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再思可持續旅遊 Sense and Sustainability

可持續旅遊自九十年代蔚然成風，為政府、旅遊業界、學界及非政府組織規劃旅遊業發展的重要方針。中大地理及資源管理學系於2007年開設可持續旅遊社會科學碩士課程（MSSST），創本地及亞太區先河，2017年標誌着課程的十周年，適逢聯合國「國際可持續旅遊發展年」，意義深遠。

求才若渴

全球旅遊業發展蓬勃，課程正好迎合業界所需。世界旅遊及旅行理事會曾發表數據，指出旅遊業於2016年為各地提供二億九千二百萬個職位，相當於全球就業機會的十分之一，收益更佔全球GDP逾一成。然而，若經濟發展令環境及社會文化不勝負荷，便與永續發展的目標背道而馳。MSSST課程主任馬路華教授說：「生態旅遊是對大自然負責任的旅遊方式，旨在保育環境，但生態旅遊未必盡都符合永續原則，尤其是蜂擁而至的旅客容易衝擊居民的生活及自然環境。」

MSSST結合環境管理與永續發展的原則，幫助學生探索在香港以至其他地區推動可持續旅遊的發展方向。馬路華教授說：「我們的教職員致力提供優質小班教學，鼓勵學生參與各項本地及海外考察，讓他們全面了解可持續旅遊。」課程提供的學習模式林林總總，包括講課、工作坊、考察、獨立研究、國際會議，以及與業內專家交流，理論實踐並重。

商務及經濟發展局旅遊事務署於去年發表「香港旅遊業發展藍圖」，其中一項策略是培育及拓展具香港及國際特色的旅遊產品與項目，涵蓋文化、古蹟、綠色及創意旅遊。「不少列舉的項目都可在本課程找到，可見我們早在策劃課程之時，已着眼於為社會儲才。現時我們有超過三百名畢業生，每次他們回校分享如何在職場實踐所學，我都興高采烈。」馬路華教授言談之間喜形於色。



▲ 左起：楊瑩慧小姐、馬路華教授及陳宗誠教授
From left: Miss Wendy Yang, Prof. Lawal Marafa and Prof. Johnson Chan

上下求索

實地考察最為MSSST畢業生津津樂道，楊瑩慧校友於在學期間到沙巴考察，在寄住家庭認識傳統文化，與當地主修旅遊的大學生交流，也有機會仔細觀察當地旅遊特色，至今難忘。她說：「原來旅客不一定躺在沙灘享受日光浴，而是與當地人一起種茶。我亦發現有些遠足旅客很有環保意識，會盡量避免製造垃圾，很值得欣賞。」觀察完當地人與旅客的行為，學生把重要的原始數據記錄下來，同時活用課堂所學，從中建立跨學科思維、團隊研究技巧和批判思考。

對MSSST學生而言，世界是他們的課室，隨處都有機會運用知識，提供環境永續發展及旅遊規劃的解決方案。2016年度的學生遠赴西班牙和法國考察，在兩國邊境認識以自然為本的旅遊，又到西班牙加泰隆尼亞體驗工業旅遊。另一屆學生前赴馬來西亞大漢山國家公園探索三百萬年歷史的熱帶雨林及物種豐富的野生動植物，分組做研究，透過問卷調查、深入訪問各方持分者、分析旅遊宣傳材料等方式，了解當地人及旅客對發展旅遊業、環境保育與永續發展、旅遊業界的同行競爭、旅遊產品推廣策略等方面的觀感。

城市漫遊者

提起香港，總讓人聯想到發展蓬勃的大都會，不外乎商場、摩天大樓、主題公園等景點，但香港旅遊業又豈是僅此而已？陳宗誠教授任教「城市旅遊」一科，指導學生觀察城市的旅遊發展，分析景點管理與推廣。他說：「除了考察廟街和廣東道等消費地區，我們亦會前往道風山基督教叢林和志蓮淨苑等宗教地點發掘旅遊潛力。」陳教授計劃於課程加入「黑暗旅遊」元素，讓學生探索這個繁華鬧市不太光彩的一面。「誠然，愈來愈多旅客有興趣認識本地人的日常生活，部分人更探訪露宿者和劏房住戶。」

「地方品牌」是陳教授其中一項研究範疇，他說：「建立地方品牌是一個過程，由本地人、旅客和業界代表等持分者磋商彼此的訴求，滿足各方期望。要成功塑造具地方風格的品牌形象，得要透徹認識可持續旅遊。」他鼓勵學生按自己步伐在城市各處尋幽探勝，「容易忽略之處，往往能反映城市獨特性與魅力所在，以色列繽紛的彩虹邨為例，這屋邨吸引了不少街頭攝影師到此捕光捉影。」MSSST的城市漫遊者都喜歡在尋常生活發掘道地色彩，這種特質對開發旅遊產品大有幫助，是旅遊業規劃不可或缺的元素。

