiding the rush hour. I fell asleep, embracing the information Kacy had tried to impart.

“Hey! We’ve arrived!” I was jolted awake as someone grabbed me off the train. I scanned the station, trying to calm my nerves. I followed Kacy’s steps, my head lowered. Suddenly, we collided.

“No way! My day is bad enough to miss the sunset, and now it’s raining too!” I looked up in the direction of Kacy’s voice. The sky unleashed its downpour, followed by chaos. It was people mountain people sea all sudden. “You didn’t bring an umbrella, did you? If we share mine, we’ll both get wet. But it’s crowded here. Let’s find somewhere else to wait until the rain stops.”

Kacy stared at me, waiting for an answer. My mind went blank. Gray sky, watery droplets, vibrant umbrellas, headless bodies, and a wet floor. The dense crowd enveloped me, leaving me gasping for fresh air, yet it weighed on me with humidity. I took her umbrella and swiftly led her away from the exit.

“Kacy, I feel tired. Should we sit and grab some food?” I asked, handing her the umbrella. She gazed into the rainy darkness, foretelling the continued rainfall. She nodded.

Unlike usual, we didn’t argue about which diner to go to, as if an unspoken agreement had been made. We settled for the nearest diner, which was always on the lower end. We silently pondered over our orders, sinking into our seats, exhausted.

As soon as the waiter attended to the only customers, Kacy and I became the only table occupied. He turned on the TV, breaking the eerie tranquillity, and muttered to his co-workers, “It’s raining nonstop. How do you plan to go home? Take the MTR?”

We finished our meals amidst their chatter and the deafening rainstorm. We acted rejuvenated, trying to hide our unease. We planned to leave while waiting for the bill. “BOOM!!!” A sudden blast startled all four of us as the waiter brought us the bill. Fear gripped us, and we huddled together. The waiter bravely tiptoed to the front door and shouted, “It’s the signboard. It couldn’t withstand the downpour!” A pervasive sense of suffocation settled over me, as if the relentless raindrops were heavy enough to crush my body.

The co-worker noticed our startled expressions and considerately said, “Feel free to stay in. It’s safer to stay indoors. However, it doesn’t seem like a cloudburst. Contact your parents first.”

I had no clue what to do, and panic started to set in. Kacy calmed me down and called her parents to let them know our situation. Kacy thanked the workers for letting us stay, “If you don’t mind, we can give you a ride later.” They assured us that our appreciation was enough.

As the drumming of rain became less intense, Kacy and I hailed an Uber. She dropped me off at home and continued to her own house. My mind, finally free from alertness, succumbed to exhaustion, and I fell into a deep slumber.

The next day, I woke up and checked my phone. Kacy had sent numerous posts about the rainstorm from yesterday. Hong Kong had transformed into a city-wide water park. Roads, tunnels, vehicles, and underground areas were all submerged in water. I felt a mix of fear and gratitude for having survived the hazards amidst the torrential rain. The incessant rainfall had finally stopped in the afternoon. I spent the entire day glued to the news, replaying the scariest rain I had ever experienced. It was also the longest recorded rainfall in Hong Kong’s history.

That day, I learned the power of extreme weather events and the impact of climate change. Inspired by this newfound understanding, I invited Kacy to join the Observatory’s weather forecasting activity. Recognizing her assertiveness and strong opinions, I knew she would bring immense value to the team. Although I didn’t see her there or inquire about the reason, I deeply admired her unwavering individuality and beliefs. It was one of the reasons why I cherished our time together. Despite our divergent approaches solving environmental issues, we shared the same ultimate goals: preserving and enhancing living environment. I envisioned a future where our accomplishments would be recognized, all stemming from that day when the rain cleansed us, leaving us with a sense of purpose and determination.

## Chandelier

Chau Yat Tung Easton

Bachelor of Business Administration (Honours) in Corporate  
Governance and Compliance - Year 2

Prince discreetly leaned his head forward and squinted outside over and over before shutting an aged creaking door. He could smell out nothing more than a sneaking well-fed rat and a stench of urine in the shadowy, slimy alley. It was always a desolate passage, the best spot for a rendezvous.

Prince made his way to an empty stool at the counter while Barman got stuck in polishing his wine glasses with a cloth. The squeaks were an amusing piece of music to the only two figures in a dim and dull speakeasy bar until Barman turned around to retrieve the other tray of glasses.

“My Goodness! You nearly gave me a heart attack!” Barman gasped, his voice trembling with astonishment.

Dead air didn’t last for three seconds. “Oh! My apologies! Your Highness,” Barman exclaimed, his face blushing as he quickly realised that it had been an offence to a member of a royal family.

“It happens to the best of us,” Prince said. “How didn’t you notice me at all? The rigid door growled like a wolf when I was coming in.”

“The old door always growls, Your Highness,” Barman said, saluting respectfully.

