

**CUHK Convocation Outstanding Services  
and Creativity Student Awards 2020/21**  
香港中文大學校友評議會傑出服務及創意學生獎 2020/21

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| <b>Name</b><br>姓名  | Wu Chin Hon                                 |
| <b>Major</b><br>主修 | Insurance, Financial and Actuarial Analysis |

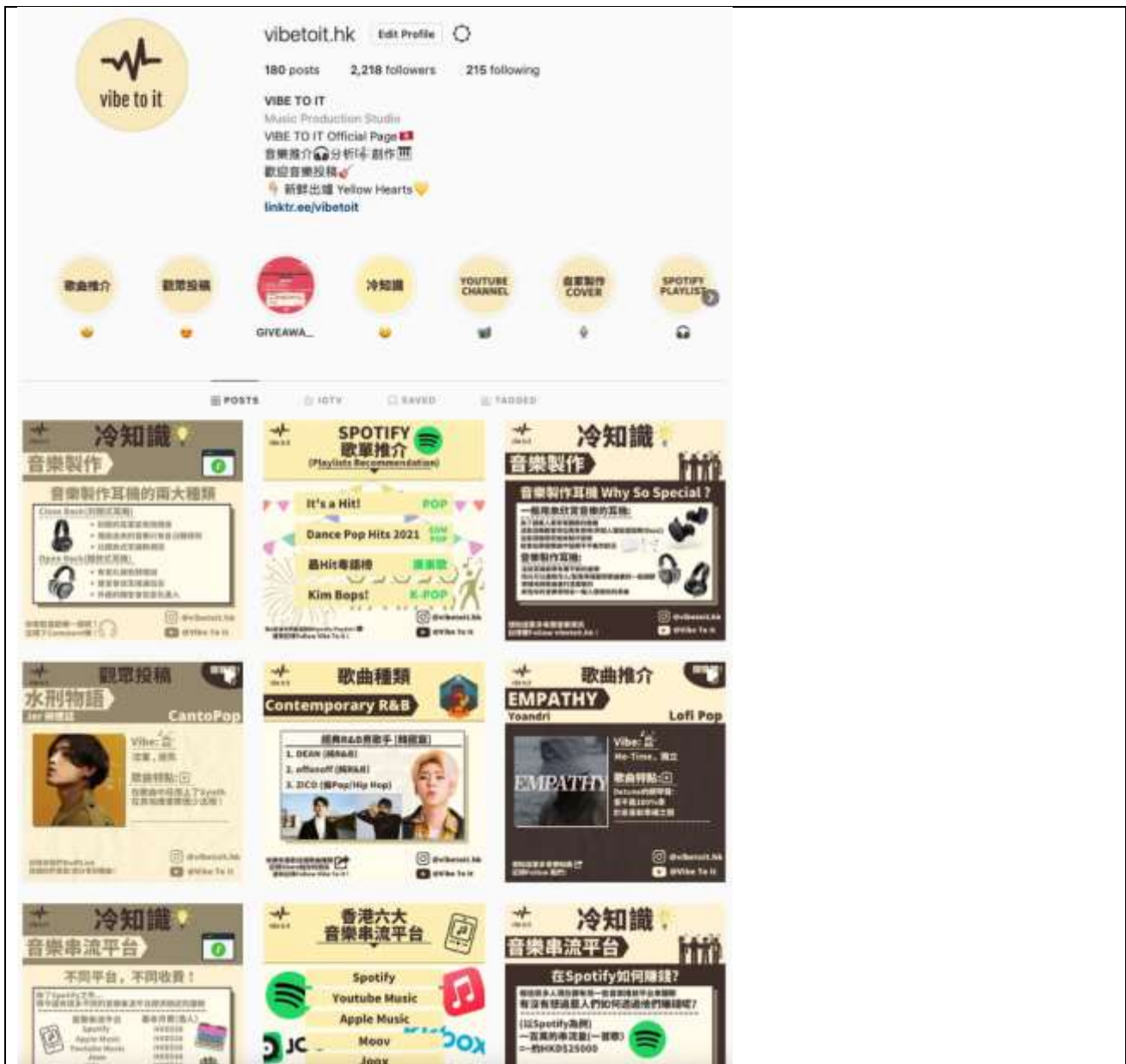
First of all, I would like to express my sincere gratitude to the CUHK Convocation for choosing me as one of the awardees of the CUHK Convocation Creativity Student Awards 2020/21. I was thrilled to learn of my selection for this honor, and I am deeply appreciative of the support.

As a sophomore year student majoring in Insurance, Financial and Actuarial Analysis, like many students, I deal with stress. Don't know about you, but music has always been my remedy to anxiety and keeps me alive. However, for most of the time, I feel like my music taste is so different from others, especially when I'm in the CUHK community. Almost everybody around me listens to Canto-pop, in contrast, I listen to western pop music.

Western pop music, is just extraordinary and having a huge variety of style compared to Canto-pop. Sadly, this pop music is underrated or not popular at all in Hong Kong. I truly believe that pop music has a lot to appreciate; therefore, I created an Instagram page (@vibetoit.hk) with my friend who is a music undergraduate sharing western contemporary music and producing music-related content. We aimed to introduce western music to more local listeners and inject refreshing music into the Hong Kong internet world.

In particular, we do song analysis and educate our audience on how to appreciate a piece of music through different angles (e.g. music genre, tempo, lyrics and production techniques). To make our content more readable and understandable, we use simple terms to deliver our messages and even give concrete illustration for our audience. Apart from that, we also make original music and song covers.

The financial assistance provided will be of great help to me in pursuing my artistic goals and paying my educational expenses. I hope to become an actuary but also a person who makes influence to the Hong Kong music culture. Thank you again for your generosity and support.



This is the Instagram page that I've created to share music-related content.



This is the Youtube channel that I've created to share music. I'm at the right hand side of the banner.