

# BA (Hons) in English and Applied Linguistics

**JUPAS code: JS3240**

*A government-endorsed English Language Major  
Degree that meets the Language Proficiency  
Requirement of the Education Bureau of the HKSAR*

- ▶ Language sciences
- ▶ Global communicative competence
- ▶ English for the professions

**Excel in English and  
Become a Highly Effective  
Professional Communicator**



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



Department of English  
and Communication  
英文及傳意學系



# About us

The Department of English and Communication is a leading provider of undergraduate and postgraduate-level programmes in applied English language studies for the professions. Our students graduate with language and communication skills that are highly prized by professional organisations in Hong Kong and beyond.

Through up-to-date knowledge and state-of-the-art research, we equip students to work effectively in a variety of professional contexts, including health communication, teaching and learning, media and technology, and intercultural communication. By focusing on the skills and expertise needed to succeed in the global workplace, we strive for 'Linguistics Excellence in Professional Contexts.'

## The programme

The Bachelor of Arts (Honours) in English and Applied Linguistics (BAEAL) aims to nurture graduates with the abilities/attributes needed to become competent English language professionals and responsible global citizens in the 21<sup>st</sup> century. The programme aims to produce graduates with:

- a high level of competence in English;
- a sound understanding of the theoretical disciplines underlying applied English language studies and the integrated use of the language; and
- the strong ability to apply their knowledge and generic linguistic skills in a variety of professional communication contexts.

# Programme Aims & Characteristics

## What are English and Applied Linguistics?

- Build your practical skills and subject knowledge
- Increase your career opportunities as you become a proficient and confident English user
- Develop your ability to communicate professionally across media and contexts
- Satisfy your curiosity about languages and cultures

## Programme aims

### Our programme aims to nurture graduates:

- who have a firm grounding in linguistic sciences which can be critically and creatively applied in a variety of business and management contexts;
- who are capable of exercising judgment and developing intellectual curiosity to work both independently and as part of a team;
- who will have the potential to become future leaders and entrepreneurs excelling in communication for professional purposes;
- who possess a high level of professional communicative competence in English;
- who have an awareness and understanding of intercultural communication in multilingual settings that enhances their global outlook and cultural appreciation as socially responsible global citizens; and
- who can apply strong communication skills to solve real-world problems effectively in local and global multilingual professional/business settings.

## Programme characteristics

- The programme promotes the all-round development of students' potential to the fullest extent for the English language profession.
- Along with a major in English and Applied Linguistics, students can also take a minor in another discipline offered by the University.
- A variety of teaching and learning methods are adopted, including language and computer laboratory work, online English language databases, role-plays, simulations, talks by guest speakers, and workplace visits and placements.
- Students explore the global and cultural dimensions of the subjects studied and further develop themselves professionally through participating in summer programmes abroad and credit-earning student exchange programmes overseas.
- The emphasis placed by the programme on self-directed learning, project-based learning, and group work helps to develop students' sense of entrepreneurship, leadership and teamwork.
- Students will acquire a set of essential skills, such as research and study skills, analytical and problem-solving skills, language and communication skills, self-reflection, peer evaluation and team work, to facilitate their life-long learning journey.



## Recognition by the Education Bureau of Hong Kong

The programme is recognised by the Education Bureau of Hong Kong and its Standing Committee on Language Education and Research as an English Language Major Degree Programme that meets the **Hong Kong government's Language Proficiency Requirement**. Registered students are eligible to apply for the **Scholarship for Prospective English Teachers** offered by the Education Bureau. The Scholarship for local and non-local students is HK\$50,000 and HK\$80,000 per year, respectively.

## Work-Integrated Education

You should complete a mandatory Work-Integrated Education (WIE) placement in Hong Kong, the Chinese mainland, or overseas. WIE is work-based learning experiences which take place in an organisational context relevant to a student's future profession or to the development of general skills that will be valuable in that profession. WIE can take different forms, such as an internship in a company or organisation in Hong Kong, the Chinese mainland, or overseas during the semester or in summer. Students can also find a wide range of international WIE placements in over 18 countries, including Canada, Japan, South Korea, the United Kingdom, and the USA through the Careers and Placement Section of the Student Affairs Office of the University.



