



# FACULTY OF HUMANITIES NEWSLETTER

## 2014 ISSUE NO.1



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

### VIEWPOINTS



#### SILK Road International Summer School 2014

The SILK Road International Summer School is offered by the Faculty of Humanities of PolyU, in collaboration with Xi'an Jiaotong University in China. In July 2014, students will embark on an exciting three-week journey in two cities of China - Hong Kong and Xi'an, to experience Chinese culture and... [More >](#)



#### New Programmes for Teachers Teaching Chinese to Non-Chinese Speaking Students

Department of Chinese and Bilingual Studies has recently introduced two new programmes which are specially designed to enhance frontline teachers' professional ability to teach Chinese to NCS students at primary and secondary schools in Hong Kong. [More >](#)

### HIGHLIGHTS



#### FH's Linguistics Ranking Reached New Heights

In the subject of "Linguistics", the discipline to which the majority of the Faculty's staff members belong, the Faculty is ranked 23rd in the world and is ranked 5th in Asia and 2nd in Hong Kong according to the latest QS World University Rankings by Subject 2014. [More >](#)



#### Le French May at PolyU

With the support from the University, the Faculty of Humanities presented an exhibition in partnership with Le French May 2014 entitled "Materials for Inventions", which showcased a wide range of digital sculptures and paintings created by the artists of Ars Mathematica, an international organisation... [More >](#)



#### New Minor Programmes

Faculty of Humanities will offer two new minor programmes in 2014/15 - Minor in European Studies and Minor in Chinese Language and Culture (for International Students). [More >](#)



#### Heavyweights Provoke Thinking on University Education

On April 8, 2014, the UGC Chairman, Mr Edward Cheng Wai-sun, SBS, JP, and Secretary-General of UGC, Dr Richard T. Armour, were invited to give a talk on "Current issues for Hong Kong's higher education" at the Jockey Club Innovation Tower of PolyU. [More >](#)



#### Donation to Speech Therapy Unit

Department of Chinese and Bilingual Studies has acquired a donation of approximately HK\$16 million, HK\$14.6 million of which were from Fu Tak lam Foundation (傅德蔭基金) for the department's Master of Speech Therapy programme. [More >](#)

### OUTREACHING

- Erasmus Mundus MULTI-2 Selection Meeting in Taipei
- Collaboration with Xi'an Jiaotong University
- MOUs signed with NTNU and HUFU
- Promoting education ties with EU member states

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- Hong Kong PhD Fellowship 2014/15
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- 7th International Conference on Multimodality
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- FH Launched Facebook Page
- Presentation Ceremony of Faculty Awards 2012/13

### STUDENT CORNER

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- Outstanding Student Awards 2013
- Scholarships Received by FH Students
- The Global Student Pre-challenge
- CBS Translation Society: Logo Design Competition

# Study in an Intercultural environment and Learn to be Kreative

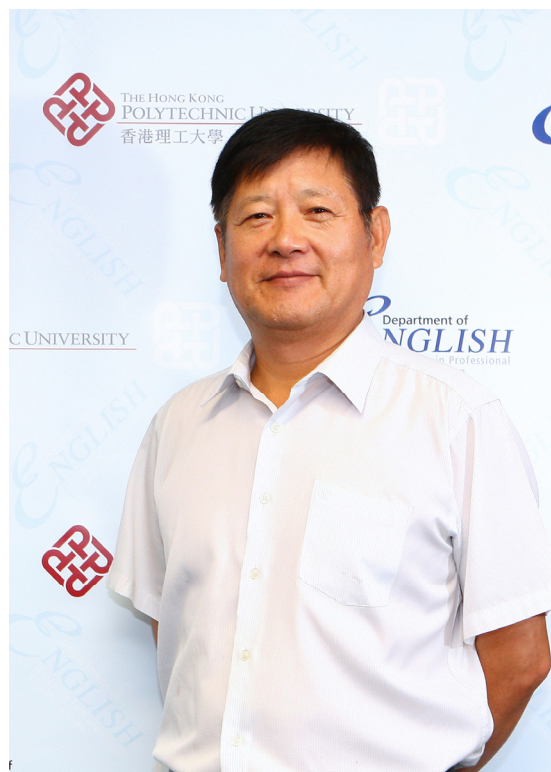
The SILK Road International Summer School is offered by the Faculty of Humanities of PolyU, in collaboration with Xi'an Jiaotong University in the Chinese Mainland. In July 2014, students will embark on an exciting three-week journey in two cities of China - Hong Kong and Xi'an, to experience Chinese culture and study subjects related to China and its culture.

Dr Xu Xunfeng, Director of the Summer School, explained that the Silk Road International Summer School is an intensive programme designed for international students who have completed their first year of study or are first year students at colleges or universities outside Hong Kong and the Chinese mainland to deepen their understanding of Chinese culture in a real Chinese context.

Why Silk Road? According to Dr Xu, in the Han Dynasty, the ancient road started from the historical capital of Chang'an, now Xi'an. The road is not only an ancient international trade route, but also a splendid cultural bridge linking the cultures of East and West. Xi'an is also said to be the starting point of Silk Road. Adopting the name of SILK, the programme aims to serve as a starting point of students' journey to learn about China and its culture.

The SILK programme is unique and attractive in many ways, aside from experiencing the metropolitan yet very Chinese city of Hong Kong, as well as the historical cultural cross-road of Xi'an. SILK provides students with an opportunity to study two credit-bearing undergraduate subjects on China and/or culture related topics offered by the Faculty of Humanities in Hong Kong and Xi'an during the summer break. Students can choose two from four exciting subjects: "Buddhism, Daoism and Chinese Culture", "Chinese Geography and the Culture of Travel", "Loanwords: a Kaleidoscope of Cultures and Languages in Contact", and "Cultural Identities and Representations". Students will also have lessons together with students from other leading universities in other parts of the world. These activities will allow them to participate in meaningful exchanges with students from a truly diverse background and broaden their exposure to the global community.

The Summer School is a significant move for PolyU towards becoming the leading Chinese culture course provider in Hong Kong and Greater Asia for the international communities. As Prof. Huang Chu-Ren, Dean of the Faculty of Humanities of PolyU, explains, "the FH International Summer School is our new initiative to expand our outreach to international students, and to address the growing interests of the world in learning Chinese culture".



*Dr XU Xunfeng  
Director of Summer School  
Associate Professor and Associate Head  
Department of English  
The Hong Kong Polytechnic University*



## Viewpoints

### New Programmes for Teachers Teaching Chinese to Non-Chinese Speaking Students

Currently, there are about 15,600 non-Chinese speaking (NCS) students in local public schools or schools under the Direct Subsidy Scheme. Provision of adequate support such as enhanced education measures to help these students integrate into the mainstream classrooms and, thus, the community is of utmost importance. To achieve this, there is a need for appropriate training for teachers of Chinese language to provide them with the necessary skills and knowledge to cater for the needs of these NCS students.

To meet this demand, the Education Bureau launched the Professional Enhancement Grant Scheme for Chinese Teachers (Teaching Chinese as a Second Language) in March 2014. The scheme aims to encourage serving Chinese language teachers to pursue training on teaching Chinese to NCS students so as to equip them with the necessary pedagogical knowledge and skills as well as intercultural competence in performing this teaching duty.

In response to the initiative, the Department of Chinese and Bilingual Studies has recently introduced two new programmes which are specially designed to enhance frontline teachers' professional ability to teach Chinese to NCS students at primary and secondary schools in Hong Kong:

- **Master of Arts in Chinese Language and Literature (with a specialism in Chinese Language Teaching for Teachers of Non-Chinese Speaking Students)**  
Programme aims: This programme helps students to acquire basic knowledge of Chinese language, literature and culture, and the know-how of teaching Chinese as second language and the necessary skills for teaching Chinese to non-Chinese speaking students.
- **Master of Arts/Postgraduate Diploma in Teaching Chinese as a Foreign Language (with a specialism in Teaching Chinese as a Second Language in Hong Kong Schools)**  
Programme aims: The programme develops the intellectual, critical and imaginative abilities of students in relation to Chinese language education. Specifically, it aims to develop students' awareness of and sensitivity to the differences between Chinese and other languages, and the differences between Chinese culture and other cultures. It builds on the diversity of experience that students bring to the course and extends their knowledge of Chinese language, literature and culture to develop their learning and teaching skills, enabling them to develop their careers.

