

# Media Effective Communication

09 April 2011 (Saturday)

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## Session 1 Public Speaking Technique

1 2 3 4



### Medical Doctors on Media



● 李家仁醫生(兒科)

### Medical Doctors on Media



● 莫樹錦醫生(腫瘤科)

## Medical Doctors on Media



● 梁智鴻醫生(泌尿外科)



● 蔡堅醫生(腎病科)

## Psychiatrists on Media



● 丁錫全醫生(精神科)



● 曾繁光醫生(精神科)

## Objective - Target Audience

Objective



Target Audience

## Objective Analysis

What do you want to do?

Entertain

Inform

Educate

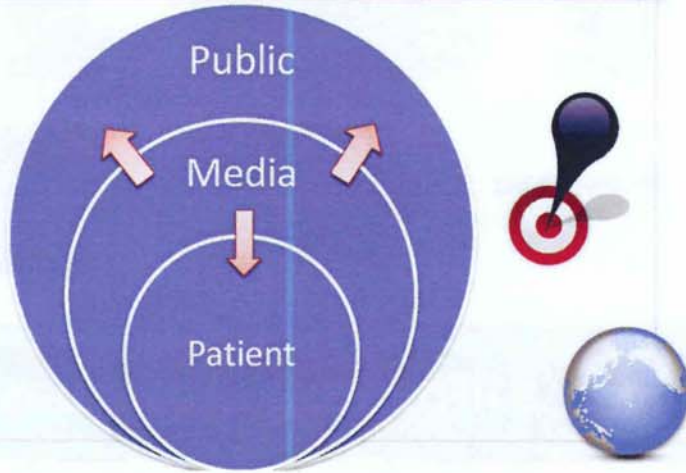
Build up professional image

Improve the society

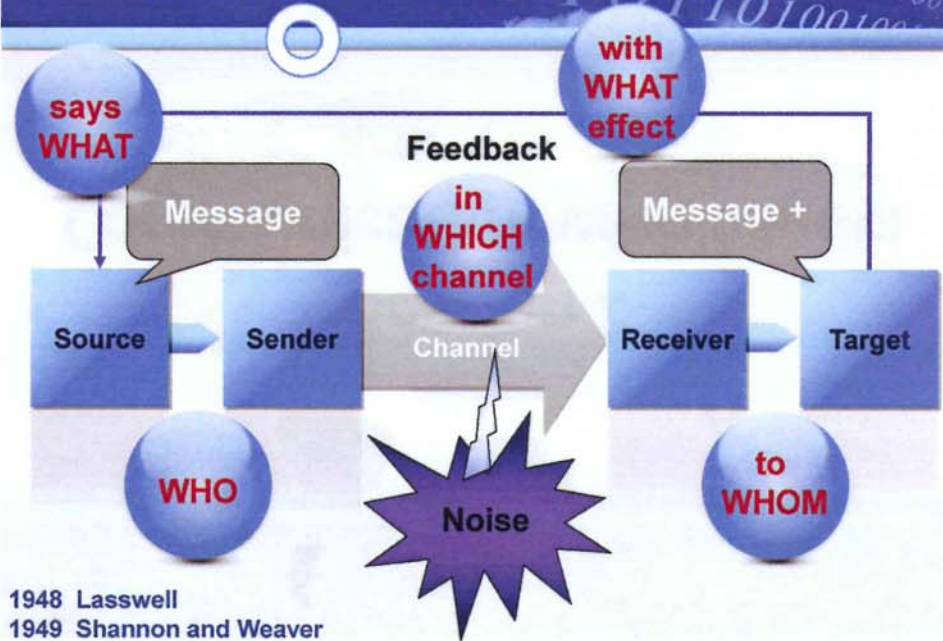


# Target Audience Analysis

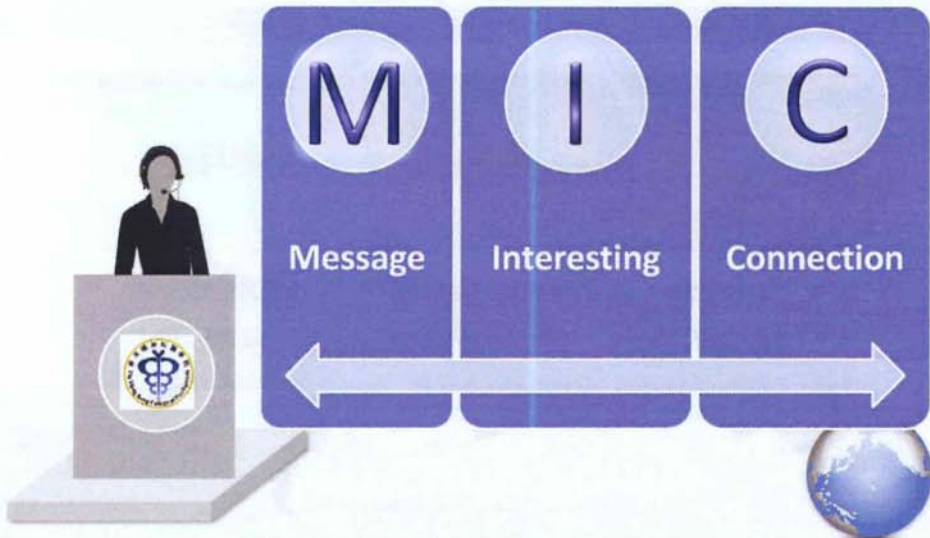
Who you are talking to?