精進日新

楊瑩慧現時是MSSST的教學助理，她說：「昔日，我是非本地生，幸得同學、教授和職員的扶持，才可以克服學業的挑戰，適應香港的生活方式。」楊瑩慧覺得這個大家庭親如手足，氣氛親切融和，都是她重投MSSST的動力，希望在師弟妹的學業上給予支持。她說：「我們十分團結，大家都為此感到自豪。校友樂於回母校分享職場心得，另有兩位校友成立了遠足小組，歡迎志趣相投者參與，後來一位核心成員返回上海，又成立了另一支遠足小組，還在當地宣揚永續發展。」

由2012年起，MSSST每年舉辦可持續旅遊國際會議，旨在推動學術對話。校友在業界深耕細作，亦不忘向大會遞交會議匯報摘要，令馬路華教授振奮莫名，他說：「我們砥礪同行，方才慶祝了精彩的頭十年，盼望繼續下一心，培育一代又一代具備創新思維和企業精神的業界領袖。」

Sustainable tourism has become a buzzword since the 1990s, serving as the guiding principle in tourism planning and development by governments, the industry players, academia and NGOs. Last year was the United Nations' International Year of Sustainable Tourism for Development. It also marked the 10th anniversary of the Master of Social Science Programme in Sustainable Tourism (MSSST), the first of its kind locally and regionally, founded by CUHK's Department of Geography and Resource Management.

Thirst for Talent

The programme's impact is significant for the burgeoning tourism industry. According to the World Travel and Tourism Council, international tourist arrivals generated 292 million jobs in 2016—equivalent to one in 10 jobs in the global economy—and accounted for more than 10% of global GDP. But if economic growth trumps environmental limits and sociocultural capacity, sustainability will be elusive. 'Ecotourism is responsible travel to natural areas that conserves the environment. But ecotourism is not always sustainable, especially when it's beyond the capacity that the locals and the environment can bear,' said Prof. **Lawal Marafa**, director of MSSST.

MSSST combines the principles of environmental management and sustainable development, and explores the direction of sustainable tourism development in Hong Kong and other regions. 'Our faculty members strive to inculcate in our students a holistic understanding of sustainable tourism by offering quality small-class teaching and engaging them in various local and overseas field studies.' Provided with a solid theoretical training and know-how to implement sustainable tourism, its students are offered a sumptuous intellectual feast: lectures, workshops, field trips, independent research, international conferences, and networking opportunities with industry professionals.

One of the strategies listed in the 'Development Blueprint for Hong Kong's Tourism Industry' issued last year by the Tourism Commission of the Commerce and Economic Development Bureau is to nurture and develop tourism products and initiatives with local and international characteristics, including cultural tourism, heritage tourism, green tourism, and creative tourism. 'Most of these aspects are covered in MSSST. Right at the beginning of our curriculum planning, we intended to nurture talent to meet the society's needs. Now we have more than 300 graduates. I'm elated whenever our graduates come back and tell us how they apply their knowledge at work,' said Professor Marafa, hardly suppressing a smile of satisfaction.

The Making of Inquisitive Learners

Field trips are part of MSSST graduates' fondest memories. Alumna **Wendy Yang** found her previous Sabah field study unforgettable, during which she learnt about the traditional cultures from her host family, mingled with the local tourism majors, and examined the special tourism features up close. 'Rather than sunbathing on the beach, I discovered some tourists planted tea with the locals. I also appreciate the environmental consciousness of some tourist hikers who avoided creating rubbish on the way.' Students observe the behaviours of the locals and the tourists, record significant raw data, and apply their knowledge in the field trips, during which they develop an interdisciplinary perspective, collaborative research skills and critical thinking.

The world is a classroom for MSSST students, where they put their knowledge in context and provide solutions to environmental sustainability and destination planning. In 2016, MSSST students visited Spain and France to understand such things as nature-based tourism in the national park along the Spain-France border and industrial tourism in Catalonia in Spain. Another cohort of students paid a visit to Taman Negara National Park in Malaysia to explore the three-million-year-old tropical rainforest and abundant wildlife. They formed groups to investigate the local community's perception of tourism development, conservation and environmental sustainability, and business competition and tourism

marketing strategy. Their methodologies included questionnaire-based survey, in-depth interviews with different stakeholders and content analysis of promotional materials.

Roaming Flâneurs

Hong Kong is always considered a mature urban destination with shopping malls, skyscrapers and theme park attractions. Tourism nowadays, however, is far beyond the hypes. Prof. **Johnson Chan** teaches 'Urban Tourism' in MSSST. His students examine the urban tourism development and issues relevant to the management and marketing of destinations. 'Apart from visiting shopping districts such as Temple Street and Canton Road, students identify tourism potential in religious places like Tao Fong Shan Christian Centre and Chi Lin Nunnery,' said Professor Chan. He planned to incorporate the elements of dark tourism in the course. 'My students will explore the city's inconvenient truths by visiting its less glamorous underbelly. Frankly, tourists are getting interested in knowing how the locals live. Some of them even visit the homeless and the residents of subdivided units.'

Place branding is one of his research foci. 'It is a process of matching the expectations of multiple stakeholders including the locals, the tourists and the industry players. A thorough understanding of sustainable tourism would lead to successful creation of place branding,' Professor Chan said. He encourages his students to discover the city's hidden gems at their own pace. 'The neglected corners of the wealthy city always show the beauty and uniqueness of the city. For instance, the colourful Choi Hung Estate has a certain *je ne sais quoi* that makes it popular to street photographers.' To the flâneurs of MSSST, city roaming to discover the authentic local life and diversified tourism products is vital to destination planning.

