

## Joint International Symposium with Tsinghua University



The symposium is officiated by Prof. Suleyman Demokan (first row, middle), Vice President (Academic Development) followed by a keynote speech from Prof. Kathleen Bailey (first row, second from left).

The 3<sup>rd</sup> International Symposium on Teaching English at Tertiary Level, which is jointly organized by ENGL and the Department of Foreign Languages of Tsinghua University, was held at the PolyU campus on 9 - 10 June.



Prof. Suleyman Demokan (middle); Prof. Lu Zhongshe, Deputy Director of the Department of Foreign Languages, Tsinghua University (right); and Dr Xu Xunfeng, Acting Head, ENGL (left) look forward to closer collaboration between the two institutions.

Around 50 participants from the two organizing institutions as well as other higher education institutions in Hong Kong joined the two-day symposium. The opening keynote speech

by Prof. Kathleen Bailey from the Monterey Institute of International Studies in the United States and the closing speech by Prof. Rebecca Hughes from the University of Nottingham in the United Kingdom drew much attention and interests of the participants. While Prof. Bailey's speech focused on content-based instruction in US community colleges, Prof. Hughes's discussed English and academic literacy in global higher education.

In addition to the two keynote speeches, there were over 30 presentations covering a wide range of topics related to teaching English at tertiary level and they included the areas of reading, writing, assessment, learning and acquisition, motivation and strategy, corpus-based study, and pragmatics. The whole symposium was proved to offer participants many insights in the realm of English language teaching. At the closing of the symposium, it was also announced that the 4<sup>th</sup> Symposium will take place at Tsinghua University in Beijing in October 2008.



Prof. Rebecca Hughes delivers a closing keynote speech at the symposium.



Participants' presentations offer lots of insights in different aspects of English language teaching.

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# Event Highlights

## Faculty of Communication Graduation Ceremony 2007



What a great day! Smiling faces can be seen everywhere.

**U**ndergraduate and sub-degree graduates from ENGL were able to make an early celebration of their academic achievement this year with their families and friends at the Faculty of Communication Ceremony on 17 June, which took place prior to the University Congregation to be held in early December. This new arrangement allowed each of the 140 ENGL graduates to receive their Certificate of Attainment onstage from Dr Roy Chung, guest of honour of the ceremony, or Prof. Suleyman Demokan, Vice President (Academic Development).

The ceremony also saw the presentation of three major awards to outstanding graduates and students. They were the Dean's Certificate of Academic Achievement 2006/07, Dean's Certificate of Appreciation for Contribution to Promoting the All-round Development of PolyU Students 2006/07, and Dean's Letter of Commendation to Recipient of University Entry Scholarship 2006/07.



From right: Prof. Suleyman Demokan, Dr Roy Chung, Dr Xu Xunfeng (Acting Head, ENGL) and Dr F C Chan (Chairman of Departmental Advisory Committee, ENGL) share the happy moment with the graduates at the reception after the ceremony.

### Secondary School Students Explore the Interest of English Learning at PolyU

**A** group of 33 Form 6 students and teachers from Ko Lui Secondary School visited ENGL in May and found out more about how our teaching and training help students to become highly proficient in English communication and language skills. They were given a brief overview of a new undergraduate programme, BA (Hons) in English Studies for the Professions (BAESP), to be offered in the 2008/09 academic year. The group also took a tour to the computer lab and multi-media lab to see the excellent facilities that we provide to our students.



Dr Chris Green introduces the BAESP programme to the students.

Dr David Qian (standing in the middle), Programme Leader of BAESP, explains the facilities of multi-media lab to the students.



## Event Highlights

### Talking Across the World Conference and Symposium Establish Initiatives to Improve Customer Service via the Telephone



Participants of the one-day Talking Across the World Symposium are mainly from Hong Kong and China who are practitioners in the call centre industry or academics or researchers in the field.

**T**he Talking Across the World Conference was held in Manila on May 31<sup>st</sup> - June 2<sup>nd</sup> 2007, along with a one day symposium in Hong Kong at the Hong Kong Polytechnic University on 29 May. The two events provided unique opportunity for academics and industry trainers and managers to share research, concerns and outcomes related to communication in the Information Technology Enabled Service (ITES) industry.

