

**SCOPE**

School of Continuing and Professional Education  
專業進修學院

香港城市大學  
City University of Hong Kong



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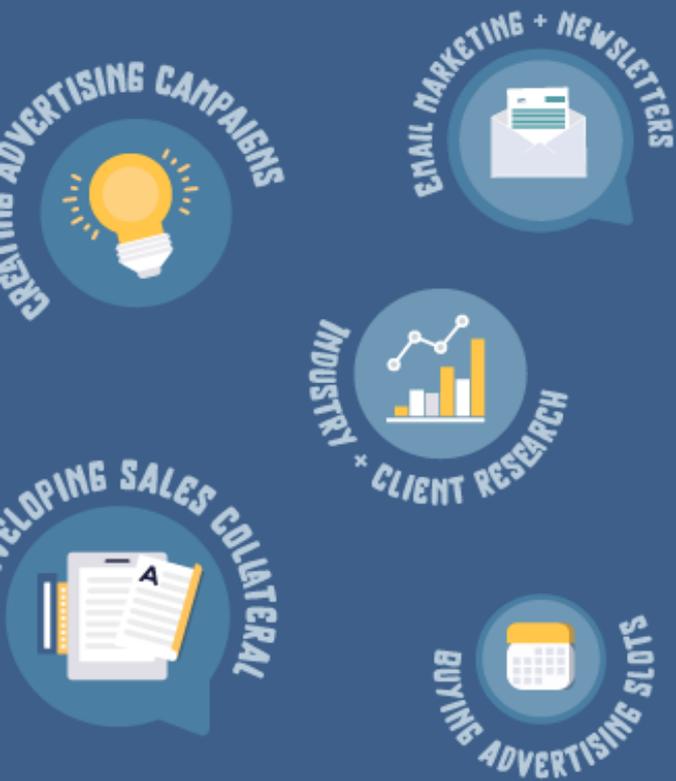


# Creative English PR and Marketing

28 February 2023

City University of Hong Kong  
(School of Continuing and  
Professional Education)

# MARKETING



# PUBLIC RELATIONS



the language  
of persuasion

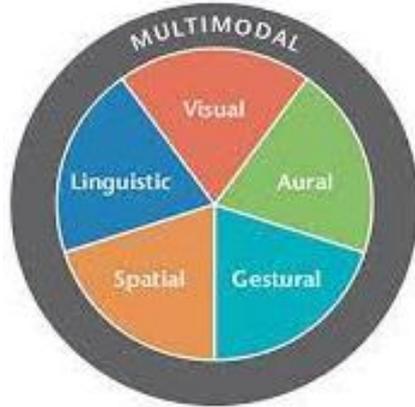
+

the language  
for building goodwill

promotional texts, stories,  
TV and radio programme scripts,  
proposals, presentations