Craving for Commitment

Wendy works as a teaching assistant in MSSST now. 'I was a non-local student in the programme. The steely support of my classmates, professors and staff helped me overcome the challenges in academic study and adapt to the lifestyle in Hong Kong.' The amiable atmosphere and camaraderie she experienced have become her motivation to re-join the big family and support the students over the course of their study. 'We're proud of our

solidarity. Our alumni occasionally come back to give career advice to the students. Two alumni founded a hiking group and welcomed like-minded persons to hike with them. When a core member returned to Shanghai, she formed another hiking group and continued to spread the value of sustainability,' said Wendy.

The programme has been organizing international conferences on sustainable tourism annually since 2012 to facilitate academic dialogues. Professor Marafa found it encouraging to have received abstracts submitted by MSSST alumni who are now making impacts in the industry. 'We have commemorated a decade of excellence. With concerted effort of the MSSST community, we aspire to be a cradle of committed leaders with innovative and entrepreneurial spirits.'



▲ 在三百年歷史的西貢鹽田梓村認識客家生活習慣
Learning about the Hakka lifestyle at the 300-year-old Yim Tin Tsai village, Sai Kung



▲ 訪問一名馬來西亞人，了解當地旅遊業推廣策略與同行競爭
Interviewing a Malaysian on the local tourism marketing strategy and business competition



▲ 於西班牙吉塔里亞觀察及評估旅客對當地人的潛在影響
Observing the tourists in Getaria, Spain and assessing their potential impact on the locals

一圖一故事

Glimpses of Truth through Graphs and Charts

新傳科目解構資訊圖像
A Weapon for the New Journalists



◀ 梁啟智博士
Dr. Leung Kai-chi

每天，我們都與「圖」同行。我們看天氣預報圖表來預計溫度變化；醫學圖表可以反映身體狀況；出外旅行，我們會帶地圖傍身。每一張圖，都在說出一些資訊。

資訊圖像湧現，源於「供」和「求」兩方面的因素。供應方面，以前人們用電報溝通，只能傳遞簡單字句，現在科技先進、互聯網普及，只要有一台電腦便可繪出各種精美圖像，製作和發布圖像的成本很低。需求方面，現在消費者也喜歡看圖，媒體便投其所好，紛紛製作資訊圖像。新聞與傳播學院今個學期推出「新聞學專題研究(二) Infographics and Data Visualization」的研究院科目，便是把資訊圖像、數據和新聞三種元素融合起來，由梁啟智博士任教。

梁博士的課堂教授一些基本理論，也讓學生繪畫不同資訊圖像，其中一堂學生憑印象畫出中大的校徽。結果，大部分學生都能夠畫出盾牌、填上紫色，但卻不能畫出盾牌內的鳳圖案。梁博士說：「我們解讀圖案，就如理解文字一樣，都遵循一些邏輯，例如圖案是有層級的，所以我們容易記得外圍的盾牌，但記不起其中的東西。設計品牌標誌時，便可應用這些概念。」

另一次梁博士讓學生繪畫班房的平面圖，他們都畫出師生圖案。「其實平面圖是否一定要有老師和學生？不一定，視乎閱讀對象而定。」梁博士希望透過繪畫資訊圖像啟發學生明辨思考，反思自己有沒有受到先入為主的觀念影響。

不少新聞都會用地圖來輔助說明，例如顯示地震震央位置、飛機航線等。梁博士於美國明尼蘇達大學取得地理學博士，繪畫地圖是其專長。然而，梁博士直言現時坊間印製的地圖大多不準確，他說：「用平面的圖繪畫球體的地球，便不能同時兼顧方向、距離及面積大小，現時的地圖方向大致正確，大小卻扭曲了，所以地圖上的北極看來大許多。」最近北韓試射導彈，梁博士引用這則新聞為例：「如果北韓向美國發射導彈，導彈會越過阿拉斯加上空，美軍要在阿拉斯加進行攔截。要是用現有地圖去畫，便畫不出這條路線。」

梁博士指出，香港要推廣應用資訊圖像，有兩大障礙。第一，香港的傳媒就像工廠，不同崗位的員工各自為政。「記者把一篇稿交給設計員，但設計員只看見一堆文字，不知道如何構圖，最後製成品與記者原意不符。」反之，《紐約時報》的美術設計員本身也是記者，因此他們能夠從記者的角度出發，懂得如何用圖像來表達新聞內容。

第二個障礙則與政策有關。香港大部分數據都不是免費提供，如要取得這些數據，使用者要繳付版權費，而美國很多數據都是免費，因為稅收已包括相關費用。保守的制度就如一個無形壁壘，叫一些有意創作資訊圖像的人卻步。

那麼，怎樣才算是好的資訊圖像？梁博士的答案是：「除了符合法則、表達新聞內容外，還應能夠回應社會問題。」每一張圖，背後都有一段故事。

Everything in our daily life can be pictorialized. The weather in the days ahead is plotted in graphic form. How our body functions is presented in medical charts. We rarely venture into foreign territories without a local map. There is information, even story, in every graph, chart and map.

