



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

Speech at the Opening Ceremony 2025/2026
Representative of New Undergraduate Students
CHEONG Meiin
(Program of Doctor of Philosophy in Communication)
September 6, 2025

Honorable Chair Professor Joseph Hun-wei Lee, Vice-Chancellor and President of Macau University of Science and Technology,

Distinguished members of Senior Management, guests, teachers, students, ladies and gentlemen, good morning!

My name is MEIIN CHEONG, a first-year PhD student in Communication Studies from the Faculty of Humanities and Arts. It is both a tremendous honor and a deeply heartfelt privilege to stand before you today as a representative of the incoming graduate students.

Before embarking on my PhD journey, I worked as a media professional with a background in business. I completed my studies at Renmin University of China, Peking University, and King's College London, after which I began an entrepreneurial path. Starting as a novice reporter, I eventually led a team into one of the top ten Chinese-language media outlets. Throughout this evolution—from being a mere “recorder” of events to aspiring to become a “cultural connector”—I have come to realize, more clearly than ever, that in an era of rapid information flow, only profound thinking is truly irreplaceable. It is this realization that has strengthened my resolve to return to academia.

My decision to join the Macau University of Science and Technology is deeply rooted in my affection for my hometown, my confidence in Macao's future development, and a profound sense of longing to be part of a university whose vision, values, and pursuit of excellence resonate deeply with my own aspirations.

Last year, during the 25th anniversary of Macao's return to the motherland, I was honored to represent Macao's youth in welcoming President Xi Jinping. I had the privilege of hearing his heartfelt exhortation: “*Young people are the hope and future of Macao, a vibrant force in the development of both our city and our nation.*” He also urged us to “*care deeply about Macao and our country, aim high, and remain down-to-earth.*” His words left a deep impression on me and gave me a more profound understanding of the responsibilities that we, as young people, ought to carry.



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My early academic experiences in Beijing and London instilled in me not only the ability to learn effectively but also a deep appreciation for openness and inclusiveness. Now, as I return to academia, I bring with me both reflective insights from industry practice and a strong thirst for specialized knowledge. Based in Macao—a city where Eastern and Western cultures converge, and international perspectives thrive—I am determined to concentrate on research in intercultural communication. I aspire to contribute earnestly to the advancement of cultural exchange in Macao and across China.

Nestled within the vibrant development of Macao, the Macau University of Science and Technology is a young and dynamic institution that has flourished together with the city. In just 25 years, it has grown to become the largest comprehensive university in Macao by student enrollment. Last year, President Xi Jinping personally visited our campus and spoke highly of our academic progress and research accomplishments. Our university's motto, "Yi Cheng Ge Wu"—which embodies the spirit of "Dedication to practical studies, Enhancement of knowledge, Ability, and Quality"—resonates deeply with me. I am committed to upholding this principle as I continue to explore the field of cultural communication.

Here, I witness a vibrant convergence of historical heritage and forward-looking vision.

Here, I see the symbiotic growth of theoretical research and practical innovation.

MUST is in youthful prime—dynamic, vibrant, and brimming with promise—and so are we, standing now in the spring of our own lives, equally filled with potential and aspiration.

Dear fellow students, our era demands deep thinking, cross-disciplinary exploration, and bold innovation more urgently than ever before. Let us join together on this dynamic campus of MUST—with scholarship as our sail and ideals as our compass—to embark on a journey across the boundless ocean of knowledge. Let us cherish the exceptional faculty, the open research environment, and the spirit of collaboration that define our university. Supporting one another and growing together, may we unite with outstanding peers from around the world to build a brighter, greater temple of knowledge for all.

As the book *Educated* reminds us: "Education is not the end, but a journey of continually breaking the boundaries of our understanding." To be truly "educated" means to let knowledge course through our veins and become a lever with which to move the world.

Fellow students, let us stride forward together here at MUST—towards excellence, side by side!

Thank you!