

APPLIED LEARNING
CREATIVE ENGLISH
- BIZ AND MEDIA

**HONG KONG COLLEGE OF
TECHNOLOGY**

*Creative
English in
biz &
media*

Linguistic creativity in English:

- Allows students to *express themselves creatively*
- Enhances students' *confidence and language awareness* when addressing a target audience

Use of creative English in biz & media

- Responds to *the need for creative expression and nuanced communication* in globalized sectors
- Fosters creative attitudes and imaginative minds necessary for *trailblazing and articulating solutions, breakthroughs and inventions*

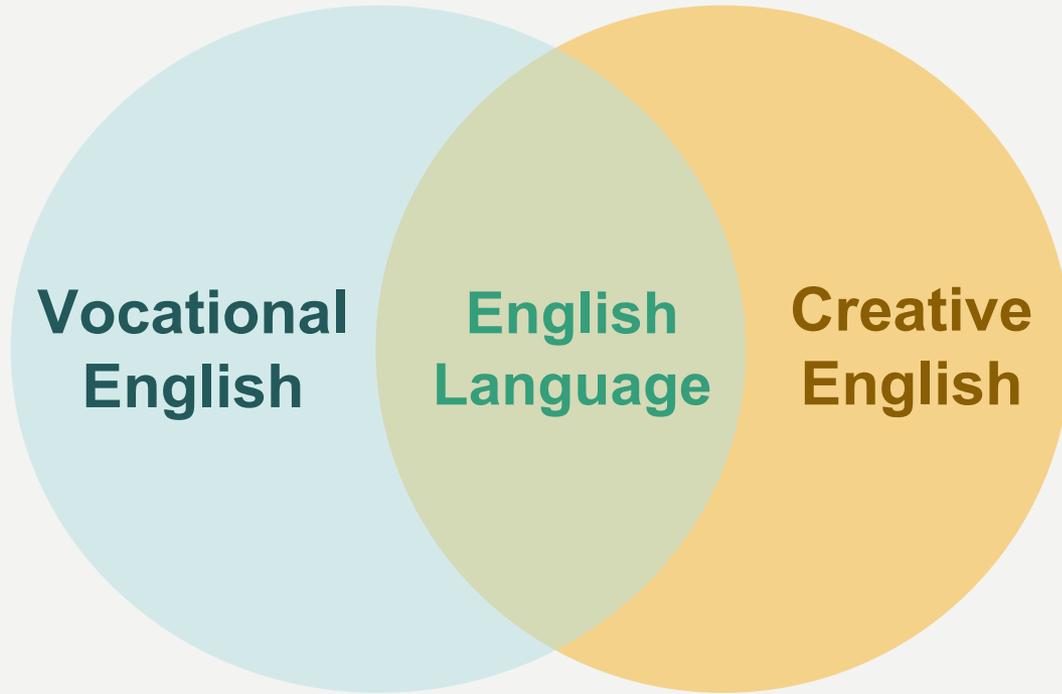
More practical,
generic,
formulaic

**Vocational
English**

**English
Language**

**Creative
English**

More conceptual,
nuanced,
customized



HOW IS LANGUAGE BEING USED GLOCALLY
IN BIZ AND MEDIA?