'Infographics' conveys information to readers by visual means. In the 'telegraph' age, people could only send and receive simple messages coded in linear symbols. Now, advanced technology and internet services have enabled the production and dissemination of pictorial representations on little training and at minimum cost. On the other hand, the media are satisfied to feed the picture-happy reading public with more infographics. The School of Journalism and Communication has launched a postgraduate course 'Topical Studies in Journalism (II) Infographics and Data Visualization', taught by Dr. Leung Kai-chi, which combines infographics, data and news reporting in one curriculum.

Besides teaching some basic theories, Dr. Leung has also offered his students opportunities to draw various infographics in class. For instance, he had asked the students to draw the CUHK emblem from their memory. The majority of the students managed to draw a shield and fill it with the purple colour but none could draw the figurative *feng* inside. 'Like words, the interpretation of graphics follows certain logics. We decode, for example, data in a graph from the outside to the inside. It's therefore easier for us to recall the shield on the outside but not what's in the inside. We should keep this in mind when designing a brand logo.'

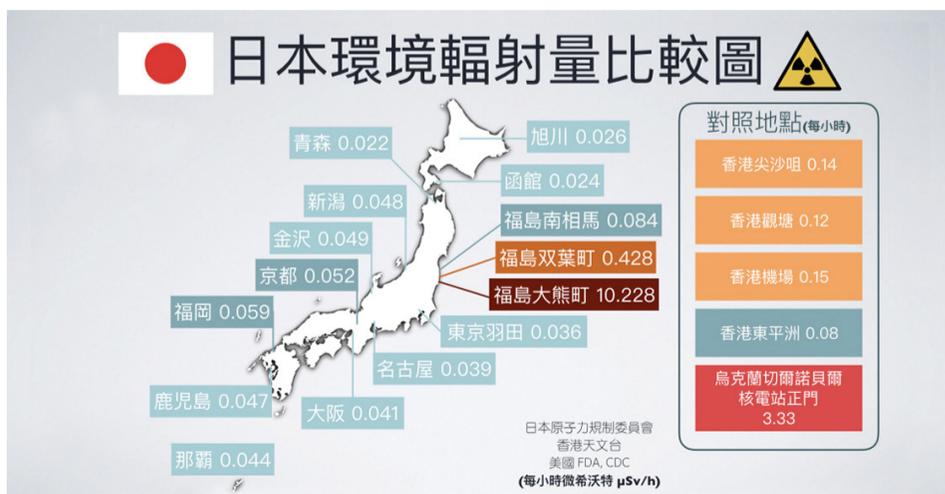
In another class, Dr. Leung asked his students to draw a floor plan for the classroom. All the students put in a teacher and some students in their plans. 'Is it a must for a two-dimensional floor plan to include teachers and students? This depends on who the target readers are,' Dr. Leung said. He hoped that the experience of drawing infographics could help the students develop their critical thinking skills and examine themselves if they were influenced by any preconception.

Many news contents are delivered by means of pictures and maps, such as the depiction of an epicentre and flight routes. With a PhD in geography from the University of Minnesota, Dr. Leung's expertise is in cartography. He pointed out that most of the maps available do not score very high on accuracy. 'When we fit a spherical Earth onto a two-dimensional surface, it's impossible to render the correct directions, distances and sizes at the same time. Most maps give more or less accurate directions at the expense of size. So the North Pole appears larger than it actually is.' Dr. Leung used the recent missile threat from Pyongyang as an example: 'If Pyongyang fired a missile to the US, the missile would pass over Alaska. To protect its homeland, the US would have to knock down the incoming missile in Alaska. However, we couldn't show such a path on most of the available maps.'

Dr. Leung pointed out that a wider use of infographics in Hong Kong would have to overcome two obstacles. First, the division of labour within media organizations tend not to get the best out of their staff working in different departments. 'A reporter-writer would give an article to a designer who would then draw up the illustration. But, not covering the news himself, the designer wouldn't be in the best position to render the message into graphic form. The outcome may deviate from what the reporter had intended.' The graphic designers at the *New York Times* are themselves reporters. They see things as reporters do and hence are better able to effectively illustrate the stories with pictures.

The second obstacle is policy. Most data in Hong Kong are not freely available. Users need to pay the copyright fees therefor. On the contrary, data in the US are mostly complimentary as the cost of using those data is already covered by tax. Until Hong Kong has removed the various policy shackles, a relatively low ceiling for infographics creativity is expected.

What then constitutes good infographics? 'Besides following its own logic and delivering the news content, good infographics should be able to address social problems,' Dr. Leung answered. Every graph should inform, clearly and intelligently. 📊



◀ 日本福島發生核事故，香港有些人擔心沾染輻射而不敢前往日本，梁博士便製作此圖（資料截至2017年3月11日）來對照兩地輻射量，更證明香港有些地區的輻射水平高於日本。Many shunned Japan after the nuclear incident in Fukushima. Dr. Leung created this graph to address the issue. The graph shows the radiation levels in some Hong Kong districts were even higher than those in Japanese cities (as at 11 March 2017).



