

Subject Code	ELC2S03
Subject Title	Persuasive Digital Storytelling: Small Charities Big Impacts
Hosting Department	English Language Centre
Level	2
Class Quota	20
Medium of Instruction	English
Subject Duration	Semester 2 + Summer Term
Teaching Staff	Ms Anna Ho
Target Students	GUR, open for all
Pre-requisites	Nil
Selection of students required?	Yes
Subject Synopsis	https://elc.polyu.edu.hk/subjects/

Service Project

What will students do to serve?	<p>Students are required to work in groups to develop a digital documentary that tells in a compelling way the service story of a small-scaled NGO in a developing country, e.g. Cambodia. Each digital documentary comprises a plot, still photographs, video clips, audio, and graphics, and most importantly, a message or an invitation to action that the NGO would like to communicate to the audience, e.g. invitation of donation or support.</p> <p>Sample digital documentaries from former students can be found here:</p> <p>Slum children https://youtu.be/BSe_7W6wLul</p> <p>Students with learning difficulties https://youtu.be/pYY1oloFtL4.</p> <p>Century 9 Eatery https://youtu.be/6jyQV0vHFJM</p>
Whom will students serve?	Small scaled/ grass-root NGOs, such as school, orphanages and so on in the service location
Where will students serve?	Cambodia
When will students serve? (Exact time to be confirmed)	Around 2 weeks between mid-May and mid June

Remarks: The information given above is subject to change.

Assessments	<ol style="list-style-type: none">1. Individual work: Persuasive writing (10%)2. Group work: a 4 min digital story about the group (10%)3. Group work: a 15 min persuasive presentation (25%)4. Group work: a 4 min digital story about the service recipient (25%)5. 2 800-word reflective journals (2 x 15%)
Fee payable by students	Service-Learning only: \$2,000 (To be confirmed)
Enquiry	Ms Anna Ho, Tel: 2766 7494, Email: anna.ho@polyu.edu.hk