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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? | <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/ 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.</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>Emmanuel Community School in Cambodia https://www.youtube.com/watch?v=d8b9niAM2-E</p> <p>Human Resources Development Institute https://youtu.be/lz8lr4nG2rY</p> <p>Paws Guardian in HK https://youtu.be/dRt4aeyLLj4</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 |