海外傑出校友為中大出謀獻策

Global Alumni to Advise on University Development



段崇智校長與一眾副校長及學院院長於3月6日舉行傳媒新春茶敘，並宣布成立環球校友諮詢委員會，由他親任主席，成員包括十二位來自全球各地、從事不同行業的傑出校友，就進一步推展中大成為全球首屈一指的研究型綜合大學提供策略性意見，並為中大開拓資源及機遇，以支持大學未來發展及籌劃具影響力的活動。

段校長表示：「中大創校至今有逾二十萬名校友，不少校友於世界各地不同專業領域成就卓越。為了發揮強大校友網絡之優勢，凝聚校友力量，我成立了環球校友諮詢委員會。」

他並透露：「為了加強校友、學生及教職員之間的聯繫，今年亦會推出傑出校友駐校訪問計劃，邀請不同業界的傑出校友回到母校，透過多種形式的活動，與中大人分享他們的真知灼見。獲邀的傑出校友不單可以回饋母校，亦可成為學生及年輕校友的借鏡榜樣和發奮目標，並提升中大群體的學習體驗。」

At the Chinese New Year Media Reception hosted by Prof. Rocky S. Tuan, CUHK Vice-Chancellor, together with Pro-Vice-Chancellors and Faculty Deans on 6 March, Professor Tuan announced the establishment of the Vice-Chancellor's Global Alumni Advisory Board (GAAB). Chaired by Professor Tuan, GAAB consists of 12 distinguished alumni from different parts of the world and different industries, who will provide strategic advice to CUHK in fulfilling its vision and goal; to be acknowledged locally, nationally and internationally as a first-class comprehensive research university. GAAB members will advise on strengthening the global profile of CUHK, as well as soliciting resources and opportunities in support of CUHK's advancement and its impact generating activities.

Professor Tuan said, 'CUHK currently has over 200,000 alumni, many of whom have been making remarkable achievements in various professional areas and great contributions to the world. I established the GAAB to bring into play the advantages of CUHK's strong global alumni network and resources.'

Professor Tuan continued, 'To strengthen the linkage among alumni, students and staff members, we are going to launch the Distinguished Alumni-in-Residence Programme. Distinguished alumni from different professions will be invited to return to their alma mater and share their experience and insights with the CUHK community via different kinds of activities. Distinguished alumni will pass on their valuable experience to students and young alumni in order to enhance the learning experience of the CUHK community.'

精神病無家者缺支援 Lack of Support for Homeless with Mental Problems

中大博群社區研究計劃無家者精神健康研究小組的研究發現，無家者長期露宿，睡眠質素欠佳，容易引起情緒及精神問題，但本港現行的醫療及社會服務均未能全面照顧他們的需要。精神病無家者出院後，由於沒有固定住址，社康護士亦難以跟進個案，容易導致他們舊病復發。小組建議成立外展醫療車，讓醫生可在外派藥和進行評估治療。

小組於2016年2月至2017年12月期間，探訪逾八十名無家者，了解他們的基本狀況，並透過面對面訪問八名有精神病患的無家者、九名醫護界及社福界人士，參考文獻，以及去信政府和醫院相關部門三種途徑進行深入研究。

A research by the Homeless and Mental Health Research Team of I-CARE Centre has shown that street sleepers suffer from poor sleep making them more vulnerable to emotional and mental problems. Their needs are not addressed under the medical and social system. For those with mental illness, it is difficult for community nurses to reach them after they are discharged from hospitals as they move often. The team recommended launching outreach clinics for doctors to dispense medication and evaluate the patients' conditions.

哈佛教授詳析綠色產業百年演變

Harvard Professor on the Evolution of Green Business

哈佛商學院任教商業史的Geoffrey G. Jones教授，應邀來校擔任2017-18年度中華貨殖論壇主講嘉賓，3月1日在祖堯堂主講「從歷史角度看綠色企業的演變」。論壇由中大歷史系、比較及公眾歷史研究中心與康樂及文化事務署香港公共圖書館合辦。

Jones教授指出綠色產業並非新事物，自十九世紀開始，已有個別企業家捨易取難，嘗試透過營商來實現持續發展的目標。他們有些是受宗教信念影響，有些則因為自己或親友身染頑疾，希望藉製造有益健康或環保產品，造福他人。

然而，綠色企業加入市場，一方面要面對業界阻力，另一方面，當時煤和石油價格不高，生產可再生能源相對昂貴。及至上世紀六十年代，人們的環保意識提高，以及受反主流文化運動影響，綠色企業對大眾的影響力日漸提升；加上技術進步、全球氣候暖化的禍害浮現，持續發展的理念始受業界認同，惟巧立名目者眾，能真正實踐者不多。

Prof. Geoffrey G. Jones, Isidor Straus Professor of Business History at Harvard Business School, was invited as the keynote speaker of the Public Lectures on History and Business in China 2017-18 jointly organized by the Department of History, the Centre for Comparative and Public History, CUHK and Hong Kong Public Libraries, Leisure and Cultural Services Department. He delivered a lecture on 'The Evolution of Green Business in a Historical Perspective' on 1 March at Cho Yiu Conference Hall.