Both programmes are recognised programmes under the Professional Enhancement Grant Scheme for Chinese Teachers (Teaching Chinese as a Second Language).

#### About the scheme

Education Bureau will offer a basic level of subsidy at 30% of the tuition fee of an entire programme of study, up to a maximum of HK\$30,000 per applicant, upon the successful completion of the relevant recognised programmes of study under the scheme.

In addition, applicants who continue to teach NCS students to study Chinese in schools offering formal local curriculum for a total of three years within five years upon their graduation will be eligible for an extra 30% of the tuition fee of an entire programme of study per person, up to an additional maximum of HK\$30,000.

For details of the scheme, please visit:

[http://www.language-education.com/eng/fssp\\_seclang.asp](http://www.language-education.com/eng/fssp_seclang.asp)

For details of the programmes, please visit:

**Master of Arts in Chinese Language and Literature (with a specialism in Chinese Language Teaching for Teachers of Non-Chinese Speaking Students)**

**Master of Arts/Postgraduate Diploma in Teaching Chinese as a Foreign Language (with a specialism in Teaching Chinese as a Second Language in Hong Kong Schools)**

## Highlights

### FH's Linguistics Ranking Reached New Heights



In the subject of “Linguistics”, the discipline to which the majority of the Faculty's staff members belong, the Faculty is ranked 23rd in the world – a big leap forward of 22 places from its previous ranking of 45th in 2013, and is ranked 5th in Asia and 2nd in Hong Kong according to the latest QS World University Rankings by Subject 2014.

Overall, FH is ranked among top 30 in Asia and 154th in the world according to the QS World University Rankings 2013.

*(Sources: Quacquarelli Symonds University Rankings 2013 and 2014)*



## Highlights

### Le French May at PolyU

Faculty of Humanities strives to enhance PolyU students' language proficiency and cultural understanding. Apart from being the sole and major unit offering language and general education courses in the University, following the momentum of bringing the International Literary Festival to campus last year, we are honoured to be in partnership with Le French May 2014 to extend students' cultural experience beyond the classroom.

With the support from the University, we presented an exhibition entitled "[Materials for Inventions](#)" which showcased a wide range of digital sculptures and paintings created by the artists of Ars Mathematica, an international organisation based in Paris which promotes the meeting of artists, scientists and engineers. Successfully held at the Jockey Club Innovation Tower in May 2014, the exhibition, along with a series of salon d'art, presented a vivid example of how art is inextricably linked with science and technology.

Other co-presented events included the talk 'Mad, Bad and Dangerous to Blow: the Saxophone as a Musical Miscreant' by Prof. Stephen Cottrell, Le Grosse Couture on-site performance and the documentary of the Pianist Alexandre Tharaud. Le French May also offered complimentary or discounted tickets of a number of best selected performances/programmes to PolyU students and staff members. We believe this very first collaboration between the Consulate General of France in Hong Kong and Macau and PolyU in the context of Le French May has successfully provided an eye-opening and inspiring experience to many of our students, and we look forward to continued collaboration with the Consulate, and other relevant stakeholders, to provide more meaningful learning experiences to our students.



*Welcoming Remarks by Mr Nicholas W. YANG, Executive Vice President of PolyU*



*Speech by Dr Isabelle SAVES, Attaché (Science and Academic Affairs), Consulate General of France in Hong Kong and Macau*



*The opening ceremony of the "Materials for Inventions" exhibition was held on 19 May at the Jockey Club Innovation Tower of PolyU*

*(from left: **Prof. Tim JACHNA**, Associate Dean of School of Design, PolyU; **Prof. HUANG Chu-ren**, Dean of Faculty of Humanities, PolyU; **Dr Isabelle SAVES**, Attaché (Science and Academic Affairs), Consulate General of France in Hong Kong and Macau; **Dr Patrick SAINT-JEAN**, member of Ars Mathematica; **Mr Nicholas YANG**, Executive Vice President, PolyU; **Mr Christian LAVIGNE**, President of Ars Mathematica; **Prof. Ming Xi TANG**, Professor of School of Design, PolyU; **Dr Patrick CALLET**, member of Ars Mathematica; **Mr Rinus ROELOFS**, member of Ars Mathematica)*

## Highlights

### New Minor Programmes

## Minor in European Studies\*

To be offered by Department of English in 2014/15

Minor in European Studies aims to offer PolyU students with a solid educational background in European culture and history from a multidisciplinary perspective that will enable them to successfully operate in their professions and live in the complex, globalised world. The minor offers courses on a range of topics such as film, fashion, design, history, literature, philosophy and anthropology so that students can broaden their views and understanding of diversity on the European continent, and how such diversity is construed and sustained. Such knowledge is required in a world where national interests and necessities overlap with global ones. The minor will also provide students with the opportunity to deepen and strengthen their multilingual competence and multicultural awareness through language courses in Portuguese, Spanish, German and French. Furthermore, the minor programme will organise and promote talks and cultural and academic activities in cooperation with European consulates in Hong Kong to broaden students' perspectives on useful topics in European studies.



## Minor in Chinese Language and Culture (for International Students)\*

To be offered by Faculty of Humanities, Department of Chinese and Bilingual Studies, Department of Chinese Culture, Confucius Institute of Hong Kong and General Education Centre in 2014/15

This programme aims to meet the needs of non-Chinese speaking students who aspire to learn Chinese language and learn about Chinese culture while pursuing a degree in PolyU. It is offered in answer to the growing interest of university students in China studies following the country's rapid economic growth in recent decades. Having a better understanding of a modernising Chinese society through the learning of its language and culture has become an important asset for many university students around the world. With a well-balanced curriculum that puts equal emphasis on Chinese language and culture, and subject contents delivered in a linguistically and culturally rich Chinese environment, it is expected that international students could benefit from this programme on their way to better understand China.



For details of the minor programmes of the Faculty of Humanities, please visit [http://www.polyu.edu.hk/fh/en-us/edit\\_pages/detail/2](http://www.polyu.edu.hk/fh/en-us/edit_pages/detail/2)

*\*subject to approval*



## Highlights

### Heavyweights Provoke Thinking on University Education

As part of its continuous efforts in nurturing students' intellectual capabilities, the General Education Centre has recently launched a public seminar series on university education. On April 8, 2014, the UGC Chairman, Mr Edward Cheng Wai-sun, SBS, JP, and Secretary-General of UGC, Dr Richard T. Armour, were invited to give a talk on "Current issues for Hong Kong's higher education" at the Jockey Club Innovation Tower of PolyU. During the talk, Mr Cheng described how he had served in the PolyU Council from 2006 to 2009 and learned from the University's motto "To learn and to apply, for the benefit of mankind." To nurture professionalism among leaders of our society, Mr Cheng emphasised the significance of educating global citizens. In this process, the UGC could contribute in two particular areas: the promotion of teaching and learning and the strengthening of internationalisation (including the engagement of the Chinese Mainland). Further details of the talk will be published as part of a research book project on University Education led by Dr Paris Lau of the General Education Centre.



*Prof. Timothy W. TONG (left), President of PolyU, presenting certificates of appreciation to Mr Edward CHENG Wai-sun, SBS, JP (2nd left), Chairman of UGC, and Dr Richard T. ARMOUR (2nd right), Secretary-General of UGC. On the right is Dr Helena WONG, lecturer of the General Education Centre.*



## Highlights

### Donation to Speech Therapy Unit

Department of Chinese and Bilingual Studies has acquired a donation of approximately HK\$16 million, HK\$14.6 million of which were from Fu Tak lam Foundation (傅德蔭基金) for the department's [Master of Speech Therapy](#) programme. Under the project "Training of 27 speech therapists and developing the discipline of speech therapy to serve the local community", 27 MST students who have been assessed qualified will be awarded full scholarships in the five years from 2014/15. The donation will also be used to support additional manpower and developments of the Department's Speech Therapy Unit.