STORY TELLING



Creative



Brand



Content



Valuable



Emotion



Marketing



Communication

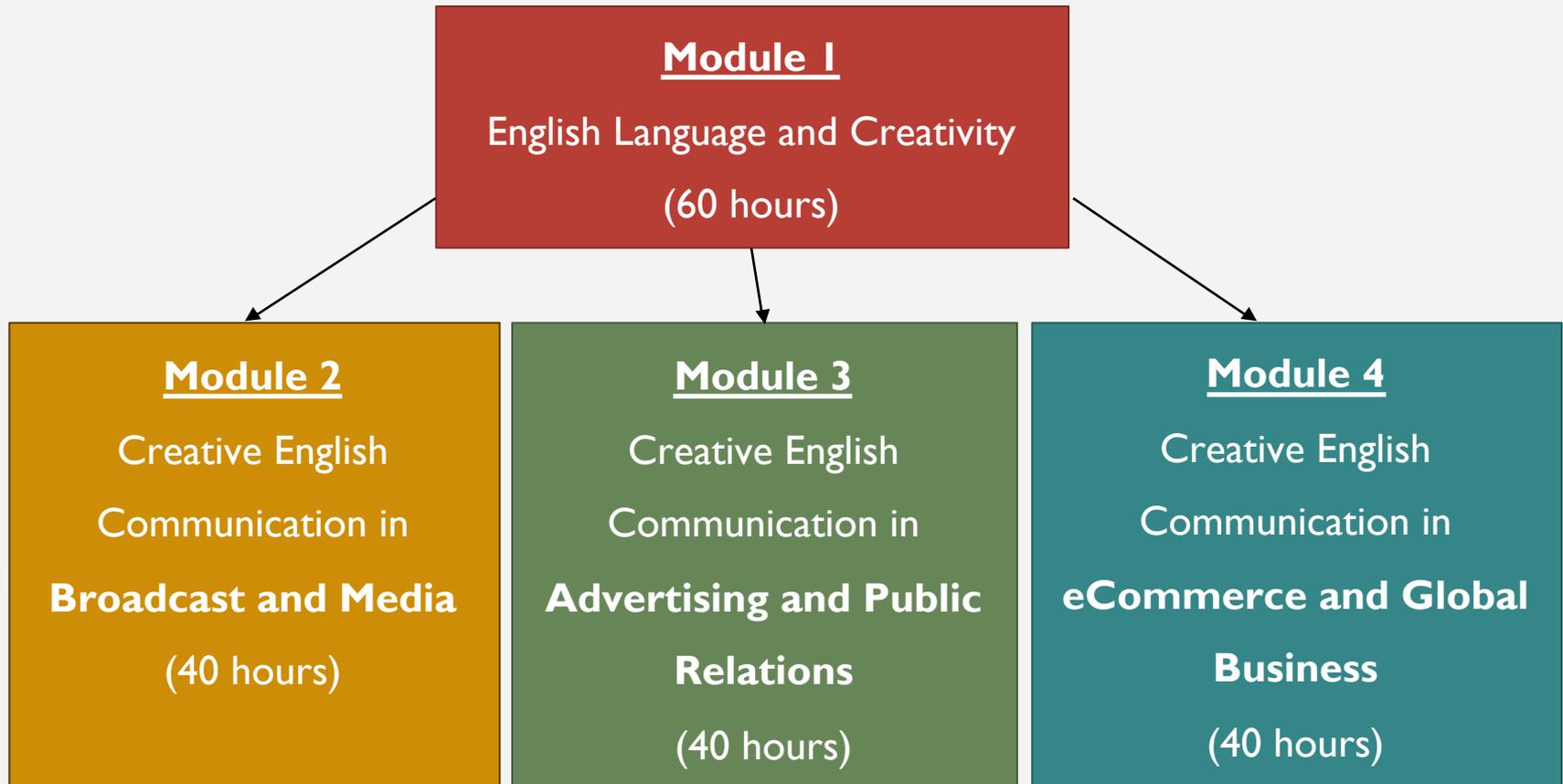


Share



Viral

CREATIVE ENGLISH - BIZ AND MEDIA CURRICULUM OVERVIEW



Module 1

English Language and Creativity (60 hours)

Personal conversations in social settings;

Communication & conversations in the workplace

- Interview skills
- Negotiation skills
 - styles and types, planning a negotiation, outcomes and alternatives, strategies
- Presentation skills etc.