## Student exchange programmes

Students can apply for credit-earning student exchange programmes and study for a semester overseas at one of our partner universities in China, Japan, South Korea, or an English-speaking country.



"Adjusting myself to a completely different culture is not easy. However, the difficulties associated with the exchange semester have taught me countless life lessons."

**Linus Ng**

Exchange student at the University of Modena and Reggio Emilia (UNIMORE), Italy

# The 4-Year Curriculum

## General University Requirements (GUR) 30 credits

The general education curriculum of PolyU consists of the below seven components. These components are mandatory for all students.

Artificial Intelligence and Data Analytics Requirement	Innovation and Entrepreneurship Requirement
Language and Communication Requirements	Leadership Education and Development
Cluster-Area Requirements	Service-Learning
Healthy Lifestyle (non-credit bearing)	

## Discipline-Specific Requirements (DSR) 75 credits + 3 training credits

The BAEAL strives to provide students with a solid foundation in the knowledge and skills they will need to communicate effectively in English for professional, academic, and business purposes in Hong Kong and around the world. The BAEAL discipline-specific curriculum has the following components.

### (1) Major study core subjects [60 credits]

Focal area	Subjects
Language Sciences	<ul style="list-style-type: none"> <li>• Introduction to the Study of Language</li> <li>• Analysis of English Pronunciation</li> <li>• English Lexis and Semantics</li> <li>• Analysis of English Grammar</li> <li>• Language in Social Contexts</li> <li>• Research Methods for Language Studies</li> <li>• Language Acquisition and Psycholinguistics</li> </ul>
Global Communicative Competence	<ul style="list-style-type: none"> <li>• Introduction to English-Speaking Cultures</li> <li>• English for Academic Communication</li> <li>• English for Advanced Academic Writing (Discipline-specific language requirements)</li> <li>• Academic and Technical Chinese Writing<sup>^</sup> (Discipline-specific language requirements)</li> <li>• English for Technical and Web-based Writing Communication</li> <li>• English as a Global Lingua Franca</li> </ul>
English for the Professions	<ul style="list-style-type: none"> <li>• Communication Skills at Work</li> <li>• Discourse Analysis</li> <li>• Corpus-driven Language Learning</li> <li>• Language and Intercultural Communication for the Professions</li> <li>• English for Management</li> <li>• Capstone Project for Language Studies</li> </ul>



<sup>^</sup> Non-Chinese speaking students can fulfil this core subject with a suitable alternative.

## (2) Major study elective subjects [15 credits]

Focal area	Subjects
Language Sciences	<ul style="list-style-type: none"> <li>• Literature in English: An Introduction</li> <li>• Solving Crime through Linguistics</li> <li>• Language Matters: Navigating Social Issues through Linguistic Inquiry</li> <li>• Multimodal Analysis of Advertisements</li> <li>• Meaning in Professional Interaction</li> <li>• Literature in English: An Advanced Course</li> <li>• Advanced English Grammar</li> <li>• Critical Language and Cultural Studies</li> <li>• Language and Gender</li> <li>• Clinical Linguistics</li> <li>• Quantitative Literacy for Language Professionals</li> <li>• Language and Social Data Analytics</li> </ul>
Global Communicative Competence	<ul style="list-style-type: none"> <li>• Content Design for Social Media</li> <li>• Creative Writing in New Media</li> <li>• Aspects of European Public Discourse</li> <li>• Introduction to European Visual Art</li> <li>• Introduction to the History of Europe: a Trade Perspective</li> <li>• European Sociolinguistics</li> <li>• Travelling in Europe through Signs and Space</li> <li>• All global languages subjects (Spanish, French, German)*</li> </ul>
English for the Professions	<ul style="list-style-type: none"> <li>• Fundamentals of Organizational Communication</li> <li>• Teaching English as a Service Learning Experience**</li> <li>• The Language of Advertising</li> <li>• Effective Communication for Public Relations</li> <li>• English for Science and Technology</li> <li>• Designing Courses for TESOL</li> </ul>

