Updated on 1 December 2023

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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	Mr. Charlie Richard Charles, Mr. Calum Page
Target Students	GUR, open for all
Pre-requisites	Nil
Selection of students required?	No
Subject Synopsis	https://elc.polyu.edu.hk/subjects/SDF/ELC2S03.pdf
Service Project	
What will students do to serve?	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/ Tanzania. 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. Sample digital documentaries from former students can be found here: Slum children in Cambodia https://youtu.be/BSe_7W6wLul Emmanuel Community School in Cambodia https://www.youtube.com/watch?v=d8b9niAM2-E Human Resources Development Institute https://youtu.be/lz8Ir4nG2rY Paws Guardian in HK https://youtu.be/dRt4aeyLLj4 Yum Cha Together in HK https://youtu.be/bW8Tfoe53L4
Whom will students serve?	Small scaled/ grass-root NGOs, such as animal rights organisations, refugees support groups and so on

Where will students serve?	Hong Kong District: Chinese mainland Province: City: City: Macau Country: Cambodia , Tanzania Overseas City: Phnom Penh, Iringa	
When will students serve?	Students going to Cambodia: 1 st two weeks of June 2024 Students going to Tanzania: 1 st two weeks of July 2024	
Fee payable by students	Students going to Cambodia: \$1700 Students going to Tanzania: \$4000	
Service Attributes (TENTATIVE, TO BE CONFIRMED)		
Service Mode	#OnlineService #HybridService #F2FService	
Service Language	 #ServiceClient_Cantonese #ServiceClient_English #ServiceClient_Putonghua #ServiceClient_OtherNonEnglish 	
Service Location	 #Location_HK #Location_MainlandChina #Location_Taiwan #Location_Macau #Location_Overseas 	
Enquiry	Mr. Charlie Charles; Email: <u>Charlie.email@polyu.edu.hk</u>	