In his lecture, Professor Jones pointed out that since the 19th century, a handful of entrepreneurs, who were motivated by their religious beliefs or experience that they or their close relatives suffered from health problems, sought to create for-profit businesses which could make the world more sustainable.

However, their start-ups were constrained by a number of factors, e.g., the fact that the production of renewable energy was too expensive compared with coal and oil. Existing business incumbent also sought to block the green entrepreneurs from entering the market. It was only from 1960s that green businesses began to increase their impact, as environmental awareness grew and the counterculture movement took hold. Due to advances in technology and the growing awareness of the impact of global warming, claims of sustainability have become the norm among businesses, but the term is often used too vaguely and sometimes for the purposes of greenwashing.



The team conducted the research from February 2016 to December 2017. They collected data by visiting over 80 homeless, face-to-face interviewing eight homeless with mental problems, nine medical practitioners and social workers, as well as looking up reference data, writing to the government and hospitals.



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若要瀏覽本部分的資料，
請須輸入**中大校園電子郵件密碼**。



捐血運動 2018
Blood Donation Campaign 2018

捐血運動由即日起至4月4日於中大校園舉行，臨時捐血站將巡迴本部及各書院。屆時，捐血人士可一併參加骨髓捐贈計劃。請各位踴躍支持，以幫助更多有需要人士，造福社群。

CUHK Blood Donation Campaign will be held until 4 April, and donation team will visit Central Campus and Colleges, respectively. Blood donors can also opt to join the bone marrow donation programme. All CUHK members are encouraged to give blood to the needy.

捐血運動詳情請瀏覽：
www.osa.cuhk.edu.hk/tc/news/

Details of the Blood Donation Campaign can be viewed at:
www.osa.cuhk.edu.hk/news/



雅共賞 / ARTICULATION



天風樓的春與秋

近年仙幻武俠電視劇大行其道，大家對師父、徒兒的稱呼一定不會陌生。但隨着教育制度改變，今人已經少有拜師學藝。師徒、同門這些概念好像離我們愈來愈遠，以致每當提起，躍入腦中的總是屏幕中的腥風血雨、恩怨情仇。刺激則刺激矣，但總覺得缺了點血肉，不若現實生活中的舊日師門情來得溫暖動人。文物館藏《十分春色圖》正正就記錄了這樣一段自民國時期開始的真摯情誼。

此畫1933年由嶺南畫派創始人之一高奇峰及其九位弟子合作繪於廣州二沙島天風樓。天風樓是高氏自1930年起定居之處，當時他因患上肺癆，需要閉門謝客養病。雖然高氏婉拒外界應酬，但其門人依舊陪侍在側，師生在畫中談藝不輟，不時舉行雅集，即席合作寫畫。細閱此畫題字，一幅師徒揮墨、和樂融融的景象躍然紙上：

廿二年春日，集門弟子於天風樓作畫。何漆園牡丹，周一峯芍藥，趙少昂茶花，葉少秉玫瑰，劉定叔墨蘭，容漱石紅梅，黃少強白梅，馮遂川水仙，張坤儀青菊，余補臘梅，成《十分春色圖》，以應森如先生雅令。奇峰翁並記。

高氏門人有所謂「天風七子」之說，但不同記載中的說法略有出入。從上文可見此畫的合作者包括所有曾被列入七子的門人，展現了高奇峰一脈之嶺南畫派第二代重要人物年輕時的藝術風格。畫作雖由多人合繪，但風格統一，且造型準確，應是得益於高氏平日注重寫生，常與門人對花作畫。因用上了撞水撞粉的技法，在第一層顏色未乾之時加入水或色，故墨水色亮靈動，瀰漫一股清新明秀的氣息，正應畫題，顯得春意盎然。

可惜的是，就在繪成這幅明媚畫作的同年秋天，高奇峰溘然長逝。高氏去世後，天風中人仍不時雅集寫畫，更有在先師誕辰聚集、舉辦展覽，合繪高氏遺像的紀念之舉，例如文物館藏《高奇峰遺像》就是此類作品。同門持續合作繪畫的做法並不特別常見，從這些作品可見高氏一門親厚的感情，也可見重情義的不止劇集小說中的武林高手，在文人詩情畫意的文藝追求中，也自有感人至深的情與義。

兩件畫作將於2018年3月24日至5月13日在文物館《天風承傳——高奇峰、趙少昂、歐豪年合展》展出。

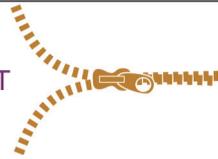
《十分春色圖》



《高奇峰遺像》



無私私語 / NO SECRET



星有明淡，榜有高低
The Lodestar of a School



眾所周知，一所高等院校的星運可能會隨着大學排名的公布而轉明或趨淡。極少院校會公開吹噓或大肆慶祝其排名躍進，更可能出現的是，名次上升各方祝賀訊息紛至；反之排名下跌，則要急急召開危機會議。

一所院校的指引明星豈只一顆，還有很多分布於高教大氣不同角落。較出名的有QS及THE，兩者本是雙子星，2010年起拆夥，分道揚鑣。另一地位相當的是由上海交通大學主理的《世界大學學術排名》(ARWU)。

