

Subject Code	ELC2S03																					
Subject Title	Persuasive Digital Storytelling: Small Charities Big Impacts																					
Hosting Department	English Language Centre																					
Level	2																					
Class Quota	30																					
Medium of Instruction	English																					
Subject Duration	Semester 1 + 2																					
Teaching Staff	Ms Anna Ho, Mr. Charlie Richard Charles																					
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 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>Digital documentaries for Cambodia service partners Slum children https://youtu.be/BSe_7W6wLul</p> <p>Digital documentaries for HK service partners</p> <p>Paws Guardian https://www.youtube.com/watch?v=4r7BQEVzOK4 https://youtu.be/dRt4aeyLLj4</p>																					
Whom will students serve?	Small scaled/ grass-root NGOs, such as animal rights organisations, refugees support groups and so on																					
Where will students serve?	<table border="0"> <tr> <td><input checked="" type="checkbox"/></td> <td>Hong Kong</td> <td>District: TBC</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Chinese mainland</td> <td>Province: _____</td> </tr> <tr> <td></td> <td></td> <td>City: _____</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Taiwan</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Macau</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Overseas</td> <td>Country: _____</td> </tr> <tr> <td></td> <td></td> <td>City: _____</td> </tr> </table>	<input checked="" type="checkbox"/>	Hong Kong	District: TBC	<input type="checkbox"/>	Chinese mainland	Province: _____			City: _____	<input type="checkbox"/>	Taiwan		<input type="checkbox"/>	Macau		<input type="checkbox"/>	Overseas	Country: _____			City: _____
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When will students serve?	December and January, i.e. semester break
Fee payable by students	Nil
Subject and Service Attributes	
Teaching and Learning	<input checked="" type="checkbox"/> #OnlineTeaching <input type="checkbox"/> #HybridTeaching
Service Mode	<input type="checkbox"/> #OnlineService <input type="checkbox"/> #HybridService <input checked="" type="checkbox"/> #F2FService
Service Language	<input checked="" type="checkbox"/> #ServiceClient_Cantonese <input checked="" type="checkbox"/> #ServiceClient_English <input type="checkbox"/> #ServiceClient_Putonghua <input type="checkbox"/> #ServiceClient_OtherNonEnglish
Service Location	<input checked="" type="checkbox"/> #Location_HK <input type="checkbox"/> #Location_MainlandChina <input type="checkbox"/> #Location_Taiwan <input type="checkbox"/> #Location_Macau <input type="checkbox"/> #Location_Overseas
Enquiry	Ms Anna Ho, Tel: 2766 7494, Email: anna.ho@polyu.edu.hk