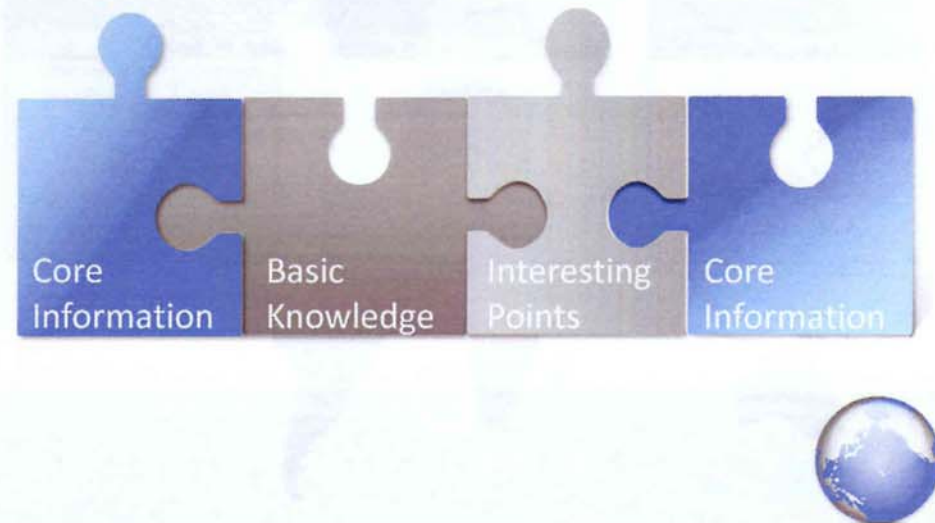
# What is Communication?



# Public Speaking



# Message



## Interesting Points

Personal  
experience

Profession  
/celebrities

Scientific  
support

Story

Quotation

Figures



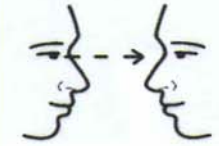
## Feedback



Write  
notes



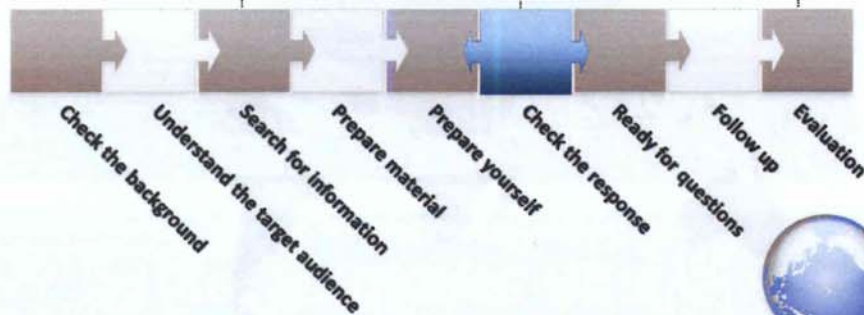
Smile



Eye  
Contact



## Presentation Procedure



## Session 2 Communication with Media

1 2 3 4



# Media in HK

星島日報	Sing Tao Daily	43	Ta Kung Pao	10	大谷報 Takungpao
東方日報	Oriental Daily News	40	Headline Daily	9	明報新開張
蘋果日報	Apple Daily	28	HK Commercial Daily	6	香港商報
太陽報	The Sun	28	am730	4	am730
明報	Ming Pao Daily News	21	Ming Pao InstantNews	4	明報即時新聞網
新報	HK Daily News	20	Eastweek	3	東周刊 EASTWEEK
信報	HK Economic Times	18	East Touch	2	TOUCH
成報	Sing Pao	18	Next Magazine	2	
文匯報	Wen Wei Po	17	Fashion & Beauty	1	fashion & Beauty
metrometro	Metropolis Daily	14	Kung Kao Po	1	公教報
信報	HK Economic Journal	12			

News about Psychiatrists appeared in Jan – Mar 2011

# Features of Media in HK



# News related to Psychiatrists

## Court News



# News related to Psychiatrists

## News Follow-up

