



## The Global Influence of Hong Kong Cinema as a Tool for Promoting Media Literacy

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### **Abstract:**

This presentation examines the contribution of Hong Kong cinema to the development of critical media literacy, leveraging its role as a cultural phenomenon that bridges local and global elements. The cinematic landscape of Hong Kong, with iconic films and directors such as Bruce Lee, Jackie Chan, and Wong Kar Wai, provides a unique opportunity to foster media literacy by exploring its global influence and cultural identity.

### **1. Purpose of the Presentation:**

This presentation aims to highlight how the Hong Kong film industry shapes public perceptions of identity, cultural heritage, and intercultural communication. Furthermore, it explores how this case study can be used to enhance critical thinking and media literacy in young people, particularly regarding issues of gender, race, and migration.

### **2. Objectives:**

- Analyze the interplay of local and global influences in Hong Kong cinema and how it promotes critical media literacy.
- Present teaching methodologies that use the study of cinema to promote media literacy.
- Provide examples of films and artistic techniques that address identity, gender, and racial dynamics, fostering students' understanding of cultural interactions.

### **3. Topics Covered:**

- *Global Influence of Hong Kong Cinema:* The role of iconic figures like Bruce Lee and their films in shaping cultural perceptions.
- *Storytelling Techniques and Representations:* Analysis of Wong Kar Wai's films, which integrate issues of identity and cultural diversity, enhancing viewers' critical awareness.



# 2nd Global Conference on Media, Communication, and Film

12 - 13 December 2024

Dubai, UAE

- *Workshop Application:* A case study where students analyze film excerpts to understand the dynamics of advertising and globalization in the film industry.

#### 4. Presentation Method:

- Interactive presentation with film clip analysis.
- Small group discussions where participants are encouraged to apply critical thinking and share observations.
- Q&A session for the exchange of ideas and experiences among participants.

#### 5. Conclusion:

The presentation concludes that analyzing Hong Kong cinema is an effective tool for cultivating critical media literacy, encouraging a deeper understanding of how cultural flows shape identities and social perceptions on a global level.

#### 6. Target Audience:

Educators, media experts, students, and anyone interested in the intersection of culture and media.

**Keywords:** Hong Kong cinema, Media literacy, Cultural identity, Critical thinking Global influence, Intercultural communication, Bruce Lee, Wong Kar Wai, Gender and race representation, Film analysis, Cultural heritage, Storytelling techniques, Globalization Youth education