\* Not eligible for satisfying the requirement of BAEAL Major Study

\*\* Can fulfil service-learning requirement



## (3) Work-Integrated Education (WIE) [3 training credits]

### Secondary Major 36 credits

The option of a Secondary Major in AI and Data Analytics (AIDA) is available to the students of BAEAL. Admission to the Secondary Major is on competitive basis and subject to a different credit requirement for graduation. Students who pursue this pathway will complete 72 academic credits + 3 training credits for the Primary Major (BAEAL) and 36 credits for the Secondary Major. The major difference is in the capstone project: students will complete an integrated capstone project (involving both BAEAL and AIDA) instead of the BAEAL regular capstone. The minimum credit requirement of BAEAL + AIDA is at least 132 credits.

### Free Electives / Minor 18 credits

Free elective subjects from any PolyU academic departments, including the Department of English and Communication, OR a Minor from a PolyU academic department.

**Minimum** credit requirement for graduation → **123 credits + 3 WIE training credits**

**Maximum** total credits allowed without → **150 credits + 3 WIE training credits**  
incurring a higher tuition rate

# Study Options & Entrance Requirements

## Your study options

### Single discipline major

4 years  
(123 credits  
+ 3 WIE training credits

### Major / Minor option

with English as the Major and a Minor from another discipline:

4 years  
(123 credits  
+ 3 WIE training credits

### Secondary major

BAEAL and Secondary Major in AI and Data Analytics

4 years  
( at least 132 credits  
+ 3 WIE training credits

### Double majors

BAEAL and BA (Hons) in Linguistics and Translation

4 years  
(168 credits  
+ 3 WIE training credits

## Entrance requirements

### JUPAS

For applicants admitted through the Joint University Programmes Admissions System (JUPAS), the minimum entrance requirements are the same as those of PolyU:

- Level 3 or above in English Language and Chinese Language;
- Level 2 or above in Mathematics and Liberal Studies; and
- Level 3 or above in two elective subjects.

The following subjects will be given the highest weighting in the calculation of admission scores:

- Chinese Language
- English Language

Relevant Applied Learning subjects that can be considered to meet the University's entrance requirements and are used in admission score calculation. Below are some of the subjects:

Accounting in Practice  
Applied Psychology  
Child Care and Education  
Creative Advertising  
Exploring Psychology  
Fashion Image Design  
Film and Video/Film and Video Studies  
Image Design  
Introduction to Theatre Arts

Magazine Editing and Production  
Marketing in Global Trade  
Multimedia Entertainment Studies  
New Media Communication Strategies  
Practical Psychology  
Public Relations and Advertising  
Radio Host and Programme Production  
Western Cuisine

### Non - JUPAS

Applicants who possess a Higher Diploma/Associate Degree in a language-related discipline may be considered for entry to Year 3 of the programme.



# Career Prospects & Further Studies

Graduates of the Department of English and Communication are successful in their careers and excel in various industries and professions in Hong Kong. Fresh graduates find employment in media and journalism, retail, human resources, public relations, marketing and advertising, publishing, education, and the civil service, where a high level of competence in English and professional communication is needed.

According to the 2023 Graduate Employment Survey, 86% of our graduates\* were employed full-time within their year of graduation or pursued further studies. Below are the top three careers by earning capacity:

Teaching & Research	\$22,590
Sales & Marketing	\$18,602
Administration & Management	\$18,347

*\* Only includes graduates employed on a full-time basis.*

## Further Studies

Some of our graduates proceed to further studies in Hong Kong or abroad in the fields of linguistics, Education, and Educational Speech-Language Pathology and Learning Disabilities.



