



Title	The role of the Mass Media in Language Policy: a comparative case study
Author(s)	Tollefson, JW
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縮小學校間教育質量鴻溝是許多國家公共教育改革面臨的重點和難點。隨著中國教育經費投入的加大，薄弱學校改造的核心任務逐漸從硬體改造轉變為質量提升。委託管理是政府出資向專業性教育管理仲介組織購買管理服務對學校進行綜合教育改革的項目，其在重塑了政府、學校和社會關係的同時，更挑戰了政府的公共服務能力。本研究運用案例研究的方法，通過對全國第一所委託管理學校質量改進過程的跟蹤研究，嘗試從微觀的學校層面分析政府、學校和社會的利益關係發生了怎樣的變化？委託管理的制度創新在學校層面哪些起作用了？哪些沒有？進而提出完善委託管理制度的建議。

TOLLEFSON, James W. (University of Hong Kong) [CS3.4]

The Role of the Mass Media in Language Policy: A Comparative Case Study

Language policies in education are among the most important influences on educational access and equity. In particular, medium of instruction (MOI) policies not only influence the academic performance of students, they also determine various forms of social and economic inequality. Despite their importance in education, however, MOI policies are often determined by political agendas influenced by political actors within the context of public debates in mass media. This paper examines the role of mass media in shaping MOI policies in two contexts: Hong Kong and the United States. I focus especially on media representations of ‘experts’ on language in education. In Hong Kong, I examine English-language newspaper coverage of the ‘fine-tuning’ of language policy in education during 2007-09; in the United States, I examine newspaper coverage of three important voter initiatives to ban bilingual education. Based on ‘directed content analysis’ (Hsieh & Shannon, 2005) of media texts, I describe the ideological framing of the language policy issues in the two contexts, and examine techniques used for the (de)legitimization (Chilton, 2004) of researchers, practitioners, and other political actors in the policymaking process.

TSANG, Kwok Kuen (University of Hong Kong) [CS3.11]

Teachers’ Work and Emotions in Hong Kong Secondary School Context

The aim of this study is to understand teachers’ work and emotions in Hong Kong secondary school context under educational reforms. This study interviewed 21 secondary schoolteachers from 10 different schools with different ages, genders, teaching experiences, and expertise. The major findings include: (1) the interviewed teachers’ workload was very high because they needed to respond for many responsibilities in the schools; (2) they feel negatively in general about the working condition because of the heavy workload that made them exhausted and the lack of leisure; (3) the negative emotions toward the workload may be different in degree between the teachers in different career stages, because the teachers in different career stages had different interpretation and definition of teachers’ work.

TZENG, Sy-Yi and HAN, Feng-Nien (National Taiwan Normal University) [CS1.8]

Study of Implementing Environmental Education into the Graphic Communication Curriculum in Taiwan

Along with the rising awareness of environmental protection and green consumption development, the curriculum of graphic communication has become a major concern of environmental education and an important issue for cultivating manpower in graphic communication field. The purpose of this study is to develop the proper EE content and methods of its curriculum. The study method began with