排名榜五花八門，有按地區(美國、中東、亞洲)、有按專業(《金融時報》及《經濟學人》每年均公布工商管理碩士排行榜)，也有按校齡(校齡五十以下的年輕大學)而分。香港自家的排名榜有香港專業教育網。

中大星時光時淡。2018年THE亞洲大學排名，中大由去年的十一位躍升至第七。最新的QS學科排名中工程學及科技一項，中大也由去年的五十位進佔四十一位，其他包括：

- ▲ 計算機科學及信息系統學 (35位升至28位)
- ▲ 數學 (36位升至29位)
- ▲ 社會政策及行政學 (40位升至32位)
- ▲ 經濟及計量經濟學 (46位升至38位)
- ▲ 法律 (51-100位中升至40位)

牛津大學校長Louise Richardson教授於2016年1月就職禮致辭中提到：「世界大學排名屢受批評，但參考的人更多，這正提醒我們大學不是完全獨立於全球市場運作。」

管它是用哪些量法來釐定排名，管它是科學還是占星術，市場現實是學生、家長及僱主續會關注排名結果，同時亦考驗院校的根底及智慧。Richardson教授深明即使是歷史悠久、舉世知名、通常高踞各類排名榜榜首的牛津也不例外。

IT IS NO SECRET THAT the star of a higher education institution these days may rise or wane with the publication of world university rankings. Very few schools would openly brag about or open champagne on their rankings, but presumably many congratulatory messages would be passed around when the number's up or crisis meetings convened when the number's down.

The lodestar of a school is not one but many, lining different corners of the hi-ed sphere. Well-known ones include Quacquarelli Symonds (QS) and Times Higher Education (THE) which used to be one twin-star THE-QS before 2010 when they decided to part trajectories. Another respectable arbiter of reputation is the Academic Rankings of World Universities (ARWU) conducted by Shanghai Jiao Tong University.

League tables are also organized by regions (US, Middle-Eastern, Asian), disciplines (both *Financial Times* and *The Economist* publish annual MBA rankings), age (young universities under 50 years), etc. Even Hong Kong has its own Education18.com.

CUHK's star has its ups and downs throughout the years. In 2018, it's ranked 7th in THE's Asia University Rankings, up from 11th last year. In the broad subject of Engineering and Technology of the latest QS subjects rankings, CUHK has come up from 50th in 2017 to 41st. Other notable climbs include:

- ▲ Computer Science & Information Systems (from 35th to 28th)
- ▲ Mathematics (from 36th to 29th)
- ▲ Social Policy & Administration (from 40th to 32nd)
- ▲ Economics & Econometrics (from 46th to 38th)
- ▲ Law (from 51st-100th to 40th)

In her January 2016 admission address as Vice-Chancellor of Oxford University, Prof. Louise Richardson said, 'The much criticized—and more often consulted—world rankings and global league tables remind us that we are operating in a global market place.'

Regardless of which metric or methodology is adopted and whether it is science or astrology, the ranking of universities is a market reality which will continue to focus the attention of students, parents and employers and make increasing demand on the toil and ingenuity of university administrators and marketers. Professor Richardson knew that the oldest and best known university in the world which is a habitual table-topper is no exception.

口談實錄 / VIVA VOCE

Photo by ISO Staff

對研究多次獲獎，有甚麼感想？

獲獎是整個研究團隊努力的成果，榮譽也是歸功於各位成員。這支優秀團隊是由沈祖堯教授一點一滴地建成的，我只是其中一分子，代表大家領獎而已。獎項固然是對研究的認同和鼓勵，也鞭策我們要繼續努力。

是甚麼促使你從行醫走上研究之路，並專研肝及腸胃科？

在河北醫科大學畢業後，留校工作兩年，再轉到同濟醫科大學修讀臨床博士，課程以看症、病歷討論及儀器操作如內視鏡為主，研究所佔比重不多，需要公餘時間進行，不甚熱衷，本已視行醫為終身職業。不料1998年到德國做博士後研究，在指導教授引領下，漸漸地對研究的興趣愈來愈濃。

由於博士導師和德國的指導教授均是腸胃科專家，順理成章就成為我的專研方向。再說，從食道至直腸，都屬腸胃科，牽涉範圍不但大，而胃、腸和肝癌更佔本地癌症的四成。

研究的樂趣在哪？迄今最滿意的成果是甚麼？

研究最大的樂趣莫過於培養了一批優秀人才！他們在這裏參與研究，奠下基礎，繼而發表論文，屢獲國際獎項，更在海外及內地科研及醫療機構擔任要職，或是繼續研究，或是行醫治病，造福社會。

個人較滿意的研究是發現了兩種主要癌症標誌物，可用以識別患上結腸癌的機會，下一步希望作臨床應用，使檢測方法成本低而方便。

你先後在內地、德國、澳洲及香港從事研究工作，有甚麼不同的體驗？

在內地做研究時仍是博士生，按指導教授的指引而行。德國人強調精益求精，一絲不苟，為我打下紮實的基礎科研訓練，更培養認真對待每一件事情的態度。此外，當地實驗室的設計、安排和構思亦十分人性化，比方說潔淨及污染區、辦公和實驗室是清楚劃分的。澳洲的動物模型實驗做得非常出色，我在那兒英語能力也有長足進步。香港做事方式和系統與西方相近，節奏快，效率高。