## Outreaching

### Erasmus Mundus MULTI-2 Selection Meeting in Taipei



Erasmus Mundus Mobility Programme has been one of the milestone initiatives of the PolyU's Faculty of Humanities for internationalisation. The Erasmus Mundus mobility quotas of all European and South East Asia consortium partners for the project of MULTI (Multilingualism and Multiculturalism) reach more than 170 student/staff mobilities between Europe and South East Asia.

Recently, the final round of MULTI-2 applicant selection was conducted in Taipei, with the presence of representatives from all 12 global consortium partner institutions.

Supported by the European Commission, the Erasmus Mundus Mobility Programme is well-known in Europe for providing international exchanges at postgraduate level or above. Until now, PolyU's Faculty of Humanities is the first and the only institution in Hong Kong which has received this Erasmus Mundus grant. Together with the 11 European and Asian partners, we received nearly €2.6 million mobility grant in two consecutive successful bids of applications.

With the focus on MULTI (Multilingualism and Multiculturalism), we aim to bring different academic and cultural perspectives together through language as a vehicle that carries knowledge and establishes identity, as well as linguistics as a tool to analyse this vehicle. MULTI has fostered international exchange activities among many scholars and researchers, and has facilitated numerous academic research and collaboration, which truly realise our goal of internationalisation.

Check out our website for information [www.polyu.edu.hk/fh/MULTI/](http://www.polyu.edu.hk/fh/MULTI/)

## Outreaching

### Collaboration with Xi'an Jiaotong University

Xi'an Jiaotong University is one of the important partners of the Faculty of Humanities in the Chinese Mainland for collaborative research related to creative culture industries. It is also one of PolyU's approved partner institutions for Joint PhD Programmes Leading to Dual Awards.

In this coming summer, the Faculty of Humanities, in collaboration with Xi'an Jiaotong University, will be offering four subjects under the *Ten Thousand People Scheme* launched by China's Ministry of Education. During the course of studying the subjects, PolyU students will be able to participate in lectures, seminars and study visits in Xi'an in addition to lectures and seminars in Hong Kong. The four subjects are as follows:

- *Buddhism, Daoism and Chinese Culture (CC2C10)*
- *Cultural Identities and Representations (CBS1A11N)*
- *Chinese Geography and the Culture of Travel (CC2H02)*
- *Loanwords: a kaleidoscope of cultures and languages in contact (ENGL2C07)*



## Outreaching

### MOUs signed with NTNU and HUFS

Fostering substantive collaboration with key institutions in the fields of linguistics, applied language sciences and Chinese culture is one of the strategic priorities for the Faculty's internationalisation. During two delegation visits to Taiwan and Korea in April and May 2014 respectively, Prof. Huang Chu-ren, Dean of Faculty of Humanities, and his delegation conducted an in-depth discussion on academic and research collaborations with National Taiwan Normal University (NTNU) in Taiwan with regard to the memorandum of understanding signed with NTNU in January 2014, and signed an memorandum of understanding for collaboration with Hankuk University of Foreign Studies (HUFS) in Korea. The Faculty's delegates also successfully strengthened and established links with Hanyang University, Korea University, Kyung-Hee University and Yonsei University. Many of the above universities will be sending students to the Faculty's SILK summer school in July.

Following the success of the delegations, the Faculty of Humanities expects to work even closer with major universities in Korea and Taiwan, and to attract more students from these two places to study our undergraduate and postgraduate programmes in the future. While providing a unique experience to these international students to learn Chinese language and culture or English language in a place where East meets West, we also believe that international students will further enhance the cultural diversity of our campus and help to create a rich international and intercultural learning environment that is conducive to our students' learning.



*Dr Seongha Rhee (left), Vice President of External Affairs and Development of Hankuk University of Foreign Studies, and Prof. Huang Chu-ren (right), Dean of Faculty of Humanities of PolyU, signed the memorandum of understanding.*



*The Faculty's delegation with representatives from Hankuk University of Foreign Studies*

*(From left: Miss Hannah Chin(FH), Dr Kim Sun-A(CBS), Prof. Min Gu Na, Vice Dean, College of Chinese / Chair of Chinese Language, Literature and Culture Division, HUFS; Prof. Sung Eun Cho, Vice Dean, College of English / Chair of English Division, HUFS; Dr Seongha Rhee, Vice President of External Affairs and Development, HUFS, Prof. Huang Chu-ren(FH); Prof. Winnie Cheng(ENGL); Dr Gail Forey(ENGL); and Dr Doreen Wu(CBS).)*

## Outreaching

### Promoting education ties with EU member states



Prof. Chan Shui Duen, Associate Dean(FH), joined the delegation led by Mr Eddie Ng Hak-kim, Secretary for Education, to Brussels and Helsinki in her capacity as member of the Standing Committee on Language Education and Research (SCOLAR) to strengthen education ties between Hong Kong and member states of the European Union (EU).

For details, please visit <http://www.info.gov.hk/gia/general/201405/20/P201405200351.htm>

## Research & Scholarly Activities

### Conference Keynote & Plenary Speeches Jan to Jun 2014

#### **Prof. Winnie CHENG, Department of English**

Approaches and methods: ESP research and teaching. The International Symposium on Innovative Teaching and Research in ESP 2014. University of Electro-Communications, Tokyo, Japan, 22 February 2014.

A local grammar-based approach to corpus studies. The 16th Korea-Japan Workshop on Linguistics and Language Processing. Kyung Hee University, Seoul, Korea, 9-10 May 2014.

Strategies for effective journal article reading: Hospitality and Tourism Management. ESP Practice, Innovation, and Vision, 2014 International Conference on Applied Foreign Languages (2014 -ICAFLs). National Kaohsiung University of Hospitality and Tourism, Kaohsiung, Taiwan, 23 May 2014.

Hotels' evaluation of products and services: A comparison of hotel homepages across different star categories. Professional communication in the international world: Theory and practice. The 4th International Conference of the Asian-Pacific LSP and Professional Communication Association and The 3rd National Conference of the Chinese Association for ESP. University of International Business and Economics, Beijing, China, 7 - 8 June 2014.

#### **Prof. HUANG Chu-ren, Department of Chinese and Bilingual Studies**

Enhancing Scientific and Exchange Cooperation- Partnerships and Programs: Network-2.0. 9th Annual Conference and Exhibition. The Asia-Pacific Association for International Education (APAIE) Conference and Exhibition 2014, Kyung Hee University, Korea, 17 - 20 March 2014.

Linguistic Theory, Dictionary and Reference Grammar (語法理論，辭典，與參考語法). A Dialogue between Linguistic Theory and Chinese Language Teaching - In Celebration of Professor Shoushin Teng's 75th Birthday (語法理論與華語教學的對話 - 賀鄧守信教授 75 華誕論壇). Department of Chinese as a Second Language, National Taiwan Normal University, Taiwan (國立臺灣師範大學華語文教學系), 18 - 22 April 2014.

Notes on Chinese Classifiers and Ontology (漢語量詞與知識本體). 15<sup>th</sup> Chinese Lexical Semantic Workshop (CLSW 2014)(第十五屆漢語詞彙語義學國際研討會). Faculty of Arts & Humanities, University of Macau, Macau, 9 - 12 June 2014.

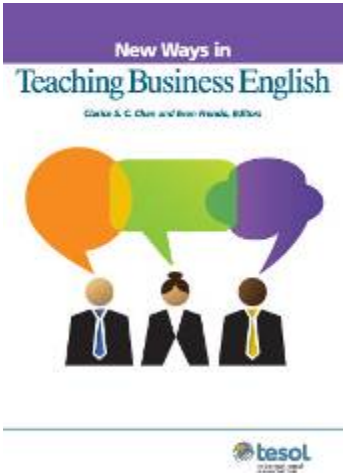
#### **Prof. SHI Dingxu, Department of Chinese and Bilingual Studies**

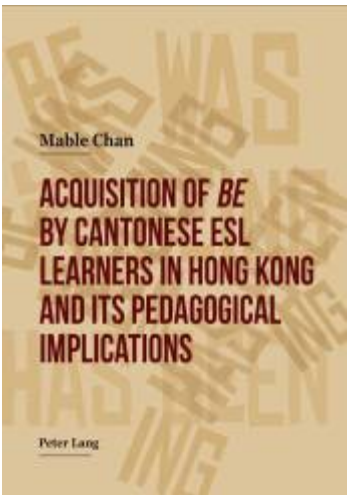
Language Education and Grammar Studies (語法知識和語文教育). Forum on Chinese Language Education. The Commercial Press, Macau, 12 March 2014.

