

## **Mass Communication Department Celebrated its 40th Anniversary with the Gathering of Outstanding Alumni & Mayor You-Yi Hou Talking about Sustainability.**

The Department of Mass Communication celebrated its 40th anniversary with the theme of "Interdisciplinarity and Sustainability: Talent Cultivation Forum" held on May 26th in the Chang Yeo Lan International Conference Hall of the Hsu Shou-Chlien International Conference Center. The opening ceremony featured speeches by New Taipei City Mayor You-Yi Hou, Chairperson Flora Chia-I Chang, President Huan-Chao Keh, President of the Tamkang University Alumni Association Headquarters Lawrence Lin, and President of the Tamkang University Alumni Association Headquarters of Departments Tzu-Hwa Chuang. Over 350 faculty members, students, and alumni attended the event.

The 2 forum topics were "SDGs and Sustainability" and "Cross-Disciplinary Innovation." Mayor Hou of New Taipei City was invited to give a keynote speech on the theme of sustainable management policies. He expressed that talent cultivation is an important national issue, and Tamkang University has always been a talent cultivation hub and a significant asset to the city. Interdisciplinarity is crucial in this regard.

Chairperson Chang shared, "Founder Chang attached great importance to the Department of Mass Communication and provided it with the best resources from the very beginning." She looks forward to the continued growth and success of the department. President Huan-Chao Keh also expressed, "Today's theme is excellent, as true sustainability lies in intelligent sustainability." Dr. Lawrence Lin hoped that the Department of Mass Communication will have an even more brilliant 40 years ahead. Tzu-Hwa Chuang said, "Upon entering the campus, I saw several media vehicles conducting interviews. The Department of Mass Communication truly knows how to make good use of the media."

Academic Vice President and Director of the Center for Sustainable Development and Social Innovation, Dr. Hui-Huang Hsu, along with Professor

Emeritus of the Department of Mass Communication and former Chairman of the Taiwan Broadcasting System, Yaly Chao, served as the introductory speakers for the forum. The moderators and panelists included several outstanding alumni from the Department of Mass Communication, including Chien-Hsing Li, Editor-in-Chief of Global Views Monthly; Calvin Lee, President of Sime Darby Kia Taiwan; Shih-Lun Tsao, Global Chief Marketing Officer & President of Taiwan, SEMI; Hua Yang, Deputy Director-General of News Department at TVBS; Abby Hsieh, Managing Director of Ogilvy Taiwan; Cheng-Fen Chang, General Manager of HOHOHO Ltd.; Dr. Shih-Chia Wu, Professional Consultant of School of Journalism and Communication at the Chinese University of Hong Kong; Hui-Chen Lin, Senior Deputy General Manager and Chief Creative Officer of Creative Marketing Department at Sanlih Entertainment Television and CEO of Create Intelligence; Chung-Hsing Chen, Vice President of PayEasy Digital Integration Co., Ltd.; Jerry Yen, Chairman of Pop Up Asia Network; Chi-Chiang Chang, Deputy Secretary-General of the New Taipei City Government; Li-Hui Liu, Deputy General Manager of Sustainability and Brand Development Division at Taiwan Mobile; Jie-Yu Lin, Chief Public Affairs Consultant at Orsted Taiwan; Yong-Sheng Lin, Deputy General Manager of Public Relations and Public Welfare Promotion Department at CTBC Bank; and Pei-Hong Zhou, Deputy General Manager of ETtoday Net, among others.

2023/06/06