This year an impressive group of world wide experts from Europe, Australia and Asia with backgrounds in linguistics, intercultural communication, organizational management and from within the industry made up an expert pool of speakers focusing on recent trends, research, progress and issues related to telephone customer services and globalization.

Talking Across the World, a repeat from last year's successful run, aims to look into English Communication Skills problems in the Asian ITES industry. In addition to ENGL, organizers the Hong Kong Institute of Education, University of Stockholm, and FuturePerfect Business English Specialists in Manila joined forces this year to ensure that the conference and symposium were stimulating and relevant.

### Students Help Promote BALSP at Consultation Day

**S**ome 240 current Form 7 students attended the consultation sessions of BA in Language Studies for the Professions (BALSP) at the PolyU Consultation Day for JUPAS Applicants on 26 May. On top of getting advice and suggestions from teachers, the students were able to know more about the programme as well as university student life at PolyU with the sharing from current BALSP students.



BALSP Year 1 students Carol Wong (left photo in green and white stripes t-shirt) and HK Chan (right photo in black t-shirt) share their study experience with the JUPAS applicants.

# Department Updates

## New Undergraduate Programme: BA (Hons) in English Studies for the Professions

ENGL will offer a new UGC-funded undergraduate programme, BA (Hons) in English Studies for the Professions (BAESP), from the 2008/09 academic year. As a programme that gears to nurture future leaders and entrepreneurs excelling in communication for professional purposes, BAESP aims to achieve the following:

- To produce graduates with a high level of competence in English and a basic proficiency in Japanese;
- To develop students with a sound understanding of the theoretical disciplines underlying applied language studies and the integrated use of the languages concerned; and
- To enable students to apply their knowledge and generic linguistic skills in a variety of professional communication contexts.



Dr David Qian, Programme Leader of BAESP, says graduates from the programme can find employment in junior management or administrative positions in the private and public sectors, especially in professional, multilingual workplace settings, where there is a need for English communication.

BAESP is designed to equip students with professional / academic knowledge and skills and attributes for all-roundedness. In addition to the compulsory subjects to build up necessary knowledge and skills in English, students can choose to specialize in the area of media communication or corporate communication, or take a variety of elective subjects related to language training and professional communication skills in different business contexts.

To be considered for admission to BAESP, applicants should receive Hong Kong Advanced Level Examination (AS-level) Grade D in Use of English as well as meeting PolyU General/Minimum Entrance Requirements. Those who possess a Higher Diploma or an Associate Degree in a language-related discipline may be considered for direct entry to the second year of the programme.

## So long, Farewell... to Three of Our Fellow Teachers

With the 2006/07 academic year came to an end, we have also bade farewell to three of our fellow teachers, Dr Colleen Wong, Ms Maggie Leung and Ms Jennifer Li. A formal farewell session was organized at the departmental retreat held in June to thank the three teachers' work in the past years. We take this opportunity here to wish them all the best again.



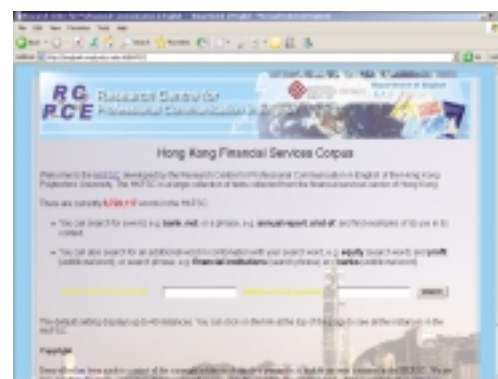
Colleagues pass on their best wishes to Dr Colleen Wong (second from right) and Ms Jennifer Li (second from left).

# Research

## The Hong Kong Financial Services Corpus

The Hong Kong Financial Services Corpus (HKFSC) was released via the website of the Research Centre for Professional Communication in English (RCPCE) <http://www.engl.polyu.edu.hk/RCPCE/> in mid June 2007. The 6.7-million-word HKFSC is an educational and research resource to benefit financial services professionals, academics and students locally and internationally. It is compiled for users to learn more about the language of the financial services industry, in particular the study of the patterns of use of specific words and phrases. The computer software used to search the HKFSC is ConcGram@ designed and written by Chris Greaves, Senior Project Fellow of ENGL.