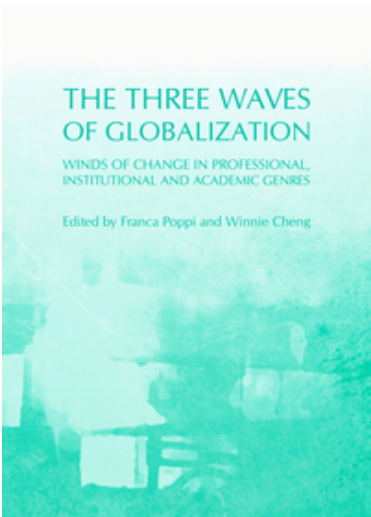


## Research & Scholarly Activities

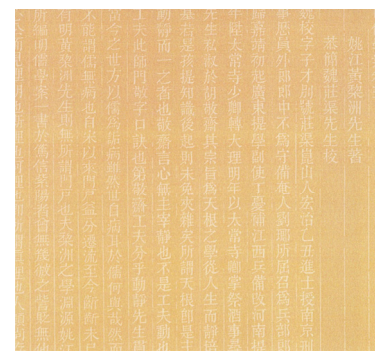
### Books Published Jun 2013 – Jun 2014

<b>Book title:</b>	New Ways in Teaching Business English	
<b>Author(s)/Editor(s):</b>	<b>Clarice S. C. CHAN</b> and Evan FRENDO	
<b>Department:</b>	Department of English	
<b>Publisher:</b>	TESOL	
<b>Year of Publication:</b>	2014	
<b>ISBN:</b>	978-1-9311-8514-1	

<b>Book title:</b>	Acquisition of 'be' by Cantonese ESL Learners in Hong Kong and its Pedagogical Implications	
<b>Author(s)/Editor(s):</b>	Mable CHAN	
<b>Department:</b>	Department of English	
<b>Publisher:</b>	Peter Lang	
<b>Year of Publication:</b>	2013	
<b>ISSN:</b>	ISBN 978-3-0343-1307-0 pb. (Softcover) ISBN 978-3-0351-0650-3 (eBook)	

<b>Book title:</b>	The Three Waves of Globalization: Winds of Change in Professional, Institutional and Academic Genres	
<b>Author(s)/Editor(s):</b>	Editor: Franca Poppi and <b>Winnie CHENG</b>	
<b>Department:</b>	Department of English	
<b>Publisher:</b>	Cambridge Scholars Publishing	
<b>Year of Publication:</b>	2013	
<b>ISBN:</b>	ISBN13: 978-1-4438-5159-6 ISBN: 1-4438-5159-0	

<b>Book title:</b>	朱鴻林讀黃宗義 《明儒學案》講稿
<b>Author(s)/Editor(s):</b>	CHU Hunglam 朱鴻林
<b>Department:</b>	Department of Chinese Culture 中國文化學系
<b>Publisher:</b>	The Chinese University Press 中文大學出版社
<b>Year of Publication:</b>	2013
<b>ISBN:</b>	978-962-996-570-9

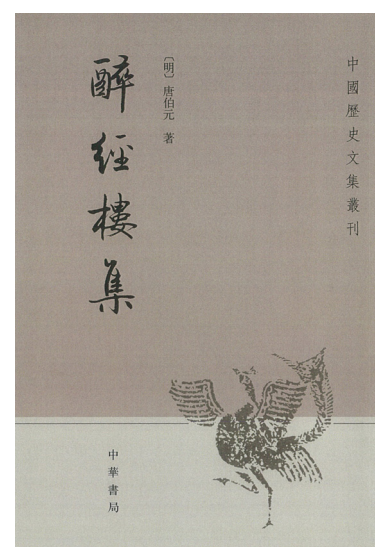


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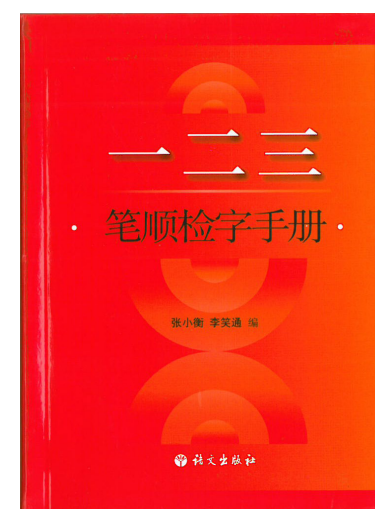
**朱鴻林讀黃宗義**  
《明儒學案》講稿

香港中文大學出版社

<b>Book title:</b>	醉經樓集
<b>Author(s)/Editor(s):</b>	[明]唐伯元著, 朱鴻林 點校
<b>Department:</b>	Department of Chinese Culture 中國文化學系
<b>Publisher:</b>	Chung Hwa Book Co 中華書局
<b>Year of Publication:</b>	2014
<b>ISBN:</b>	978-7-101-09517-3



<b>Book title:</b>	一二三笔顺检字手册
<b>Author(s)/Editor(s):</b>	<b>ZHANG Xiaoheng, LI Xiaotong</b> 张小衡博士, 李笑通先生
<b>Department:</b>	Department of Chinese and Bilingual Studies 中文及雙語學系
<b>Publisher:</b>	Language and Culture Press 語文出版社
<b>Year of Publication:</b>	2013
<b>ISBN:</b>	9787802416703



## Research & Scholarly Activities

### Grants Obtained by FH Staff Jan - Jun 2014

#### Internal Grants

##### Funding to support the Faculty's internationalisation initiative

Activity supported:	VariAMU – Variations in Action: a Multilingual approach
Principal Investigator:	Prof HUANG Chu-ren, CBS
Collaborating parties:	Aix-Marseille Université, University of Macau
Funding Body:	PolyU
Funding Received:	HK\$240,000

##### Funding for eLearning and Blended Learning Development Project (small-scale) 2013-16

Project title:	Design and analysis of Bring Your Own Choice (BYOD) pedagogies in promoting student learning in higher education
Project leader:	Dr Juliana Chau (ELC)
Funding body:	PolyU
Funding obtained:	HK\$435,800

Project title:	Corpcommsynergy: an eLearning and knowledge sharing platform for the promotion of active learning and learner-learner interaction
Project leader:	Dr Cindy Ngai (CBS)
Funding body:	PolyU
Funding obtained:	HK\$399,000

Project title:	Active learning videos and online practice activities for ELC LCR subjects
Project leader:	Mr Charles Griffith (ELC)
Funding body:	PolyU
Funding obtained:	HK\$498,500

#### External Grants

Project title:	Supporting and developing students' English literacy practices in the disciplines
Project leader:	Ms Shari Lughmani (ELC)
Collaborating institutions:	Hong Kong Baptist University, The City University of Hong Kong
Funding body:	University Grants Committee
Funding obtained:	HK\$2,330,000



## Research & Scholarly Activities

### Research Interests of New Academic Staff Members

#### Department of Chinese and Bilingual Studies

##### Dr LAU Kai Yan Dustin, Assistant Professor

Dr Lau Kai Yan's research interests lie mainly in clinical psycholinguistics and neurolinguistics, reading development in Chinese, developmental dyslexia in Chinese and its assessment and treatment. He is particularly interested in phonological, morphological and orthographic processing in children with developmental dyslexia and development of clinical language assessment tools and theoretically motivated language intervention for individuals with developmental dyslexia. He is also interested in lexical processing in adult population and its neurological basis.

##### Dr LEUNG Wai-mun, Research Assistant Professor

Dr Leung Wai-mun is currently Research Assistant Professor in Applied Chinese Linguistics, with a concurrent appointment as Associate Director of the Chinese Language Centre, Department of Chinese and Bilingual Studies. Dr Leung obtained her BA and MPhil in Chinese from Hong Kong Baptist University and PhD in Linguistics from University of Hong Kong. Prior to joining the Department of Chinese and Bilingual Studies, she taught at Department of Chinese of The Hong Kong Institute of Education. Her chief duty at PolyU involves curriculum development of the Chinese language component of the Discipline-Specific Requirements (DSR).