你稱自己是紅娘，為團隊的研究生和隊員牽紅線，何有此言？

從觀察所得，研究人員愛埋首研究，生活圈子狹窄，容易忽略社交生活。當年紀大了，感到寂寞時才尋覓伴侶，難度大增。故此，我鼓勵隊員多結識朋友，並為他們留意和介紹合適的對象，至今已經撮合了四對。或許如此，隊員亦相信我的眼光，遇到心儀的對象，會介紹我認識，讓我提供意見。

你對中大學生有甚麼看法？

我較少接觸本科生，帶的都是研究生和博士後研究員，他們聰穎、自律、英語能力佳，做事認真，全力以赴。可惜的是唸博士的本地生不多，希望日後有更多加入我們的行列。

對於準備投身科研的學生，想要做出成績，並兼顧家庭，你有甚麼忠告？

家庭生活愉快，有助工作順暢，效率更高。家庭和工作形成一個相互支持的正向循環。寄語年輕科研人員工作之餘，不妨抽些時間和家人相處，譬如吃個飯、逛逛街、聊聊天和旅行。

What does winning awards mean to you?

The awards are a result of the hard work of our research team and the honours go to our team members. It's Prof. **Joseph J.Y. Sung** who made a lot of effort to build this talented team. I am just one of the members and received the awards on behalf of the team. Being so honoured is not only a recognition of and encouragement to our research, but also spurs us on to continue striving for excellence.

What made you switch from doctoring to research and why hepatology and gastroenterology?

Upon graduation from Hebei Medical University, I stayed there and worked for two years. I then went to Tongji Medical University to pursue a clinical doctoral and spent the time mostly in consultation, case discussion and operating medical devices like the endoscope. Research was only carried out in the off-hours. I was going to make a career out of doctoring. In 1998, I went to Germany as a postdoctoral fellow. Under the guidance of my advisor, my interest in research grew.

As both my PhD advisor and my advisor in Germany are specialists in gastroenterology, it's natural for me to follow the path. That said, gastroenterology covers the vast tract from the oesophagus to the rectum, and gastric, bowel and liver cancers account for about 40% of all local malignancies.

What is the biggest satisfaction from research?

The biggest satisfaction of research comes from nurturing a group of talented researchers. They laid a solid foundation of doing research at CUHK, published papers, and won international awards. Some of them took up key positions in research and medical organizations both locally and overseas and continue their research or treat patients for the benefits of society.

I am personally gratified at identifying two markers that can be used to assess the risk of developing colon cancer. We're planning to carry out clinical trials in order to develop an affordable and convenient detection kit.

You have conducted research on the mainland, in Germany, Australia and Hong Kong. Is the experience the same everywhere?

As a postgraduate student on the mainland, I only did as my advisor instructed. The Germans pay attention to every detail and wouldn't settle for anything less than excellence itself. The experience in Germany not only strengthened my basic scientific training but also cultivated in me a serious attitude towards everything. Furthermore, the design and set-up of the lab there never leave the human being out. The clean and the contaminated zones, for example, and the office and the lab are clearly demarcated. Australia is outstanding for its use of lab animals. My English improved a lot there, too. With its fast tempo and high efficiency, Hong Kong is closer to the West.

You said you're a matchmaker for your postgraduate students and research team members. Why is it?

I noticed that researchers usually immerse themselves so much in work that their social life and circle are limited. When they get older and want company, it might be difficult for them to meet someone let alone the better half. That's why I always encourage my research team members to meet new friends. I'll also keep an eye for them for perfect matches. I have successfully introduced four couples. With this track record some of my team members may ask me to meet their friends and listen to what I say.

What's your impression of CUHK students?

Most of the students I meet are either postgraduate students or postdoctoral fellows. They all have a good command of English, talented, disciplined and putting everything into what they do. I always think it's a pity that not too many local students study for a PhD. I very much hope that more will join us in future.

What is your advice for students who want to maintain a balance between research output and family life?

A happy home makes a productive lab. Family and work can support each other and form a virtuous cycle. Young researchers should always free some time to do something with their families together, e.g., dining, shopping, chatting and travelling. 📷

于君 教授

Prof. Yu Jun



- 內科及藥物治療學系教授
Professor in the Department of Medicine and Therapeutics
- 三度獲國家教育部高等學校科學研究優秀成果獎一等獎
Three-time first-class award winner of Higher Education Outstanding Scientific Research Output Award from the Ministry of Education
- 三度獲國家科學技術獎勵大會項目或團隊獎項
Three-time project/team award winner of State Science and Technology Award

- 2016年度裘槎基金會「優秀科研者獎」
Croucher Senior Research Fellowship 2016
- 2017年美國胃腸病學會腫瘤研究導師獎
American Gastroenterology Association Council Gastrointestinal Oncology Section Research Mentor Award 2017
- 2017年第十一屆「藥明康德生命化學研究獎學者獎」
Scholar Award of the 11th WuXi PharmaTech Life Science and Chemistry Awards 2017