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**CK CHEUNG**

University of Hong Kong, China

## **EDUCATION REFORM AS A CATALYST IN THE IMPLEMENTATION OF MEDIA LITERACY EDUCATION IN HONG KONG SCHOOLS**

### **Abstract:**

In Hong Kong, media literacy education is not a new initiative. It has been developed for more than twenty years, and a major survey was conducted in 2003 to look at the reasons for, and the possibilities and challenges arising from, the development and implementation of media literacy education in Hong Kong schools (Author 2004). Now with the changes in society, the rapid advances in technology, and a universal cry for education reform, are these reasons, possibilities and challenges different? This study revisits some of the above questions to see what changes there are and the reasons behind the changes. The results indicate that the increasing significance of education reform has the most effect on the development of media literacy education in Hong Kong schools.

### **Keywords:**

media literacy education, curriculum, 21st century skills, education reform, Hong Kong, primary schools, secondary schools, Liberal Studies