Dr Leung's research focuses on three broad domains: the use of languages in Hong Kong, Chinese language education and modern Cantonese grammar. She has published a number of papers in refereed journals such as *Studies in Language and Linguistics*, *Studies in Chinese Linguistics*, *International Journal of Linguistics*, *Sino-humanitas*, *Multilingual Education*, *Journal of Chinese Literary Studies*, and *Asian Culture and History*. She has also written three books on Cantonese sentence-final particles (2010), common Chinese usage errors in Hong Kong (2010), and trendy language expressions in both Hong Kong and mainland China (2011). Her new book on language errors will be released in mid-2014.

Dr Leung is currently a co-investigator of a research project supported by the National Social Science Fund with a special focus on Cantonese Bible published in the 19<sup>th</sup> century, which is a newly developed research interest of hers. In addition, under the support of the University Central Grant (2013-14) from PolyU, she has been constructing a "late-19<sup>th</sup> century Cantonese Bible tagged database" for diachronic studies of the Cantonese language. From March 2014, Dr Leung, as the principal investigator, has been conducting a sociolinguistic survey of language use in Hong Kong as the second 5-year review, which is a part of the longitudinal study of hers to be conducted every 5 years.

Dr Leung has been a reviewer for academic journals (*International Journal of Linguistics*, *Asian Social Sciences*), and local and international linguistic conferences. She has also been one of the authors of the *HKDSE Chinese Mock Exam Paper* (2011- present).

##### Dr Valerie Jane PEREIRA, Research Assistant Professor

Dr Valerie Pereira presented a paper on Braithwaite Oration at the 12<sup>th</sup> Indian Society of Cleft Lip, Palate and Craniofacial Society in Nagpur in 2013. The paper was entitled "The impact of maxillary osteotomy on speech outcomes in cleft lip and palate". Her article "Effect of maxillary osteotomy on speech in cleft lip and palate: perceptual outcomes of velopharyngeal function" in *International Journal of Language and Communication Disorders* won the runner-up prize for the journal's Annual Article Prize for 2013, which has been announced recently. She was invited to present her work at the 1<sup>st</sup> Annual International Congress of Oral and Dental Medicine in December (Xiamen, China) and to be a keynote speaker at next year's Craniofacial Society of Great Britain and Ireland Annual Scientific Conference. She co-wrote a chapter on "Instrumentation in the analysis and structure and function of the velopharyngeal mechanism" (In *Cleft Palate Speech*, S. Howard & A. Lohmander, Eds.) and is currently co-writing another chapter on "Assessment of speech outcomes" to be published in *Comprehensive Cleft Care* (J. Losee and R. Kirsner, Eds.). Dr. Pereira is also currently collaborating with colleagues from two Multidisciplinary Cleft Services and Health Authorities in Hong Kong and an international scholar, to develop a Cantonese Speech Protocol for the Nasometer II 6450 (Pentax). The study also aims to develop a comprehensive normative database for the measure of nasalance which will provide useful information regarding the clinical need for and outcome of surgical intervention in cleft lip and palate.



## Clinical aspects

Dr Valerie Pereira joined Department of Chinese and Bilingual Studies in August 2013 as RAP on the Master of Speech Therapy Programme. She also holds an Honorary Assistant Professor position with the Faculty of Dentistry (HKU) and participates in their joint cleft and nasendoscopy clinics. She has undertaken cleft clinical and teaching work in the UK, Sri Lanka, Uganda and Caracas. She is an internationally credentialed Speech and Language Therapist with Operation Smile and Operation Smile China Medical Missions and participated in their medical mission to Dujiangyan last November.

## Department of Chinese Culture

### Dr Tse Wai Kit Tse Wicky, Assistant Professor

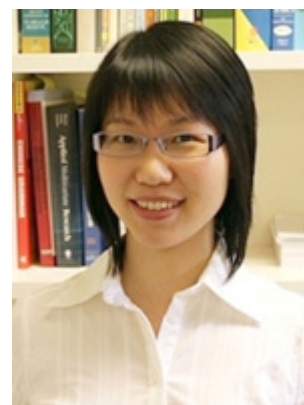
Dr Tse Wai Kit Wicky of Department of Chinese Culture is a military historian of China. He has recently presented a paper entitled “‘Cutting off the Enemy’s Supply Lines’ as a Strategy in Early Chinese Warfare,” at The Second Annual Society for the Study of Early China Conference (March 2014), held in Philadelphia, USA. Through examinations of classical Chinese military treatises and historical records of exemplary battles and campaigns in early China, Dr Tse explains in this paper how, when, and why “cutting off the enemy’s supply line” (in Chinese: 斷糧道) as an indirect approach gradually became an efficient and widely adopted strategy in Chinese warfare from the late third century B.C. onward. This research argues that the employment of the strategy of severing supply line was an answer to the strategic needs generated by the escalating scale and increasing complexity of battles and campaigns in early China, and was made possible only when certain conditions were in place. This study will advance the understanding of the development of theory and practice of military logistics in pre-modern Chinese, or even in the world historical context.



## Department of English

### Dr Clarice CHAN, Research Assistant Professor

Dr Clarice Chan obtained her PhD in Applied Linguistics from the University of Hong Kong. Before joining the department as Research Assistant Professor, Dr Chan held the post of Lecturer at the University of Hong Kong, where she coordinated, developed and taught a number of different English courses, and was awarded the Faculty Teaching Excellence Award of the Faculty of Arts. With a research fellowship from the Australian Government, Dr Chan conducted postdoctoral research in 2011 at the School of Education of the University of New South Wales, investigating theoretical and pedagogical issues related to English for Specific Purposes and English for Academic Purposes. Dr Chan’s research interests include English for Specific Purposes (in particular, business communication and English for health professionals), English for Academic Purposes, second language acquisition, sociocultural theory, and cultural-historical activity theory. Her publications have appeared in *English for Specific Purposes*, *The Teacher Trainer*, the *TESOL Classroom Practice Series*, etc. She has also been a manuscript reviewer for *English for Specific Purposes* and *TESOL Quarterly*. She has recently co-edited (with Evan Frendo) a volume for TESOL, entitled *New Ways in Teaching Business English* (2014).



## Research & Scholarly Activities

### Hong Kong PhD Fellowship 2014/15

Established by the Research Grants Council (RGC) of Hong Kong in 2009, the Hong Kong PhD Fellowship Scheme (HKPFS) aims at attracting the best and brightest students in the world to pursue their PhD studies in Hong Kong's institutions.

Two Fellowships have been awarded to FH in the HKPFS 2014/15, which represents 25% of PolyU awardees in the Humanities and Social Sciences panel and 6.9% of all PolyU's awardees.

The next call for application to HKPFS 2015/16 is expected to begin in September 2014.

- For details of FH's PhD programmes, please visit <http://www.polyu.edu.hk/rowas/> or <http://www.polyu.edu.hk/fh/PhD/Leaflet.pdf>
- For details about the application procedures, please visit: <http://www.polyu.edu.hk/ro/hkphd-fellowship>



## Research & Scholarly Activities

### Language and Multimodal Analysis Laboratory

Language and Multimodal Analysis Laboratory (LAMAL) at the PolyU Shenzhen Base is attached to Department of English, The Hong Kong Polytechnic University. LAMAL is dedicated to developing theories and methods for linguistic and multimodal discourse analysis. The lab collects multimodal data such as texts, images, sounds, and videos and annotates the data using multimodal analytical methods. The annotated multimodal corpus can provide empirical basis for theory development, language learning and teaching, as well as theoretical tools for developing cultural creative industries. The lab also studies socially significant linguistic and multimodal discourses, for example, national image and TV advertisements from a social semiotic perspective, with the aim of providing practical advice to media industries.

LAMAL also aims to strengthen the connection with universities and schools across the country in the fields of scientific research and education. LAMAL is active in research through applying for national, provincial and municipal research grants. Meanwhile, LAMAL provides English language education and training services to local professionals and those from around the country by means of postgraduate programs, teacher training and projects, applied linguistics workshops, English courses for the professionals and other English-related training programs.



