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### **Projecting Britishness: British propaganda and Hong Kong in the 1960s**

In the aftermath of the 1967-1968 Kowloon 'Disturbances', it became common for the Hong Kong Government's defenders, and sympathetic critics, to refer to a 'gap' that existed between the Government and the people. The implication was that the non-democratic system was basically sound, and what was needed therefore was not systemic reform but more attention to communication.

Yet such attention to public opinion and popular consent, though taking a different form after 1967, did not emerge from nowhere. This paper explores some of the ways in which the British and Hong Kong Governments attempted to build consent and a sense of 'belonging' among Hong Kong's Chinese residents during the decade prior to the 'Disturbances'. Most importantly, it focuses on the activities of the British Council to promote British culture in Hong Kong, and attempts by the Hong Kong Government to portray itself as an agency for bringing modernization, order and 'good government' into Kowloon and the New Territories. This paper not only sheds light on the political culture of Colonial Hong Kong, but also reveals the significance of Hong Kong in constructions of 'Britishness' during Britain's era of imperial 'decline'.