

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 (Service)
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/SDF/ELC2S03.pdf
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 Cambodia/ 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>Our default position is to render filming service for Cambodia service partner in summer 2023. However, due to the uncertainty brought along by the pandemic, we might have to shift to service partners in HK if the situation does not allow us to do so.</p> <p>Sample digital documentaries from former students can be found here:</p> <p>Slum children in Cambodia https://youtu.be/BSe_7W6wLul</p> <p>Paws Guardian in HK https://youtu.be/dRt4aeyLLj4</p> <p>Wan Chai Oi Kwan: service for south Asians in HK https://youtu.be/qtRpuJiy_ok</p> <p>Dream Starter in HK https://youtu.be/s_3qikmX-s</p> <p>Yum Cha Together in HK https://youtu.be/bW8Tfoe53L4</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?	<input checked="" type="checkbox"/> Hong Kong (TBC) District: _____ <input type="checkbox"/> Chinese mainland Province: _____ City: _____ <input type="checkbox"/> Taiwan <input type="checkbox"/> Macau <input checked="" type="checkbox"/> Overseas Country: Cambodia (TBC) City: _____
When will students serve?	Around 2 weeks between early and mid June 2023
Fee payable by students	Nil
Service Attributes (TENTATIVE, TO BE CONFIRMED)	
Service Mode	<input type="checkbox"/> #OnlineService <input type="checkbox"/> #HybridService <input checked="" type="checkbox"/> #F2FService
Service Language	<input 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 checked="" type="checkbox"/> #Location_Overseas
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