

The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	CLC4272P (2019-20 onward) CBS4272P (2018-19 and before)
Subject Title	Professional Communication in Chinese for Design Studies
Credit Value	2
Level	4
Pre-requisite	Nil
Co-requisite	Nil
Exclusion	Nil
Objectives	This subject aims to enhance students' Chinese competence to cope with the workplace communication requirements relative to their training in specific discipline of Design
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the course, students are expected to:</p> <ol style="list-style-type: none"> a. competence in modern Chinese writing in terms of syntactic correctness, lexical collocation and textual coherence; b. develop analytical thinking skills for better organization and presentation of ideas; c. master the formal essentials such as exposition skills in written genres with particular reference to professional report in Chinese; d. communicate effectively both in oral presentation and practical writing. <p>Students will be required to read and write intensively for enhancing their proficiency level in written Chinese. The mastering of effective communication skills in both written and spoken Chinese will also facilitate their life-long learning in various disciplines.</p>

<p>Subject Synopsis/ Indicative Syllabus</p> <p><i>(Note 2)</i></p>	<p>Indicative Content:</p> <ul style="list-style-type: none"> • structure of language and structure of ideas • reading strategy and comprehension of texts • logical thinking and logical writings • Chinese culture implications in design • rhetorical devices • grammatical analysis • organization of ideas and paragraphing such as letter, press release, pamphlet, report • accuracy and effectiveness in oral communications and presentation. 																																													
<p>Teaching/Learning Methodology</p> <p><i>(Note 3)</i></p>	<p>The subject will motivate the students' active participation by assigning group collaboration, individual presentation, and group discussion. Teaching materials will be presented in both printed mode and audio-visual mode. For the training of accuracy in written and spoken Chinese, students will be supplemented with materials in self-access manner. Teacher consultation will be offered to the students depending on individual need. Lessons will be delivered in Putonghua.</p>																																													
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p> <p><i>(Note 4)</i></p>	<table border="1" data-bbox="520 1025 1474 1630"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> </tr> </thead> <tbody> <tr> <td>1) Practical writings</td> <td>45%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>2) Group project presentation with PPT</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>3) Professional meeting with prospective clients</td> <td>25%</td> <td>√</td> <td>√</td> <td></td> <td>√</td> </tr> <tr> <td>4) In-class participation</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>Total</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The assessment includes criterion-referenced based quizzes, oral presentation and practical writing. It will develop an ever-growing competence in writing which focuses on active intellectualization as well as evaluate students' writing communication skills, pronunciation, vocabulary, colloquial expression vs. formal expression, writing and speaking achievement.</p>						Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a	b	c	d	1) Practical writings	45%	√	√	√	√	2) Group project presentation with PPT	20%	√	√	√	√	3) Professional meeting with prospective clients	25%	√	√		√	4) In-class participation	10%	√	√	√	√	Total	100%				
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<p>Student Study</p>	<p>Class contact:</p>																																													

Effort Required	▪ Lectures & Seminars	26 Hrs.
	Other student study effort:	
	▪ outside class practice	31 Hrs.
	▪ self-study	31 Hrs.
	Total student study effort	88 Hrs.
Reading List and References	<p>邵守義：《演講全書》。長春：吉林人民出版社，1991。</p> <p>黃靈方等：《推銷廣告：商務廣告的策劃、創意與設計》。成都：四川大學出版社，1995。</p> <p>黃葵，俞君立編著：《閱讀學基礎》。武漢：武漢大學出版社，1996。</p> <p>周錫韜：《中文應用寫作教程》。香港：三聯書店，1996。</p> <p>羅克波特出版公司編：《宣傳手冊設計》。北京：中國輕工業出版社，2000。</p> <p>香港城市大學語文學部：《中文傳意基礎篇》。：香港：香港城市大學出版社，2001。</p> <p>香港城市大學語文學部：《中文傳意寫作篇》。香港：香港城市大學出版社，2001。</p> <p>盧丹懷、何寅、謝天振：《中港應用文大全》。香港：商務印書館，2002。</p> <p>邢福義、汪國勝：《現代漢語》。武昌：華中師範大學出版社，2003。</p>	

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.