The HKFSC contains more than twenty different text-types, including annual report, brochure, code, corporate announcement, fact sheet, fund report, insurance product description, investment product description, prospectus, rules, standards, etc. The contents are obtained from a range of public organizations, professional associations and listed companies including Hong Kong Exchanges and Clearing Limited, Hong Kong Monetary Authority, The Hong Kong Association of Banks, Hong Kong Electric Holdings Ltd., Cathay Pacific Airways Limited, CITIC Pacific, Sino Land Company Limited, etc.



## Interdisciplinary Collaborative Seminars on Professional Communication Competence

In the past few months, the Research Centre for Professional Communication in English (RCPCE) has continued to organize interdisciplinary collaborative seminars with different professional associations: Hong Kong Institution of Engineers, Hong Kong Securities Institute, and Association of Chartered Certified Accountants (ACCA), Hong Kong. All the seminars contribute to the Continuing Professional Development (CPD) Programmes of these associations.

### **Professional Communicative Competencies for Engineers**

30 April 2007 (Monday)

Speaker: Prof. Winnie Cheng

### **Enhancing Communicative Competencies for Securities & Investment Professionals: Delivering Effective Oral Presentations**

5 May 2007 (Saturday)

Speakers: Dr Stephen Evans and Prof. Martin Warren



Prof. Martin Warren speaks at the seminar.

### **Professional Communicative Competencies for Accountants**

20 June 2007 (Wednesday)

Speakers: Prof. Winnie Cheng, Mr Cheng Kin Chung and Dr Kenneth Kong



Prof. Winnie Cheng speaks at the seminar.

### **Giving Effective Oral Presentations**

27 June (Wednesday)

Speakers: Dr Stephen Evans and Dr Gail Forey

### **Accountancy Report Writing**

7 July 2007 (Saturday)

Speakers: Dr Christopher Green and Dr Li Lan

Seminar details are available at <http://www.engl.polyu.edu.hk/RCPCE/>.

# Students and Alumni News

## Before HDEBC Ends: 2007 Study Trip to Beijing

37 Higher Diploma in English for Business Communication (HDEBC) students enjoyed a study trip to Beijing from 15 to 19 May 2007 before their graduation. The trip aimed to welcome Beijing Olympic Games in 2008, to appreciate more Chinese culture and to understand university students in the mainland.

While in Beijing, the team had campus tours at Tsinghua University, Beihang University and Beijing Sports University. The HD students benefited from formal presentations as well as casual conversations with mainland students. One student wrote: 'I enjoyed chatting with mainland students very much and I found them smart and passionate. Somehow I felt that we are quite similar. I have a strong feeling that all of us would become great people in the near future!'

The study trip testified communication skills and teamwork spirit of the HD group, which are the objectives of the programme. It provided a good chance to understand Chinese culture and strengthened the friendship between students and teachers. Although the HDEBC programme has unfortunately come to an end, its graduates will have a good beginning in their career.



Reviewing history at Yuanmingyuan.



In the colour of Olympics.



We can fly.



We can win.

## A Valuable Lesson from Career Experience Sharing of Mentors



The career experience sharing session helps mentors and mentees engage in active discussion about job and personal development.

One of the main objectives of the mentorship programme is to allow students to gain valuable knowledge from mentors so that students can learn to appreciate wider aspects of experience outside the classroom. At a mentor career experience sharing session in April, Ms Janice Tse and Ms Luler Tang shared their career pathway as a practitioner in the public relations and accounting professions. Their stories not only gave the mentees a closer look about the two professions but also offered the students lots of useful advice on interpersonal skills.