“Come on! Make yourself at home. That’s your home by the way,” Prince said. “All that is mine is yours, Your Highness,” Barman said.

“Hogwash!” Prince said. “Call me Prince when I am off.”

“Understood, Your Highness,” Barman said.

“You don’t understand me. Where is Knight?” Prince muttered under his breath, longing for the presence of his trusted companion. “I’m looking for something with a real kick.” Without hesitation, Prince downed a whole glass of whiskey in one gulp, and then he turned to gaze at a magnum whose sparkling amber faded into a radiant chandelier of a masquerade ball.

Its eternal brightness, which entailed the most skilled artisans and the most edgy technology, illuminated the whole festive hall. People clustered around the floor-to-ceiling light that, far from being dazzling, had a magical power of healing. Some took their masks and disguises off to enjoy as much chan-shine as they could, and their vision problems vanished instantly.

They tossed their spectacles and goggles in the air, celebrating their recovery while others gave a big hand to the advent of the technological magnificence and the greatness of humanity.

Far from the chandelier, there was a distinct crowd enveloping Prince. All the girls in town conceived him as a Prince Charming and dressed up with shimmering jewels all over their bodies, trying to seduce Prince and longing for a dance with him.

“Your Highness, would you honour me with a dance?” a lady said.

“It would be my utmost pleasure if I could have a dance with Your Highness,” a lady said.

“May I have this dance, Your Highness?” a lady said.

Prince didn’t spare a glance at them, but a lady in an unadorned azure dress stood out from the crowd. She didn’t doll herself up like a peacock, nor did she surround Prince like an admirer. Prince walked up to her.

“May I have the pleasure of dancing with you?” Prince asked.

“Certainly, I would love to dance with you,” the lady replied.

She leaned on Prince’s shoulders, and their fingers intertwined tightly. Prince had never been so close to a woman that he could even sniff out her delicate fragrance of roses. As they danced together, their movements were perfectly in sync as if they had rehearsed time and again before.

“May I have your name, please?” Prince asked.

“Cinderella,” the lady replied.

Their eyes were locked to each other without unnecessary words, and their affections were conveyed through harmonious twirls and glides around the chandelier. They received a round of cheers and applause while the well-dressed ladies were green with

envy. The shiniest lady couldn’t resist the bitterness and tried to tarnish the perfect moment by throwing her high heels towards Cinderella. Thankfully, Prince could swiftly spin around, using his back as a barrier to shield Cinderella. Other ladies followed in the footsteps, held shoes in their hands, and glared at Cinderella. Prince clenched her hand to evade the angry mob, and his muscular arms managed to climb on the chandelier, simultaneously gripping the damsel in distress. A stream of shoes raged on beneath the valentines.

“Prince! Prince!” Knight said, shaking Prince’s shoulder.

“Knight! You came late to the party. I am gonna tell you some-wing,” Prince said.

“Hey, are you okay? You see a bit different tonight. Is there something bothering you?” Knight said.

“I can’t be more okay,” Prince said, but he then threw up all over his trousers.

“Famous last words,” Knight said.

“I will get married soon,” Prince said.

“Oh! Really? Congratulations, I guess,” Knight said.

“I’ve been hesitant about it,” Prince said.

“Are you getting cold feet?” Knight said.

“It feels like I am a caged bird. I recently found out that,” Prince said.

“What do you mean?” Knight said.

“The Mrs Right, the one I’m ready to spend my life with was sent to me by my stepmother. It was her conspiracy. The masquerade ball went according to her plan,” Prince said.

“How?” Knight said.

“They wanted me to get married, so they found a gal for me,” Prince said.

“That sounds good. It kills two birds with one stone unless you don’t love the woman they got you,” Knight said.

“I love her. She holds a special spot in my heart that no one else can fill. But, I could be replaced. She is just a program. Everyone could be her husband or master. They just got my DNA and fabricated a perfect match for me. They knew my instinct for frugality, azure blue, the scent of roses, heroism, and the one who doesn’t address me My Highness. By the way, can you fix Barman? Barman kept calling me My Highness and its sensor’s spotty,” Prince said.

“I am at a loss as to how to fix him. He is an old model. Wait! Do you mean she is an AI robot? Don’t be so old-fashioned, and get with the programme. Human-AI Marriage was legalised a few months ago,” Knight said.

“A prince gets married to an AI Robot. It was the royal means to gain public approval,” Prince said.

“Now, AI robots have a biological body like a human. They do the same as humans, right?” Knight said.

“Like the Chandelier, people tried to make it as great as it could. However, it can’t be as great as the sun,” Prince said

## Trial of Evil

Ng Tsz Kit Cliff

Bachelor of Arts (Honours) in Psychology- Year 2

On a relaxed afternoon, the dog was standing on a crocodile with pride.