*Dr Xunfeng XU (second right), Francis Low (first left), Jiansheng Chen (second left) and the Research Assistants working at the lab.*



*Prof. Christian Matthiessen (second left), Dr Xunfeng Xu (first left), together with some staff and PhD students in the lab.*

## Research & Scholarly Activities

### ENGL Awarded Highest Growth Award (Merit)

ENGL was awarded the “Highest Growth Award (Merit)” for 2012/13 in the category of Departmental Awards at PolyU Technology & Consultancy Company Limited’s (PTeC’s) Outstanding Professional Services Awards.

The criterion for the Highest Growth Department Award is: Highest ranking department in terms of the 1) absolute growth amount in total invoiced value and 2) percentage of growth compared to the previous fiscal year.

Department of English has been active in providing professional services, through consultancy projects funded by the Education Bureau, HKSAR Government, for secondary school teachers on teaching English or using English as a medium to teach. To learn more about its projects, you can visit [http://www.polyu.edu.hk/fh/files/newsletter2012\\_Full\\_.pdf](http://www.polyu.edu.hk/fh/files/newsletter2012_Full_.pdf)

For details of the awards, please visit <http://www.ptec.com.hk/award/2014/Award%20announcement2014.jpg>



*Executive Vice President Mr Nicholas Yang presenting the award to Dr Xu Xunfeng, Acting Head of the Department of English*

## Events

### General Education Series: University Education

**Dates of the events: 17 February 2014 and 22 April 2014**

**Organised by General Education Centre**

Inspired by the keynote speech of Mr Lam Woon Kwong, GBS, JP, Convener of the Non-official Members of the Executive Council, HKSAR, on the Paradox of Education in the symposium on civic engagement organised by the General Education Centre (GEC) in April 2013, Dr Paris Lau and his colleagues began to organise a series of public seminars on university education in 2014. The first talk was delivered by Dr Cheung Chor-yung, Dean of Students at the City University of Hong Kong on 17 February 2014. In his talk titled "What Constitutes Great Learning," Dr Cheung discussed various philosophical concerns on university education. The talk was uploaded onto the PolyU YouTube: <http://youtu.be/uMbHixAmUj0> for sharing with the public.

The latest talk was delivered by the former Chief Secretary for HKSAR, Mrs Anson Chan, at Logo Square of PolyU on April 22, 2014. In her talk titled "Political Reform and University Students," Mrs Chan shared her insights on the role of university students in political reform. When she proposed her own version of political reform which does not include popular nomination, she was challenged by some students from PolyU and CUHK who urged her to give up her own proposal and support popular nomination. The event was reported by 10 local newspapers including Apple Daily, Ming Pao, Ta Kung Pao and Wen Wei Po.



*Dr Cheung Chor Yung delivers his talk on University Education.*



*Mrs Anson Chan (left) with the organisers of GEC's University Education Series, Dr Yu Kam-por, Director of GEC (2nd from left), and Dr Paris Lau (right).*



## Events

### Second Asia Pacific Corpus Linguistics Conference (APCLC 2014)

Date of the event: 7-9 March 2014

Organised by Research Centre for Professional Communication in English (RCPCE), Department of English



*The conference was held successfully with over a hundred participants.*



*Prof. Philip Chan, Deputy President of PolyU, gives a welcome speech*

## Events

### Spanish Cultural Talk Series - Learning Spanish the Fun and Tasty Way

Date of the event: 26 March 2014

Organised by Department of English



*The Chef Fernando Batalla (centre) and students from the Department of English and the School of Hotel and Tourism Management*



*Product of hard work from the chef and students: an almost finished paella*

## Events

### Lecture Series: The Chinese Art as Social Activity

**Date of the event: March - April 2014**

**Organised by Department of Chinese Culture**

In March and April, the Department of Chinese Culture hosted a series of lectures presented by renowned art historians, including Prof. Sarah Fraser from the University of Heidelberg, Prof. Dorothy Wong from the University of Virginia and Dr Philip Bloom from Indiana University. The lectures were well-received and the presenters generated inspiring discussions.

For details, please visit <http://www.polyu.edu.hk/cc/en/news.htm>



*Prof. Dorothy Wong from the University of Virginia delivered a lecture on “Xuanzang (ca. 600-664) and His Image-making Activities: Mass-Reproduction and Materiality in Buddhism” on 11 March 2014.*



## Events

### GEC Talk: US Consulate General of HK and Macau

**Date of the event: 9 April 2014**

**Organised by General Education Centre**

Mr Andrew Shaw, Economic and Political Section Chief of the US Consulate General of Hong Kong and Macau, came to share with the students of GEC2805 Governing China: Chinese Politics and Legal System on 9 April 2014 on the topic of 'The Rise of China and America's Role in Asia'. Mr Shaw delivered the topic from the military, economic, political and cultural perspectives and concluded that the US was not to contain China. Students attending the talk enjoyed his sharing and the discussion very much.



*Mr Andrew Shaw gives a talk at PolyU to the students of GEC2805 Governing China: Chinese Politics and Legal System.*

## Events

### CCI Conference on Corporate Communication 2014

**Date of the event:** 3 -6 June 2014

**Organised by** CCI – The Hong Kong Chapter and Department of Chinese and Bilingual Studies

(Offered in association with *Corporate Communications: An International Journal*)

Corporate Communication International (CCI) Conference on Corporate Communication 2014, the 12th annual international conference, with its global focus on the theory, practice, roles, processes, and issues of concern to corporate communication scholars and practitioners, gathers speakers from industry and universities in a collegial environment to exchange ideas and information on relevant issues facing the corporate communication profession.



Group Photo of CCI Conference on Corporate Communication 2014



## Events

### 7th International Conference on Multimodality (7-ICOM)

Date of the event: 11-13 June 2014

Organised by Department of English



*Prof. Huang Chu-ren (second left), Dean of Faculty of Humanities, Francis Low from the Department of English (first right), together with the plenary speakers of 7-ICOM*



*Group photo of 7-ICOM participants*



## Events

### 1st GDUFS-PolyU Forum on Multiliteracies

Date of the event: 14-15 June 2014

Organised by Department of English, PolyU and Guangdong University of Foreign Studies



*Prof. Xu Guobin, Vice president of GDUFS, gives a welcome speech.*



*Group photo of the 1<sup>st</sup> GDUFS-POLYU Forum on Multiliteracies.*

## Faculty Updates

### 21st Faculty of Humanities Students' Association

The 21<sup>st</sup> Faculty of Humanities Students' Association (FHSA) was formed through election in February 2014. The membership of the association is as follows:



President, 揭展恒, Kit Chin Hang, BDLCC

External Vice-President, 王盈, Wong Ying, BDLCC

Internal Vice-President, 張詠晞, Cheung Wing Hei, BDLCC

Financial Secretary, 梁舒婷, Leung Shu Ting, BDLCC

General Secretary, 許穎彤, Hui Wing Tung, BDLCC

Promotion Secretary, 黃鏐珠, Wong Sau Chu, BDLCC

Publication Secretary, 譚翠瑩, Tam Chui Ying, BDLCC

Recreation Secretary, 林駿賦, Lum Chun Fu, BDLCC

School Affair Secretary, 衛銘浩, Wai Ming Ho, BDLCC

Welfare Secretary, 梁恩怡, Leung Yan Yi, BDLCC

Welfare Secretary, 丘嘉麗, Yau Ka Lai, BDLCC

The 21<sup>st</sup> FHSA website: [www.facebook.com/21fhsaphonos](http://www.facebook.com/21fhsaphonos)

## Faculty Updates

### FH Launched Facebook Page



FH's Facebook page was launched in February 2014. 'Like' us and connect with us now to receive the latest updates from us.

