

<b>Subject Code</b>	ELC2S03
<b>Subject Title</b>	Persuasive Digital Storytelling: Small Charities Big Impacts
<b>Hosting Department</b>	English Language Centre
<b>Level</b>	2
<b>Class Quota</b>	21
<b>Medium of Instruction</b>	English
<b>Subject Duration</b>	Semester 2 + Summer Term
<b>Teaching Staff</b>	Ms Anna Ho, Mr. Charlie Richard Charles
<b>Target Students</b>	GUR, open for all
<b>Pre-requisites</b>	Nil
<b>Selection of students required?</b>	Yes
<b>Subject Synopsis</b>	<a href="https://elc.polyu.edu.hk/subjects/">https://elc.polyu.edu.hk/subjects/</a>

## Service Project

<b>What will students do to serve?</b>	<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 Hong Kong. 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  <a href="https://youtu.be/BSe_7W6wLul">https://youtu.be/BSe_7W6wLul</a></p> <p>Students with learning difficulties  <a href="https://youtu.be/pYY1oloFtL4">https://youtu.be/pYY1oloFtL4</a>.</p> <p>Century 9 Eatery  <a href="https://youtu.be/6jyQV0vHFJM">https://youtu.be/6jyQV0vHFJM</a></p>
<b>Whom will students serve?</b>	Small scaled/ grass-root NGOs, such as animal rights organisations, refugees support groups and so on
<b>Where will students serve?</b>	Hong Kong
<b>When will students serve?</b> <b>(Exact time to be confirmed)</b>	Around 2 weeks between mid-May and mid June

Remarks: The information given above is subject to change.

Last update in 3 September 2020

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

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