# Students and Alumni News

## Japan Society of Hong Kong Scholarship Awards to Three Top Students

**A** HK\$20,000 scholarship was given by the Japan Society of Hong Kong to ENGL in February. The scholarship is divided into three awards of HK\$10,000, HK\$6,000 and HK\$4,000. Let's hear what the three award recipients want to say about getting this great encouragement:



**Chou Yuen Lung Aine, Bachelor of Arts in Language Studies with Business, Year 3 student** (Recipient of HK\$10,000 award)

"I want to express my sincerest gratitude to ENGL and the Japan Society of Hong Kong for the scholarship. Entering the teaching field of Japanese language is always my dream. I would like to have further study in Japanese language and also the culture. This award would be a great help to accomplish my goal."

**Chan Ying Ho Tony, Bachelor of Arts in Language Studies for the Professions, Year 2 student** (Recipient of HK\$6,000 award)



"It is so exciting to be nominated! Thanks a lot! I will treasure the scholarship a lot, and make good use of it."



**Wu Yanrong Midori, Bachelor of Arts in Language Studies for the Professions, Year 2 student** (Recipient of HK\$4,000 award)

"It is a wonderful surprise to me to receive this scholarship...With this scholarship, I am looking forward to taking an exciting Japan summer programme in Nagoya, which is also offered by the Department of English. I believe it will be another valuable experience."

## Cultural Talk to Boost the Understanding of Japanese Culture

**T**he HK PolyU JSP Culture Club organized a cultural talk in June titled "Review of the Relationship between Hong Kong and Modern Japan through Observation of Tombstones" which was delivered by experienced Hong Kong and Japan historical researcher Mr Ko Tim Keung.

Over 35 participants enjoyed the talk and Mr Sentaro Towata, Vice Consul of Public Relations and Cultural Affairs, Consulate-General of Japan in Hong Kong, and Mr Chan King Hung, Chairman of The Universities Alumni Society Hong Kong joined as the honourable guests.



Members of the HK PolyU JSP Culture Club thank Mr Ko Tim Keung (back row, second from left) to speak at the talk and are also grateful to the attendance of Mr Sentaro Towata (back row, fourth from right) and Mr Chan King Hung (back row, third from right).

The JSP Culture Club is formed by a group of fellows who are graduates or current students of the MA in Japanese Studies for the Professions (MAJSP). The Club aims to promote commercial, cultural and academic interaction between Hong Kong and Japan, as well as to provide various entertainments, social and cultural activities that will strengthen relationships among Japanese learners. More details about the Club can be received by sending email to [polyujsp@gmail.com](mailto:polyujsp@gmail.com).

# Students and Alumni News

## Alumni Sponsorship Scheme to Foster Life-long Learning

Alumni of ENGL can now enjoy sponsorship of subject fee by taking individual subjects offered within the department. This Alumni Sponsorship scheme is initiated by PolyU to encourage its alumni to engage in continuous learning. Under the scheme, alumni will be offered a half fee back for not more than one subject each year, as their sponsorship.

To enjoy the benefit, alumni should apply for admission as subject-based students which is only available to subjects which form part of a self-financed programme. Subject-based students may be admitted to take subjects at any level. However, priority to take subjects shall be given to regular students enrolled on a programme basis and the number of subject-based students to be admitted per class should not exceed 25% of the total class enrolment.

Subject-based students are also entitled to the following privileges:

- Be issued a PolyU student ID card
- Have access to the same teaching/learning facilities as other students on the subject concerned
- Enjoy the same benefits as the regular part-time students in terms of access to the campus facilities

Assessment for subject-based students will be done at the same time and in the same manner as the regular students. If you successfully pass the assessment for the subject, you can transfer the credits you earned to further your studies on other PolyU programmes leading to a formal award, provided the validity period meets the prevailing University regulations.

ENGL currently offers one top-up undergraduate programme and four postgraduate programmes on self-financed basis. Alumni can get more information about the subjects offered in these programmes under <http://www.engl.polyu.edu.hk/Courses/index.html>. Enquiries on admission of subject-based students and the Alumni Sponsorship scheme can be forwarded to [egdept@polyu.edu.hk](mailto:egdept@polyu.edu.hk).



By taking individual subjects and making use of the credit transfer opportunity, it sets a good starting point for subject-based students to achieve an academic award as other regular students.