Link to FH's Facebook page: [www.facebook.com/hkpolyu.humanities](http://www.facebook.com/hkpolyu.humanities)

**'Like' us now!**





## Faculty Updates

### Presentation Ceremony of Faculty Awards 2012/13

The Presentation Ceremony for Faculty Awards was held on 22 January 2014 at the Jockey Club Auditorium at PolyU. The following Faculty members received the Faculty Awards 2012/13 in different categories:

#### 1. Teaching (Individual) Award:



Ms JIANG Hong (CBS), Teaching Fellow

#### 2. Teaching (Team) Award:



Dr David WAN (GEC), Lecturer



Dr Jack CHUN (GEC), Lecturer

#### 3. Services (Team) Award:



(From left: Ms Loretta SZE, Dr Angel CHAN, Ms TANG Tsz Ching, Prof. HUANG Chu-ren, Dr LEUNG Man Tak, Ms Tempo TANG, Ms Teresa YAU)

#### Staff members from Speech Therapy Unit

Dr LEUNG Man Tak (CBS), Associate Professor  
Dr Angel CHAN (CBS), Associate Professor  
Ms Teresa YAU (CBS), Clinical Associate  
Ms Tempo TANG (CBS), Clinical Associate  
Ms Loretta SZE (CBS), Executive Officer  
Ms TANG Tsz Ching (CBS), Chief Clerk  
Ms TAI Kam Yuen (CBS), Clinic Assistant

## Student Corner

### Student Sharing on Minors Offered by FH (CBS)

Adhering to the Faculty's commitment to provide students with all-round development opportunities, the Faculty launched a number of carefully designed minor programmes for all undergraduate students. The minor programmes offer an array of language and culture subjects that serves as a great complement to students' major study. Students from different faculties of PolyU were invited to share their experiences with the minor programmes offered by the Faculty of Humanities.

For details of FH's minor programmes, visit [http://www.polyu.edu.hk/fh/en-us/edit\\_pages/detail/2](http://www.polyu.edu.hk/fh/en-us/edit_pages/detail/2)

### CHAN Ngoi Yan, Milk (*Faculty of Engineering*), WONG Tsz Yan, Hazel (*Faculty of Business*) and YU Pui Shan, Eve (*Faculty of Business*) sharing their experience on Minor in Japanese



(From left: Masumi MATSUMOTO, CHAN Ngoi Yan, YU Pui Shan and WONG Tsz Yan)

### Gathering of Japanese Language Students at the residence of Ambassador Noda, the Consulate-General of Japan

The **Minor in Japanese** programme has provided us with valuable opportunities to learn Japanese language and culture through different activities and events in and out of the classroom.

One good example is the dinner gathering of Japanese language students hosted by Ambassador Noda, the Consulate-General of Japan. As the representatives of PolyU Japanese language students, we were invited to the gathering at the Consul's residence on 12 March 2014. This event was the first of its kind to promote understanding and networking between Japan and Hong Kong. 39 students from different tertiary institutions joined the event with Japanese language teachers.

During the gathering, we enjoyed various Japanese dishes while having the chance to interact with other university students and teachers in Japanese.

We were honoured to participate in the event. It was a valuable experience for us. Through this opportunity, we received good inspirations for our studies.

## TRAN Nhat-Quang, Ken (School of Hotel and Tourism Management; The Most Outstanding PolyU Student 2013) sharing his experience on Minor in Chinese as a Second Language

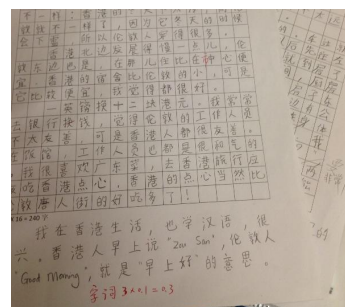


Ken Tran (1st from left) at the Chinese Communication Skill II Class - Semester 1 2013-2014

Hello everyone! This is Ken Tran, and I'm actually writing this from Shanghai on an ambassadorial trip promoting PolyU. I have no communication barrier here and you know why? It is all thanks to the amazing learning experiences at the Department of Chinese and Bilingual Studies in the past few years!

I love reading Chinese literature and particularly love the quote about hopes and dreams by Chinese author Lu Xun in his novel "My Old Home": "The earth had no roads to begin with, but when many men pass one way, a road is made". There are many decisions we made that changed our lives completely and made us who we are today.

I especially love to compare the dialect language differences between different regions of Greater China, as well as the cultural differences between the West and the East. Here on this link you can find a [YouTube video](#) of me presenting about Shanghainese dialect as part of my oral assessment, as well as a sample writing piece.



Four years ago, I came to Hong Kong to study at PolyU without any prior knowledge in Chinese languages. However, the commitment to take **Minor in Chinese as Second Language** has given me amazing learning and growing experiences as a student, and as a person. This academic year we have three students opting for this minor and we all come from different countries. The reason for making this choice is due to my strong interest in the Chinese language, history and culture. And minoring in Chinese has provided me with many chances to interact with classmates at PolyU and friends in Hong Kong. I always encourage my peer students to minor in the language programmes available at PolyU to learn a new language and to explore different cultures. This would definitely open many doors for your future prospect, and prepare you well for any opportunity to represent PolyU on the international stage.





*Trying out Pakistani Costume with my Mandarin-classmate Saira originally from Pakistan but grow up in Hong Kong*



*Visiting Berlin with Svenja Hofe (Inbound Exchange Student taking Elementary Chinese I - Semester 1 - 2010/2011)*



*Visiting Seoul with Min-jung Lee and Ji-won Kim (Inbound Exchange Students taking Chinese Communication Skill I - Semester 2 - 2011/2012)*



*First time trying delicious Hong Kong's Poon Choi with friends around the world*



*Having Chinese Food with Inbound PolyU Exchange Students in Yau Ma Tei*

Even in the same dialect of Mandarin, there are variances of the use of words, intonations and pronunciations, such as those between Beijing people and Taiwanese people. Here is another link to [my PowerPoint presentation](#) to contrast the differences in Beijing Mandarin and Taiwanese Mandarin.

I have a good mix of both local and non-local friends that we engage in many activities with and appreciate different cultures from each other. In fact, some of the amazing inbound exchange friends I have met come from the Mandarin/Cantonese classes we took together. That's how we have become so close and share many great memories, and when there was a chance, I have visited them in their parts of the world to catch up with them and find out what each other is doing!

Furthermore, the cultural experiences cannot go without food and cuisine, and there is no other way better to explore the Chinese culture than having local dishes together with your friends. I had a taste of Poon Choi and local Cantonese cuisine with friends across the globe in and out of campus where we shared a great time showing friends how to use chopsticks properly, and the beverages that go well with Chinese food.

To me, the experience at PolyU has gone by like a dream, a dream from which I did not want to wake up. I have lived in one of the most fascinating cities in the world, learnt and understood the Chinese languages, history and culture that fascinated me even before I came here. That's why I'm very passionate to share my experiences living and studying here to prospective students to demonstrate how attractive Hong Kong is as a city and PolyU as an institution with distinguished language programmes offered by the Department of Chinese and Bilingual Studies.

## Student Corner

### Student Sharing on Minors Offered by FH (ENGL)

#### **CHOW Yuk Lan (Faculty of Business) sharing her experience on Minor in English Language Studies for the Professions**

The first apparent advantage is the usefulness of English in the workplace. Using English to make presentations or sending business letters are the common ways to communicate with clients. English subjects such as academic communication improved my presentation skill and English for management taught me how to write business letters and business proposals. Thus, English minor subjects are practical in preparing me for my future career in the business world. Another advantage is the constant exposure to English in the university life. There is a lack of chances for students to improve their English proficiency as they don't learn English any more as a subject. Thus, I can keep learning English more in depth.



#### **WONG Kit Tsz, Casey (Faculty of Business) sharing her experience on Minor in English Language Studies for the Professions**

My major is BBA(Hons) in Management. English is always important in the business world. English will be very useful for my future career, and that's why I take a minor in English. No matter what kinds of English subjects (e.g. translations, culture, or writing) I study, they can all enhance my English proficiency and communicative competence. Some of them are very practical, especially writing for administration and web-based writing, which really help me a lot. I really appreciate that there are no exams for the subjects in the English minor because I enjoy writing papers for continuous assessment more than exams; at the same time, I can focus more on my exams in the major subjects.