‘You are the kindest crocodile that I have ever met. Sharing your helpful hand when I was desperate. Please let me repay your kindness in the future.’ Dog said

But the crocodile didn’t respond. This raised questions in the dog’s mind. ‘Why he didn’t respond to my compliments.’ ‘Could this be a trap to eat me?’

As soon as the dog realized it. The dog started to formulate a strategy to safeguard his life, but right now he is in the middle of a river. There is nothing he can do about it! He feels so helpless. He doesn’t understand why fate is so unfair to him. Giving him hope, then throwing him to the rock and the hard place. Outcasted by his former master, chased by a group of fierce dogs and fell into the hands of a crocodile.

He could only look back on those marvellous old times from memory to cheer himself up. While he is flashing back his memory, he remembers Heathcliff. He overcame so many barriers, like torture from Hindley and being rich in the end. This lit the spark in the dog’s heart. He feels this is just a temporary setback, and everyone will respect him. how little he understands that fiction.

On the other hand, the crocodile feels honoured to make friends with the dog. What he heard from the monk is right. Doing good things will return good outcome. He feels delighted and proud of his action. He wished to reply to the dog when he heard the dog’s word, but he could not talk and swim at the same time. So, he didn’t speak to the dog. Completely unaware of dog face are turning grey.

Crocodile chooses an island for rest, which deepens the dog’s thought. He is trying to kill him somewhere he can’t escape. The crocodile encourages the dog to eat the meat now since there are other carnivores in the river and might try to take the meat by force. This advice became a nightmare for the dog. He fears that the crocodile is implying that he hand over the meat to him, and the crocodile will be more aggressive after he complies with his first request. While the body of the dog is shaking, his mind is quickly running. He came up with a devious solution. By handing meat with hidden bones, the crocodile’s teeth are damaged after eating the meat, preventing the crocodile from eating him. He feels smuggling about his intelligence, and his shivering is gone.

‘How about I give the beef to you? Swimming will consume a lot of energy, so you need it more than me,’ the dog said.

Crocodile certainly loves meat, but he remembered what the monk said—that he shouldn’t eat beef since cows are sacred. Hence, he turned the dog’s suggestion down. The dog was puzzled by his action, but his thinking was interrupted...

A snake suddenly showed up and spoke to a crocodile.

‘Why are you hanging out with this dog? He has a very bad reputation; don’t you know what he has done?’ asked by the snake.

This certainly aroused the curiosity of the crocodile and made the dog sweat. Snake continued.

‘He was expelled by his master since he robbed toys from other houses, and I heard he was being chased by other dogs as he stole meat that belonged to the dog’s community.’ ‘Don’t listen to him. Snakes once seduced humans to breaking rules. He is trying to separate us.’ Dog argued.

The crocodile was reconsidering carefully. The dog praised him and shared his meat with him. Also, he is not willing to believe he helped the wrong person.

‘Thank you for telling me, but I believe he is a kind person, judging from my experience.’ crocodile replied.

Snake shook his head and replied. ‘I understand you recently heard the lecture from monks. Nevertheless, you shouldn’t treat it as the Bible. He didn’t defend himself but chose to blame me to cover his action. He is untrustworthy. Staying away from him is your best your choice. After all, you already escorted him to safety.’

The crocodile agreed that the snake had his point and looked at the dog, waiting for his explanation.

The dog said, I am your best friend, and I am no match for you. How could I hurt you? The crocodile concurred with the dog’s view too. Snake felt hopeless to persuade the crocodile because crocodiles are so easily changing, just like Sue in Jude the Obscure. He left when the dog was explaining to the crocodile.

After taking a rest, the dog and crocodile were traveling again. Yet there was a crack in

their relationship. Soon they reached Swallow, which is a place composed of various vortices. It is extremely dangerous to be trapped by the flow of a vortex. Clashes on the rock or being suffocated under the river are the most common causes of death.

The dog needs to start a new life, as he found his name infamous after the conversation with the snake. Thus, he told the crocodile that: ‘I can see the location vortex and reported the location to you. Besides, I have no reason to harm you, as it will kill me too.’

Crocodile couldn’t think of a reason to say no, so he carried the dog to Swallow.

They had a rough start, but soon they adapted. Their bond was strengthened when each vortex passed. They were so excited when they passed Swallow and believed that they were the best partners.

Finally, they almost reached their destination, and the crocodile saw a female crocodile. Her skin is reflecting the beauty of sunshine; her singing is attracting many animals around her; and her smiling is warming everyone’s heart. He falls in love with a glance. He quickly moved towards the female crocodile.

The dog was panicking, and he understood why the crocodile didn’t eat him at first. To deliver him as a present to that female. He quickly planned. Jumping from his back and stepping on the crocodile’s eye at the same time, then crocodile can’t retaliate for a while.

