

Get Equipped and Advance to the Next Stage

強化實力 開拓新天

Interview with Miss Kathy Leung

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Hosting live programmes at an intense and dynamic workplace enables Kathy to deal with ad hoc incidents with confidence. Upon her completion of Bachelor of Journalism and Communication (Honours) (BJC) in 2017, Kathy began her career in China's news reporting at ET Net. Now a host of live financial programme on ET Net's social media platform, Kathy's duties include discussing the stock market trends of the day and analysing recent economic data with guests, as well as editing and drafting scripts. Her day-to-day work not only requires her to interpret a sea of data, but also to respond to enquiries from audiences in front of the camera.

As versatile as the financial market, netizens' reactions are unpredictable. There may be overwhelming "Like" or "Anger", or even critical comments. How does Kathy take control of such situations? She pointed out that it was of importance to have a positive attitude. "Emotional responses are inevitable. Some are even irrelevant to the programme. To put on a good show, we need to stay calm in face of audiences' reactions. Sometimes they just want to vent their feelings, but not really to complain about us. I just do my best with no regrets."

Looking back on her times at HSUHK, Kathy shared that the BJC programme focused on financial news training, which equipped her with knowledge of the stock market and the economic environment. During her study, Kathy took an internship programme at Now TV and had the chance to report financial news. The opportunity allowed her to identify her strengths and weaknesses, explore the financial news sector, and build a solid foundation for her career development. Kathy thought that learning was a lifelong journey. Therefore, she planned to further study to be a certified analyst in order to pursue a better career path.

Recognising one's limits brings improvement. Kathy recalled that whenever she had questions about her study, she would jot them down and consult professors or lecturers. Such attitude helped a lot in her study and at work. She was deeply impressed by a teacher of HSUHK who replied to her email at midnight answering her queries, for which she was still grateful. "My teacher worked late at night to respond to my email, which inspired me not to be lazy and give up easily." Based on her own experience, Kathy encouraged HSUHK students to ask more, as this was the key to improving their studies.



▲ Kathy (left) hosting a daily live financial programme
梁凱菱（左）每日直播財經節目

擔任直播節目主持，緊張而多變的工作環境，使梁凱菱習慣面對壓力，並應對突發事件。她兩年前加入經濟通，初任中國組記者，現時主力撰寫並主持社交媒體直播財經節目，與嘉賓評論當日股市及股票走勢、分析經濟消息和數據，亦會兼任編輯工作。一方面，她每天要運用專業的財經知識，消化及組織鋪天蓋地的數據；另一方面，她在鏡頭面前，需要配合嘉賓解答網民提問。

互聯網與財經世界同樣瞬息變幻，網民反應不易掌握，有時「讚好」一大堆，有時派「鬍」和留言批評，節目又會收到出乎意料的問題和留言，梁凱菱有何訣竅主持大局？她說，最重要是改變心態，「網上節目定必會遇上不同網民，部份或會較情緒化，其留言甚至與節目內容無關。要讓節目順利進行，就要別讓自己的情緒被網民牽動。他們的反應和言論或許僅出自宣洩情緒，而非針對我們。只要相信自己維持專業水平製作節目，就已經問心無愧了。」

梁凱菱說，恒大新聞及傳播學院著重財經新聞訓練，讓她得以掌握股票和各種經濟數據的知識。她在就讀期間，曾到 Now TV 實習，早已有機會參與財經資訊報道，從中了解自身優勢和不足，推動她在財經新聞報道方面作更深入涉獵，堅實日後工作能力和基礎。學無止境，梁凱菱至今仍努力不懈地進修，希望將來取得分析員資格，事業更上一層樓。

當知道自己的不足，才能反省並提升自己。梁凱菱說，她在恒大修讀期間，每當遇上疑問，都會記下來請教教授或講師。這種學習態度無論對她學業和工作，皆產生很大幫助。最記得有一次，梁凱菱收到老師在凌晨時份回覆的電郵，解答她的問題，至今依然對老師心存感恩，「老師不顧午夜勞累，仍願意解答我的電郵提問，更加使我在學習上不敢怠惰。」故此，她寄語學弟學妹，多發問、多請教，是提升學習效果的良方。