#### **CHAN Chung Shun, Johnson (Faculty of Business) sharing his experience on Minor in English Language Studies for the Professions**

After three years of studying in Management, my conclusion would be business-related courses merely focus on theoretical knowledge instillation. We are given less chance to apply what we have learnt. Most of the courses lack systematic teaching on how to apply the knowledge and theories to real-life language use, especially in the business context. Studying courses in the English minor programme, I was given a platform to learn the necessary language tools, which assist me in the manipulation and application of business concepts in authentic contexts. For instance, 'English for Management' equips me with both the knowledge and skills about writing a persuasive business proposal. Overall, I feel that minoring in English could materialise my business knowledge into meaningful pieces of work, through on-going practice and learning.



#### **CHEUNG Wai Kin, Raphael (Faculty of Health and Social Sciences) sharing his experience on Minor in English**

Hello, everyone! I am Raphael, an English minor student from the programme of Medical Laboratory Science. I have taken two English courses in this semester: ENGL2005 English Lexis and Semantics and ENGL3005 Languages in Contemporary Societies. The former one is very scientific and systemic and it enables me to learn more about the word system, meaning of words and history of English. The latter one covers a wide range of language issues in different regions which does open my scope of understanding the world. Taking a minor is not an easy decision but I never regret taking English as a minor as it complements my university studies beyond my professional field. At last, I would like to thank both professors and classmates in Department of English for their kindness.





## Student Corner

### Outstanding Student Awards 2013

**Yip Wai Ting, Wilson (Department of Chinese and Bilingual Studies)  
The Outstanding Student, Faculty of Humanities, 2013**

Time flies, and it is the last semester of my undergraduate study. I am truly grateful for all the great things that my amazing university, faculty, inspirers, and friends have brought me. It has been a wonderful journey for me; a confused kid of yesterday has become a person with a clear vision today.

I had never imagined that I would have found a field that intrigues me so much, which is Corporate Communication. During my study at the Department of Chinese and Bilingual Studies of the Faculty of Humanities, I have gained tremendous amount of knowledge and insights from my inspirers, not to mention the invaluable experience of working in Samsung Electronics as an intern, all of which would not have been possible without the support and guidance from the teaching staff of BA (Hons) in Chinese and Bilingual Studies (BACBS).

There would never be enough words to express my thankfulness and my memorable experience at PolyU. Thank you.

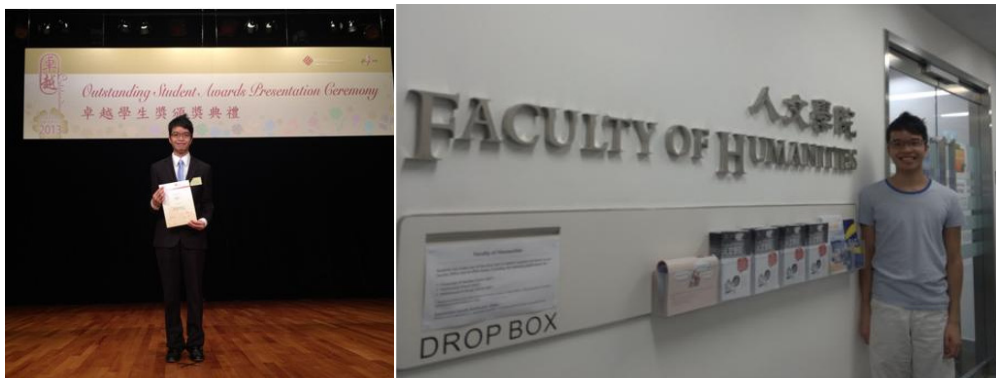


**Lung Ho Yuen, Enishi (Department of English)  
The Outstanding Student of Department of English, 2013**

It is my honour to be awarded the Outstanding Student of the Department of English. I would like to show my greatest gratitude to my teachers and friends for their continuous support and encouragement.

During my studies at PolyU, the BA (Hons) in English Studies for the Professions (BAESP) programme provides me with very solid and useful knowledge about English linguistics, use of English in professional contexts, intercultural communication and conducting language research. The valuable learning experience has greatly improved my communicative competence and global outlook. Apart from the academic aspect, being a Peer Mentor of the Faculty of Humanities, I am keen to share my experience with freshmen through different workshops and activities. I hope that they will be well adapted to PolyU and have a wonderful university life like me.

I am pleased to be given so many opportunities to discover my potentials in these three years. Without the people I had met here, my university life would not have been so colourful.





## **Student Corner**

### **Scholarships Received by FH Students**

**Jan - Jun 2014**

#### **Dr. NG Tat-lun Memorial Scholarship 2013/14**

- TSANG Tsz Shun, Bachelor of Arts (Hons) in Chinese and Bilingual Studies (BACBS)
- CHAN Wing Lam, Bachelor of Arts (Hons) in English Studies for the Professions (BAESP)

#### **Chan Hon Yin Couple Charity Trust Scholarship**

- WONG Chin Ho, Broad Discipline of Language, Culture and Communication (BDLCC)

#### **FH Scholarship for Hall Residents 2013/14**

- YUEN Sze Long, Broad Discipline of Language, Culture and Communication (BDLCC)

#### **Li and Fung Scholarship 2014/15**

- TSANG Tsz Shun, Bachelor of Arts (Hons) in Chinese and Bilingual Studies (BACBS)
- LAU Man Yin, Bachelor of Arts (Hons) in English Studies for the Professions (BAESP)

## Student Corner

### The Global Student Pre-challenge

A business proposal on Corporate Social Responsibility with the title "Connected (Education Services)" submitted by two FH students and a student from the Department of Building and Real Estate received the Merit and Team Award in the Global Student Challenge (GSC): PolyU Pre-Challenge 2013/14. The GSC: PolyU Pre-Challenge is a contest that aims to foster an entrepreneurship spirit among PolyU students while preparing them for the ever-changing and highly competitive business world, and it provides an opportunity for students from different disciplines to turn their dreams or ideas into practical products and services.

The team of students are:

- Tse Wing Hei, Department of Building and Real Estate
- Yeung Cin Man, Winnie, Department of Chinese and Bilingual Studies
- Yeung Yuk Mui, Department of Chinese and Bilingual Studies

#### ***My First Taste of Business: The Global Student Pre-challenge***

*Sharing by Yeung Cin Man, Winnie, Department of Chinese and Bilingual Studies*

As a language major, I had never pictured myself joining a business competition, and gaining a Merit award was totally out of my expectation. My journey started in October 2013. I teamed up with two other students to join the PolyU Global Student Pre-challenge organised by the SAO. Based on our belief that an appropriate business idea could offer solutions to certain social issues, we have come up with an initiative to improve family relations through education services. Even though we all had strong confidence in our initial plan, producing a business proposal was far more complicated than we could ever imagine.

Upon attending entrepreneurship coaching and receiving feedback from professionals, we realised that there were many details we had overlooked due to our lack of knowledge in the field. That pushed us to explore the actual business world, and to be more careful in shaping the business model.

In the proposal write-up and presentation process, I saw our edge as language majors. The skills we learnt in class enabled us to better express our thoughts, and we have successfully left the judges a good impression.

Last but not least, I would like to take this opportunity to thank our team supervisor, Dr Cindy Ngai, for her continuous support – it means a lot to us.



*The team received the awards at the ceremony of the GSC: PolyU Pre-Challenge Final Round Contest on 9 April 2014.*

*(From left: Tse Wing Hei from Department of Building and Real Estate, Yeung Cin Man, Yeung Yuk Mui from Department of Chinese and Bilingual Studies and Dr Cindy Ngai from Department of Chinese and Bilingual Studies, who is the advisor of the team)*

## Student Corner

### CBS Translation Society: Logo Design Competition

The logo design competition for CBS Translation Society was held in March at PolyU with a view to tapping on the creativity of all PolyU students for the event. The society received 41 designs from 32 students by the deadline. The Society invited student members, academic advisors of the society as well as two experts from the School of Design to review these works. The results were announced May 2014. The winning entries are as follows:

**Champion: Kelvin Sin**



**1<sup>st</sup> running-up: Lee Lok Yi**



**Good Work: Lee Lok Yi**



**2<sup>nd</sup> running-up: Tammy Lo Ting Hei**



**Good Work: Lau Whitnie Yvette**



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