The use of language in understanding, expressing and evoking feelings

- Haiku
- Writing about fear
- Creating a monster
- I Remember* (memoir excerpts)
- Surrealism & dream
- Writing a dream-like scene
- Creativity and the unconscious
- Automatic writing
- Indiscernibility



Using creativity skills in language

- What is creativity
- Creative techniques
- Creativity and cliché
- Introduction to the creative industries
- Found poem
- Calligram
- Lipogram
- Defamiliarization
- Exercises on style
- Intertextuality (Xixl's "Marvels of the Floating City")



Presenting comments and ideas in written form

- Writing a book blurb (Assessment 1)
- Literature review & paraphrasing
- Biography
- Commentary writing
- Argumentative essay
- Death of the author
- English storytelling
 - story and conflicts
 - narrative structure
 - world building
 - tension and twist (Kate Chopin's "The Story of an Hour")
 - opening and ending (O. Henry's "The Gift of the Magi")
 - dialogue (Ernest Hemingway's "Hills Like White Elephants")
 - perspective and the narrator (Edgar A. Poe's "The Tell-Tale Heart")



Module 3

Creative English Communication in Advertising and Public Relations (40 hours)

Marketing & Public Relations

- Introduction to Marketing and PR
- Marketing principles, e.g. 4Ps Marketing Mix
- Jargons and terminology
- Informative and promotional genres, e.g. press releases
- Assessment 2: Group discussion - Applying 4Ps
- Public speaking
 - selecting topics and purposes
 - speech structures (introduction, body, conclusion)
 - delivery and audience involvement
 - diagnostic and presentation outlines

Digital Storytelling

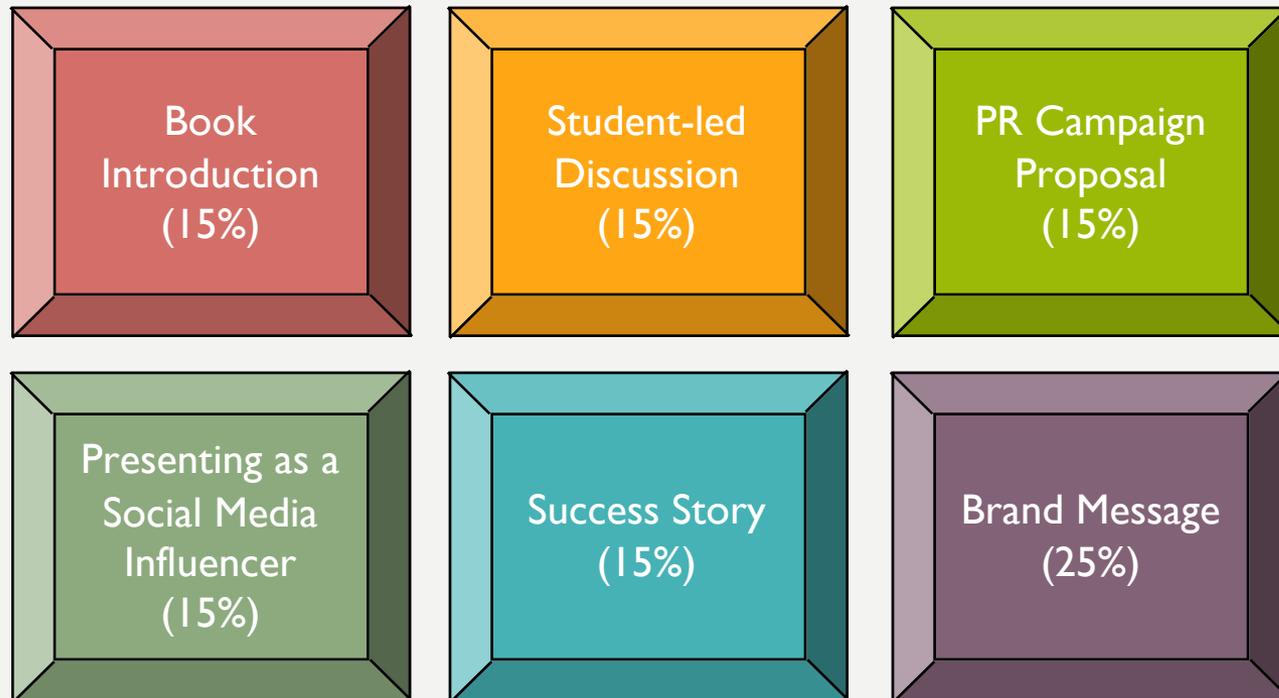
- Visual thinking
- Cinematic narrative structure
- Video script writing
- Adapting a short story into a video script
- Basics of videography
- Understanding the camera and shots
- Filming a short video
- Sharing and presenting a short video