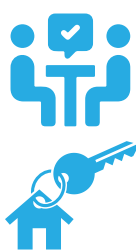


According to the 2023 Graduate Employment Survey, our graduates engaged in a wide range of professions and industries.

52%



Education



23%

Business Services /  
Real Estate



6%

Hospitality /  
Tourism



10%

Community /  
Social Services



# Our Students & Alumni

## Our award-winning students



"During my university life, I actively engaged in various cultural exploration activities, such as academic exchange to Spain and Global Student Ambassador Scheme. Through interactions with people of different cultures, I have enhanced my cultural awareness and broadened my global vision."

**Jenny CHEUK**

Awardee of Outstanding Student, Faculty of Humanities 2019

The BAESP\* is a very comprehensive programme, offering a wide variety of interesting courses, which equipped me with effective communication strategies and professional knowledge of the English language. I believe that through all of these excellent experiences under the programme, I have built a solid linguistic foundation for further advancing and enriching my knowledge of English language and literature by pursuing a postgraduate degree."

**Lois CHIU**

Awardee of Outstanding Student, Faculty of Humanities 2018

"I chose to study BAESP\* because I have strong interest in and deep passion for language. The programme offers holistic courses that emphasise the importance of applying theory to practice. It also developed my intercultural communicative competence, which enabled me to work well with people from different cultural backgrounds on various social projects."

**Amy CHAN**

Awardee of The Most Outstanding PolyU Student 2017

\*BA (Hons) in English Studies for the Professions (BAESP) has been retitled to BA (Hons) in English and Applied Linguistics (BAEAL) starting with September 2021 admissions.

## Alumni sharing



My journey in the Department of English has been a memorable ride. We explored everything from timeless literature to the intricacies of business English, ensuring that every lesson is engaging and relevant.

I honed my skills in presenting ideas with confidence and clarity, becoming a passionate spokesperson for my beliefs and aspirations.

Thanks to PolyU, I've also had incredible opportunities that shaped my career. I was honoured to receive a nomination from the Careers and Placement Section for a summer internship in the public sector, building a foundation for my endeavours in a management trainee program upon graduation. Today, I'm actively involved in promoting Hong Kong as a fintech hub.

My global perspective has also blossomed through experiences like representing our university at the Singapore Debate Tournament, Malaysia Youth Summit and serving as an international student ambassador. Language has become more than just a tool for communication; it's my passport to a vibrant global village.

If you're looking for a degree that ignites your passion and opens doors to global opportunities, consider the Department of English and Communication, and discover where your love for language can take you!

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**Karry CHUNG**  
Associate Fintech Director  
Hong Kong Monetary Authority  
Graduate of 2015



In many ways, the person I am today – as a lecturer, a communicator, and a mentor – was shaped by the experiences and opportunities I had at PolyU. During my time as an English major, my alma mater provided more than just education – it opened my mind and established the foundation of my career. My studies exposed me to the depth and complexity of language, while my role as a student ambassador broadened my perspectives.

Engaging with diverse people and ideas taught me the power of communication, which has been invaluable in my master's in applied English linguistics and teaching career. All the experiences now inform my teaching approach, which emphasizes exploration, context, and connection in language learning. The lessons I gained and the teachers I met at the Department do influence my work and my interactions with students, which guide them through discovering the function of language in their lives. The strong foundation and passion for language that my experience instilled in me have left an indelible mark on my professional and personal growth, one that I'm always grateful for.

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**Mariah CHAN**  
Lecturer, Center for Language Education  
The Hong Kong University of Science and Technology  
Graduate of 2017



## Other Information

Mode of study:	Full-time
Normal duration:	4 years
Credits required:	123 academic credits (plus 3 training credits)
Fund type:	Government-funded
Programme leader:	Dr Max Diaz
Associate programme leader:	Dr Christy Xuyan Qiu

## Enquiries

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Entrance requirements



BAEAL@PolyU

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The information in this leaflet is correct at the time of printing and is subject to review and change.