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***South China Morning Post* Movie Advertisements and Hong Kong Identity in**

1930s

South China Morning Post was the self-proclaimed English-language newspaper for the westerners, Chinese bourgeoisie, officials and visitors in 1930s. This paper will address the relation between the *Post* movie advertisements and the origin of Hong Kong identity. Nearly 100% of the *Post* movie advertisements were for American love, erotic, gunplay movies in the first six years of 1930s. Approaching to 1940s, there appeared very limited war movies advertisements on the *Post*, but it was difficult to wake up all the cinemagoers. The *Post* seldom delivered movies relevant with Mainland China and people who were both the readers of *Post* and customers of American movies did not care about their compatriots' fate in Mainland China but enjoyed their detached and extravagant life in Hong Kong. This reveals the origin of Hong Kong identity much earlier than the common assumption that Hong Kong identity appear in 1960-70s.