

Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2021/22”

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 (CDI), the Education Bureau (EDB) in the 2021/22 school year.

Details

2. First launched in the 2020/21 school year, “Promoting Positive Values and Attitudes through English Sayings of Wisdom” (SOW Campaign) is a territory-wide and cross-curricular campaign that connects English Language education with values education. Building on the success of the SOW Campaign 2020/21, the SOW Campaign 2021/22 will continue to feature a variety of student activities and learning and teaching resources, with greater emphasis on building a positive school culture through cross-curricular collaboration within school. The overarching theme of the campaign this year is “Hope” with those from “My Pledge to Act 2020/21” featured last year (i.e. “Be Grateful and Treasure What We Have, Stay Positive and Optimistic”) as sub-themes.

3. The SOW Campaign 2021/22 aims to provide opportunities for schools to plan holistically their curricula by integrating essential curriculum initiatives, such as values education, Reading/Language across the Curriculum (LAC) and multimodal literacy, extending students’ learning experience outside the classroom, and promoting cross-curricular collaboration. While schools may choose to participate in the activities that suit their students’ needs and interests listed below, they are encouraged to devise a plan and organise a school-based “Week of Hope”, which is the highlight of the campaign showcasing their unique focus(es) and strategies adopted in promoting positive values and attitudes in the 2021/22 school year. Details of the respective activities/competitions, including awards and prizes, will be announced in due course.

Activity	Time period	Remarks
SOW Creativity Contest: A Moment in Time	Nov 2021 - Feb 2022	<ul style="list-style-type: none"> • For primary and secondary schools • A creative design competition

		<p>inviting students to capture a special moment which illustrates the meaning of a SOW related to positive values by taking a photo or creating a 2D artwork and writing a short description about it</p>
Filmit 2022: A Student Film Competition	Nov 2021-May 2022	<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	Jan - Apr 2022	<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 message and techniques used in their work
SOW Creative Singing Contest	Feb - May 2022	<ul style="list-style-type: none"> • For secondary schools • A creative singing competition in which students compose songs and lyrics on positive values and attitudes, and perform their songs individually or in groups
School-based activity: Week of Hope	28 Mar - 1 Apr 2022 and 4-8 Apr 2022	<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 focus(es) and initiatives in promoting positive values and attitudes

		<ul style="list-style-type: none"> Schools are encouraged to share photos and short videos of the activities conducted during the “Week of Hope”.
Time to Talk Public Speaking Competition	Mar - May 2022	<ul style="list-style-type: none"> For secondary schools A public speaking competition which engages students in delivering a public speech in English, supported by the use of IT
Story to Stage Puppetry Competition	Mar - Jun 2022	<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 webpage of the SOW Campaign, including a resource kit with suggested activities for the “Week of Hope”, inspirational videos, speeches and poems with relevant learning and teaching materials, and printed 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/departments in promoting language learning across the curriculum and values education in schools.

Contact Person

6. For enquiries, please contact Ms Christine LEUNG (primary level) at 2892 6294 or Ms Jenny YEUNG (secondary level) of the ELE Section at 2892 6571.