Advertisement and Copywriting

- Introduction to advertisement and copywriting
- Strategies and brief
- TV Commercials
 - use of humour
 - use of emotion
 - use of creativity
 - script writing and storyboarding
- Print ads and advertising board (A-board)
- Writing slogans
- Writing social media posts across different platforms
- Advertising campaigns
- KOL and personal branding
- Assessment 4: Advertising/PR campaign proposal and presentation

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ASSESSMENT SCHEME



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Two-Sentence Story Worksheet

Background

- Two-sentence stories have become very popular lately. There is even a TV show based on this type of story.
- It's short and appealing which makes it good for media advertising, such as short ads, IG videos, posts, etc.
- You can use the two-sentence stories as a starting point

What is a two-sentence story?

- A two-sentence story is a short story that consists of only two sentences
- It usually comes with a twist—the second sentence creates an unexpected or surprising turn in the story.

How to write?

- 1st sentence: set a normal or familiar situation
- 2nd sentence: add a surprising or unexpected plot

Examples

1. The last man on earth sat alone in a room. There was a knock on the door.
2. There was a picture in my phone of me sleeping. I live alone.
3. I never go to sleep. But I keep waking up
4. I found a dead body in my trunk today, which is strange because I remember putting two in there yesterday.

Exercise 2: Use the Two-Sentence Story for Advertisement

- Choose a story from the previous exercise
- Add a 3rd sentence to sell a product

Example:

1. The last man on earth sat alone in a room. There was a knock on the door. **That's why you need a security camera.**
2. There was a picture in my phone of me sleeping. I live alone. **XXX security camera captures the slightest movements and sends them to your phone immediately.**



Story

1st: _____

2nd: _____

3rd: _____

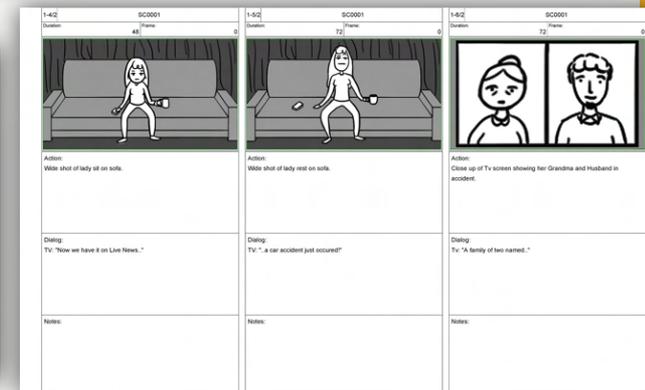
Story

ANTITHESIS – DEAD VS ALIVE

1st: I love sit on my mum's legs. After she was dead,

PATHOS

2nd: I can still feel the texture of her skin when I sat on the sofa.





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FURTHER STUDIES / CAREER PATHWAYS

- **Further studies:** Advertising, business administration and communication, event management, English studies, global business, professional communication studies, marketing, public relations and other related courses
- **Career development :** Positions at entry-level or junior level: advertising practitioners, brand marketers, broadcasters, creative writers and translators, digital marketers, event assistant, project assistant, social media influencers, scriptwriters, etc.



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Join our taster session!

For any enquiries, you are welcome to
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