

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2022/23”

Aims / Objectives

The purpose of this circular memorandum is to invite primary and secondary schools to participate in a series of activities under the Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” organised by the English Language Education (ELE) Section and the Native-speaking English Teacher (NET) Section of the Curriculum Development Institute and the Curriculum Support Division respectively, the Education Bureau (EDB) in the 2022/23 school year.

Details

2. The 2022/23 school year marks the third year of the Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” (SOW Campaign), a territory-wide and cross-curricular initiative that connects English Language education with values education. Building on the success of the SOW Campaign in the past two years, the SOW Campaign 2022/23 will continue to feature a variety of student activities and learning and teaching resources to sustain the momentum and growing impacts of building a positive school culture through cross-curricular collaboration. The overarching theme of the campaign this year is “**Leading a Positive Life**” with “**Cherishing Life**”, “**Diligence**”, “**Empathy**” and “**Respect for Diversity**” as sub-themes. Schools are encouraged to enrich students’ English learning experiences and foster their positive values and attitudes through enlightening students about the power of positive thinking and the means to develop a positive outlook on life, as well as encouraging them to put positive values into action in daily life through caring for and respecting the people and things around them.

3. The SOW Campaign 2022/23 continues to serve as a catalyst for schools to synergise different parties to plan their curricula holistically and integrate essential curriculum initiatives, such as values education, Reading/Language across the Curriculum (R/LaC) and multimodal literacy, extending students’ learning experience beyond the classroom, and promoting cross-curricular collaboration. While schools may choose to participate in the activities under the SOW Campaign that suit their students’ needs and interests, they are encouraged to plan and organise a school-based “Week of Positivity” to showcase their efforts and unique strategies to promote positive values and attitudes in the 2022/23 school year. Details of the respective activities/competitions, including awards and prizes, will be announced in due course.

The table below shows a list of activities under the SOW Campaign 2022/23:

Activity	Time period	Remarks
SOW Motivational Talk Contest	Nov 2022 – Apr 2023	<ul style="list-style-type: none"> • For primary and secondary schools • A speaking competition inviting students to create a short video to share their reading or viewing experience by connecting their reflections on a text of their own choice with a SOW that echoes the theme and/or sub-themes of the campaign.
Filmit 2023: A Student Film Competition	Dec 2022 – Jul 2023	<ul style="list-style-type: none"> • For primary and secondary schools • A digital filmmaking competition which engages students to create a short film of 1-minute duration (for the One-minute Film category) or 3-5-minute duration (for the General category) based on the theme selected for the year
Poetry Remake Competition	Dec 2022 – Mar 2023	<ul style="list-style-type: none"> • For secondary schools • A writing and art competition which engages students to create a 2D artwork based on one of the selected poems and write an artist statement to explain the positive message and techniques used in their work
School-based activity: Week of Positivity	Feb – Jul 2023	<ul style="list-style-type: none"> • To be organised by primary and secondary schools • A school-based activity week staging a variety of English learning activities which reflect schools' unique strategies and initiatives to promote positive values and attitudes • Schools are encouraged to submit a record of activities, such as videos and photos, for sharing of good practices

Time to Talk Public Speaking Competition	Nov 2022 – May 2023	<ul style="list-style-type: none"> • For primary and secondary schools • A public speaking competition which engages students in delivering a public speech in English, based on the lyrics of a song related to the theme this year, supported by the use of IT
Story to Stage Puppetry Competition	Mar – Jun 2023	<ul style="list-style-type: none"> • For primary schools • A puppetry competition which invites teams of KS2 students to stage and film a puppetry performance

4. In support of the implementation of the above activities and competitions and holistic planning of school-based curriculum, relevant professional development programmes for teachers, training for students as well as learning and teaching resources will be provided. The related resources will be disseminated on the web page of the SOW Campaign, including resource materials for the SOW Motivational Talk Contest, a resource kit with suggested activities for the “Week of Positivity” and posters with thought-provoking quotes to create an engaging environment for promotion of English sayings of wisdom at primary and secondary schools. Relevant information will be announced in due course.

5. Schools are encouraged to bring the SOW activities and resources to teachers’ attention and promote cross-curricular collaboration through engaging relevant KLAs/subject departments in promoting language learning across the curriculum and values education in schools. For more details about the SOW Campaign 2022/23, please refer to an overview of the campaign (www.edb.gov.hk/sow_overview) and/or visit the SOW web page of the English Language Education Section (www.edb.gov.hk/sow).



Contact Person

6. For enquiries, please contact Ms Christine LEUNG (primary level) at 2892 5874 or Ms Jenny YEUNG (secondary level) of the English Language Education Section, Curriculum Development Institute, Education Bureau on 2892 6571.