

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	ELC3823
<b>Subject Title</b>	Professional English for Digital Media Design Students
<b>Credit Value</b>	2
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	<p>This subject aims to develop the English language and communication skills required by students to communicate effectively in the context of their future professions in digital media design.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to communicate effectively in their future professions through</p> <ol style="list-style-type: none"><li>participating and interacting professionally in pitch presentations, and</li><li>writing effective digital media design related project proposals.</li></ol> <p>To achieve the above outcomes, students are expected to use language and text structure appropriate to the context, select information critically, justify design strategies, and analyse the impact and significance of the projects.</p>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>This syllabus is indicative. The balance of the components, and the corresponding weighting, will be based on the specific needs of the students.</p> <ol style="list-style-type: none"><li><b>Pitch Presentation</b> Developing and practising the specific oral skills required in giving pitch presentation in the digital media design profession.</li><li><b>Interactive media design related project proposals</b> Selecting and using relevant content; adopting appropriate format, style, structure and layout.</li><li><b>Language development</b> Improving and extending relevant features of grammar, vocabulary and pronunciation.</li></ol>
<b>Teaching/Learning Methodology</b>	<p>The subject is designed to introduce students to the communication skills, both oral and written, that they may need to function effectively in their future professions in digital media design.</p> <p>The study method is primarily seminar-based. Activities include teacher input as well as individual and group work involving drafting and evaluating texts, mini-presentations, discussions and simulations. Students will be referred to information on the Internet and the ELC's Centre for Independent Language Learning.</p>

	Learning materials developed by the English Language Centre are used throughout this course. Additional reference materials will be recommended as required.						
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks ( continuous assessment)		% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
				a	b		
	1. Pitch Presentation	40%	✓				
	2. Writing a design proposal	60%		✓			
	Total	100 %					
<b>Student Study Effort Required</b>	Class contact:						
	▪ Seminars						28 Hrs.
	Other student study effort:						
	▪ Classwork-related, meeting preparation, project-related preparation and self-access work						56 Hrs.
	Total student study effort						84 Hrs.
<b>Reading List and References</b>	<b>Course materials</b>						
	Learning materials prepared by the English Language Centre  <b>Recommended readings</b> Coughter, P. (2012). <i>The Art of the Pitch: Persuasion and Presentation Skills that Win Business</i> . New York: Palgrave Macmillan  English Language Centre. (2005). <i>English in the workplace</i> . Hong Kong: Hong Kong Polytechnic University.  English Language Centre. (2007). <i>Workplace English for design students</i> . Hong Kong: Hong Kong Polytechnic University.  Guffey, M. E. (2010). <i>Essentials of business communication</i> (8th ed.). Mason, OH: South-Western Cengage Learning.  Kliment, S. A. (2006). <i>Writing for design professionals: A guide to writing successful proposals, letters, brochures, portfolios, reports, presentations and job applications for architects, engineers, and interior designers</i> (2nd ed.). New						

York: W. W. Norton.

Lehman, C. M. & DuFrene, D. D. (2011). *Business communication* (16th ed.). Mason, OH: South-Western/Cengage Learning.

McGowan, B. (2014). *Pitch Perfect: How to Say It Right the First Time, Every Time*. New York: Harper Business.

Murphy, H. A., Hilderbrandt, H. W. & Thomas, J. P. (1997). *Effective business communications* (7th ed.). New York: McGraw-Hill, Inc.

Patterson, K. (2011). *Crucial Conversation Tools for Talking When Stakes are High*. New York: McGraw-Hill Education.

O'Driscoll, N. & Pilbeam, A. (1992). *Meetings and discussions*. Harlow, Essex: Longman.

Rearson, K. K. (2004). *The skilled negotiator: Mastering the language of engagement*. San Francisco: Jossey-Bass.

Roman, K. (2000). *Writing That Works: How to Communicate Effectively in Business*. Los Angeles: Collins Reference.

Stiff, J. B. (2003). *Persuasive communication* (2nd ed.). New York: Guilford Press.

Thompson, L. L. (2012). *The mind and heart of the negotiator* (5th ed.). Upper Saddle River, NJ: Prentice Hall.