The dog’s leg hit the crocodile’s eye, and the crocodile instantly opened his mouth to scream. The opening of the upper mouth accidentally bounced the dog into the river. The dog tried to ask for help, but he couldn’t speak, and the crocodile is focusing on the pain of his eye.

The dog was slowly sunk into the bottom of the river and died.

## Nala at Stevenage Station

Siu Ho Wan Howard

Bachelor of Social Sciences (Honours) in Philosophy, Politics and  
Economics- Year 1

Nala is a cat who makes a regular appearance at Stevenage station. Also known as the great ginger, she has one goal in mind: to get onboard the underground train.

The great ginger has always wondered what it is like to board the train, to go beyond the mysterious gates in which millions of tall looking creatures go through every day. As a curiously intelligent ginger, she cleverly collects information by drawing attention to herself, observing every move and action of the tall looking creatures and how they go through the gates without getting caught by the scary blue blob (the guard)

Nala has done well to disguise herself as a well-behaved cat. As the sharp minded ginger as she is, she plans out her daily route carefully to not throw people who keeps track of her movements off guard. Nala sets up camp at Stevenage train station makes a base at a strategic location, on top of the newspaper stands. These are all exquisite planning to get familiar with her surroundings, to get ready for the ultimate mission of boarding the train. All while tricking her owner and everyone else, she was secretly planning to make a run for it. Nala knows she must be patient and wait for the opportune moment.

The day has come. Determined as she was, Nala got up earlier than usual. She had a tingling sense, a distant vision. She could feel it, this is her destiny. Nala's plan involves her to follow the wave of tall looking creatures at 6:30 a.m. in the morning, in what people call the "rush hour". This might seem confusing to some, as choosing such a time would surely draw the most attention towards Nala and her unusual route. However, this was all part of the plan for the great ginger, to avoid the spy vision of the blue blob (the guard) and her eyes of infinity, also known as "security cameras". The great ginger also deliberately chose to execute the plan on a Monday, the day in which the tall looking creatures seems to be the most miserable throughout the week, transforming them into Monday zombies.

Nala chose a different entrance as opposed to the usual jumping on top of the gates. This was not because of a lack of confidence in jumping, in fact the great ginger was full of it. Nala knew she must sacrifice the pride of jumping in exchange for more stealth actions, all for the greater good of the secret grand master plan she had been planning for all these years. By taking advantage of her liquid-transforming ability to fit through just about anything, The feline slowly squeezed her head equipped with an unusually large mind through the narrow gap of the gate, then her body, and her

ultra-sensitive antenna tail. She was through. Nala then immediately used her great ginger instincts to slice her way through the crowd of the Monday zombies. Most of the Monday zombies did not even notice the presence of a swiftly moving great ginger beneath their legs. After shooting down the stairs, Nala knew she was on her own now. She was now in unknown territory, the deep bright end of the tunnel she had only been able to take a peek of in her daily observations on top of the gates. It was only a matter of time before a Monday zombie reports the ginger's unusually suspicious movements to the blue blob (the guard), or she gets captured by the eyes of infinity known as "security cameras".

Nala was near, she could hear it. She had that tingling sense, the distant visions. She could hear the sound of trains and radio messages, it was her destiny. The great ginger avoided the mass stomping legs using her ultra-sensitive antenna tail and ventured her way towards the darkness at the end of the bright tunnel. The crowd of Monday zombies started to ease up, more started to sense the presence of the great ginger beneath their legs. It was an absolute honour to have the great ginger join them amongst the rush hour crowd of Monday zombies, many of which transformed back into the usual cheery tall looking creatures looking to pet and worship the great ginger. Nala wanted to stop for her loyal followers, but she knew she must go on to fulfil her destiny.

Going around the corner. Nala could feel a giant gust of wind. She peeked through the walls, and there it was, the underground subway train in all its glory. The steel metal carriages with glowing lights and swift red doors opening for the Monday zombies. Yet there was one problem, Nala could not board the train. There was a massive gap separating the great ginger and the train, which was opening the doors on the wrong side. The incredibly intelligent feline immediately realised that the train was in fact on the other side of the tracks, and she must wait for the other train to come on her side of the platform. Fortunately, patience is a word within the great ginger's limited vocabulary.

A few minutes passed by, Nala spent some time with her loyal followers and allowed them to have a few pets. Then came a radio message, and a blur of flashing headlights leading steel metal carriages with red doors slowly came to a stop. Nala's train was here. She witnessed the red doors open and took the first step into the carriage, then another, and another. With all four paws in the carriage, the great ginger had successfully fulfilled her destiny of boarding the train.

Suddenly Nala sensed a familiar presence. It was her owner, who had followed her tracker and come to pick her up. Nala obliged and hopped into her owners arms. She was satisfied with what she had achieved today, getting onboard the train. As for a trip to a different station, that will be another story.

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