

BA (Hons) Scheme 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, 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 **'Linguistic Excellence in Professional Contexts.'**

The programme

The Bachelor of Arts (Honours) Scheme 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 21st 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 Office of Careers and Placement services 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 six components. These components are mandatory for all students.

Language and Communication Requirements	Service-Learning
Freshmen Seminar for Language Professionals	Cluster Areas Requirements
Leadership and Intra-Personal Development	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 subjects [60 credits]

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



[^] 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"> • Literature in English: An Introduction • Solving Crime through Linguistics • Multimodal Analysis of Advertisements • Meaning in Professional Interaction • Literature in English: An Advanced Course • Advanced English Grammar • Critical Language and Cultural Studies • Language and Gender • Clinical Linguistics • Quantitative Literacy for Language Professionals
Global Communicative Competence	<ul style="list-style-type: none"> • Content Design for Social Media • Creative Writing in New Media • Aspects of European Public Discourse • Introduction to European Visual Art • Introduction to the History of Europe: a Trade Perspective • Language Policy and Planning: Local and Global Perspectives • All global languages subjects (Spanish, French, German)*
English for the Professions	<ul style="list-style-type: none"> • Fundamentals of Organizational Communication • English for Specific Purposes: Translation • Teaching English as a Service Learning Experience** • The Language of Advertising • Effective Communication for Public Relations • English for Science and Technology • Designing Courses for TESOL



* 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 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

<p>Single discipline major</p> <p>4 years (123 credits + 3 WIE training credits)</p>	<p>Major / Minor option with English as the Major and a Minor from another discipline:</p> <p>4 years (123 credits + 3 WIE training credits)</p>	<p>Double majors</p> <p>BAEAL and BA (Hons) in Linguistics and Translation</p> <p>4 years (168 credits + 3 WIE training credits)</p>
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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:

<p>Accounting in Practice</p> <p>Applied Psychology</p> <p>Child Care and Education</p> <p>Creative Advertising</p> <p>Exploring Psychology</p> <p>Fashion Image Design</p> <p>Film and Video/Film and Video Studies</p> <p>Image Design</p> <p>Introduction to Theatre Arts</p>	<p>Magazine Editing and Production</p> <p>Marketing in Global Trade</p> <p>Multimedia Entertainment Studies</p> <p>New Media Communication Strategies</p> <p>Practical Psychology</p> <p>Public Relations and Advertising</p> <p>Radio Host and Programme Production</p> <p>Western Cuisine</p>
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To recognise the outstanding academic performance of HKDSE students, the Faculty of Humanities will grant a one-off entry scholarship of up to \$35,000 to eligible HKDSE students admitted to the programme via JUPAS.

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 PolyU's 2019 & 2020 Graduate Employment Surveys, 94% of our graduates* were employed full-time within their year of graduation or pursued further studies. The average starting salary of our graduates is higher than the average salary of Hong Kong tertiary graduates**. Below are the top three careers by earning capacity:

Administration & Management	\$19,250
Teaching & Research	\$15,622
Sales & Marketing	\$15,374

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

** Source: "Employment Status of Hong Kong's Tertiary Students 2020 Survey" by JobsDB (<https://bit.ly/3oqbaz4>)

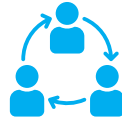
Further Studies

Some of our graduates proceed to further studies in Hong Kong or abroad in the fields of linguistics, applied linguistics, translation and interpreting, communication, and public and environmental policy studies.



According to the 2020 Graduate Employment Survey, our graduates engaged in a wide range of professions and industries.

63%



Administration & Management



11%

Teaching & Research



4%

Literary & Creative Work

22%



Sales & Marketing



Our Students & Alumni

Our award-winning students



"The core setting for my university life is the Department of English. It is an inclusive community where the professors are approachable and extremely friendly. My studies centred around English linguistics and communication, which helped me to realise my interests in languages and pursue further study in Linguistics."

Amy XU

Awardee of Outstanding Student, Faculty of Humanities 2015



"I chose to study BAESP* because I have a 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



"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

* 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



"What I value most from this programme is the training of a critical thinking mindset. A wide range of courses from gender issues and media analysis to sociolinguistics and business English has sharpened my big picture skills and enabled me to challenge hidden assumptions. These transferable skills are vital to my current role in an international management consulting company, where I distil and digest a lot of information while translating complex ideas into digital strategies and business cases.

Beyond lectures, international exposure is a major highlight of my university life. I joined an internship programme in Australia, arranged by the Department, and represented PolyU in debate tournaments in Germany and Korea and conferences in Singapore and Shanghai. These out-of-classroom experiences have inspired me to think about cultural diversity and what it means to be a truly global citizen in addition to developing my intercultural communicative competence. More than just a nurturing ground for careers, the diverse opportunities in PolyU have equipped me with the capability for lifelong learning that every leader of tomorrow embraces."

Vivian LEUNG
Chevening Scholar & Former TEDx Programme Manager
Graduate of 2014



"I re-joined the Department of English, my alma mater, in the summer of 2016 as an assistant professor, after having worked at Hong Kong Baptist University and the Open University of Hong Kong. It was at the Department of English where I obtained my bachelor's degree and doctorate. It was also at the Department where I enjoyed one of the happiest periods of my life as a student. Since my undergraduate years, I have been impressed by the outstanding quality of the academic staff, both in terms of teaching and research. As a student, I never had the experience of failing to access a book or a journal article from the library, either physically or online. I was also fortunate enough to have received scholarships for my undergraduate and postgraduate studies, both of which were first-class education experience comparable to one from any other top university in the world. The collaboration between the Department and institutions worldwide allowed me to participate in overseas study programmes in the UK and in Sweden. I would not have had so many excellent opportunities for academic and personal development had it not been because of the Department. For that I am forever grateful."

Phoenix Lam
Assistant Professor, Department of English and Communication
The Hong Kong Polytechnic University
Graduate of 2003 (BA) & 2008 (PhD)

Other Information

Mode of study:	Full-time
Normal duration:	4 years
Credits required:	126 academic credits (including 3 training credits)
Fund type:	Government-funded
Programme leader:	Dr Max Diaz
Associate programme leader:	Dr Phoenix Lam

Enquiries

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Entrance requirements



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