

**The Hong Kong Polytechnic University**

**Faculty of Humanities**

**News / Events to be Organized by Department of Chinese & Bilingual Studies**

<b>Department / Centre</b>	CBS
<b>Title of Event</b>	The 11 <sup>th</sup> International Conference on Modern Practical Writing (ICMPW-11)
<b>Date</b>	11-12 January 2011
<b>Time</b>	
<b>Venue</b>	Room M1603, Li Ka Shing Tower, PolyU
<b>Description of Event</b>	<p>The theme of the conference is modernization and standardization of practical writing. We would like to invite top scholars in the field of practical writing and corporate communication to engage in a critical discourse on six themes below:</p> <ol style="list-style-type: none"><li>1. The impact of globalization on practical writing</li><li>2. Variations of practical writing in cross-cultural and bilingual environment</li><li>3. New technology for professional communication</li><li>4. New forms and functions of practical writing in dynamic society</li><li>5. Language standardization versus social change</li><li>6. The learning and teaching of practical writing in the globalized world</li></ol> <p>Scholars in this area from all around the world are invited to join this conference and submit their papers. CBS is now calling for papers.</p>
<b>Contact Person</b>	Magdalene Fung <b>Extn</b> 3653 <b>Email</b> <a href="mailto:ctmfung@inet.polyu.edu.hk">ctmfung@inet.polyu.edu.hk</a>