

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2023/24”

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 of the Curriculum Development Institute and the Native-speaking English Teacher (NET) Section of the Curriculum Support Division, the Education Bureau (EDB) in the 2023/24 school year.

Details

2. First launched in the 2020/21 school year, the Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom” (SOW Campaign), which is a territory-wide and cross-curricular initiative that connects English Language education with values education, provides a platform for schools to enrich students’ English learning experiences and foster the development of positive values and attitudes through appreciating the beauty and meaning of English sayings of wisdom. Building on the success of the SOW Campaign in the past three years, the SOW Campaign 2023/24 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 **“In Love We Share, In Love We Grow”**. Together with six sub-themes, namely “Love Our Country”, “Love the Community”, “Love Our Family and Friends”, “Love Myself”, “Love Learning” and “Love Nature”, the campaign this year aims to engage students in exploring the various manifestations of love across different dimensions. Schools are encouraged to develop in students a sense of pride and appreciation for our country, enlighten them about the importance of self-acceptance and self-improvement as well as encourage 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 2023/24 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 experiences 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 Love and Growth” to showcase their efforts and unique strategies to promote positive values and attitudes in the 2023/24 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 2023/24:

Activity	Time period	Remarks
“SOW in Love” Letter Writing Competition	Nov 2023 – Mar 2024	<ul style="list-style-type: none"> • For primary and secondary schools • A writing competition inviting students to write a letter with a SOW of their choice and create a 2D artwork to express their

		affection and gratitude for people and things which are dear to their hearts
Filmit 2024: A Student Film Competition	Nov 2023 – May 2024	<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) that explores any of the following aspects: “Love for Our Country”, “Love for Nature”, “Love for Family and Friends”, “Love for Learning” under the overarching theme of “Symphony of Love and Growth”. The Parent-child Division is introduced to invite short film entries from both primary and secondary schools, with a view to promoting parents’/guardians’ participation in enriching students’ learning experiences beyond the classroom.
Poetry Remake Competition	Oct 2023 – Mar 2024	<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 messages and techniques used in their work
“We Write • We Sing” Music Competition	Oct 2023 – Jul 2024	<ul style="list-style-type: none"> • For primary and secondary schools • A singing competition which engages students in writing lyrics and performing songs that promote positive values and attitudes, with the use of melodies newly composed by the Hong Kong song-writer Mr NG Lok-shing, Ronald
School-based activity: Week of Love and Growth	Feb – Jul 2024	<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 2023 – May 2024	<ul style="list-style-type: none"> • For primary and secondary schools • A public speaking competition which engages students in a creative team presentation in English. The song stimuli encompass the theme of Love and Growth, encouraging students to explore positive values and attitudes expressed in the songs.
Story to Stage Puppetry Competition	Nov 2023 – Jun 2024	<ul style="list-style-type: none"> • For primary schools • A puppetry competition which invites teams of primary students to perform a puppet show of 5 – 7 minutes • Schools are encouraged to incorporate into their puppetry performances the overarching theme of “In Love We Share, In Love We Grow” with “Love Our Country”, “Love the Community”, “Love Our Family and Friends”, “Love Myself”, “Love Learning” and “Love Nature”, as sub-themes.

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 (e.g. resource materials for the “SOW in Love” Letter Writing Competition, posters with thought-provoking quotes) will be disseminated on the web page of the SOW Campaign for schools 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 2023/24, please visit the SOW web page of the English Language Education Section (www.edb.gov.hk/sow).



Contact Person

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