



Professor Kenny Ng

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Kenny Ng is an Associate Professor at the Academy of Film. He is currently working on a monograph, *The Cultural Cold War and Contested Chineseness in Hong Kong Cinema*, supported by the Hong Kong University Grants Committee's Humanities and Social Sciences Prestigious Fellowship. Dr Ng is one of only nine 2019/20 awardees across Hong Kong. Conventional scholarship on the Cold War privileges diplomatic, military, and political history. Dr Ng's book, however, shifts the focus of investigation from elite politics to popular culture and cinematic expression. How did Cold War popular culture and marketism shape the ethics and aesthetics of filmmaking by individual filmmakers and groups? Dr Ng examines how creative people moved beyond ideological divides and deployed dynamics of storytelling, image-building, interactive listening and performing to appeal to disparate Chinese audiences and tastes. By unveiling how filmmakers exploited mass culture and media in rapidly commercialising Chinese societies, the study reveals the tension between political rhetoric and cultural representations.