PR speeches, media posts,  
TV and radio programme scripts

# Unique Features



3Ms

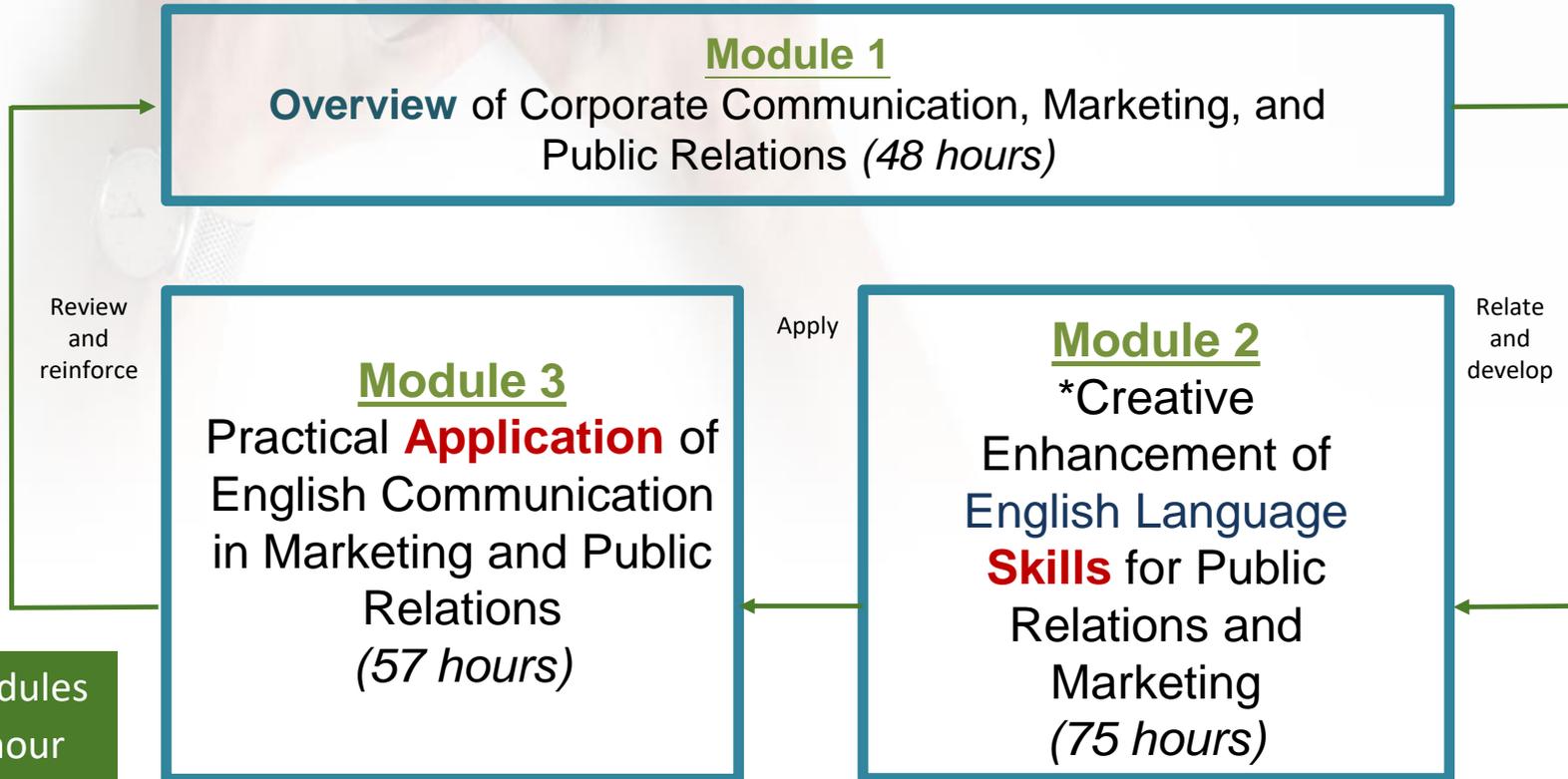
Multidisciplinary

Multimodal

Mediated

Applied Learning  
(Creative English –  
PR and Marketing)

# Course Information



- 3 Modules
- 180-hour class time
- 3 site visits

*\*Concepts will be introduced and reinforced through creative English games and exercises (e.g. tongue twisters, puzzles, play with words).*

# Curriculum

- ◆ This ApL course is **not** about workplace communication.
- ◆ This ApL course is about writing in the context of **public relations and marketing**.

Rather, it is about

- ✓ English for **persuasion**
- ✓ English for **promotion**
- ✓ English for **public relations**
- ✓ English for **external communication**



# Learning and Teaching

- ✓ lectures, seminars, oral presentation, role simulation, discussion tasks
- ✓ Case studies
- ✓ Visits
- ✓ Integrated projects



# Site Visits for Experiential Learning



## CABINETS OF CURIOSITIES 藏珍閣

### And Contemporary Art 與當代藝術

As an artistic subject, cabinets of curiosities are very present within both traditional and contemporary art collections. Of course, the influence of the cabinet of curiosity on modern art can take many different forms, ranging from the spectacular to the quite modest. To illustrate the cabinets of curiosity's ongoing role in contemporary art, we have selected a group of extremely diverse artists. Some are quite young, like Joseph Chan, Silvers, Janssens, and Emric Chantre; some are established of the contemporary art world, such as Denzin Hirst and Jean-Michel Othoniel; and a number are working in Hong Kong, Jeffrey Shaw, Joseph Chan, Robyn Kline and Linda C. S. Kull. There are also present classic names of the 20th century, such as Salvador Dalí, Jean Cocteau, Lillito-Lite and Jeffrey Shaw, the former an innovator in "land art" and the latter in virtual and interactive installations.

All these artists take their inspiration from nature, questioning the boundaries between the natural and the artificial, reimagining, reconstituting, and re-encountering organic and human forms. Their works figure largely in recent collections, notably that of Pierre-François Chalier, a major lender to this exhibition unlike more recent creations came directly from the studios and workshops of the artist themselves, both in Paris and at the School of Creative Media at the City University of Hong Kong.

EXOTICA  
愛之頌·戀之歌  
30.11.2021 - Tue  
7:45pm  
Cultural Hall, Hong Kong Cultural Centre

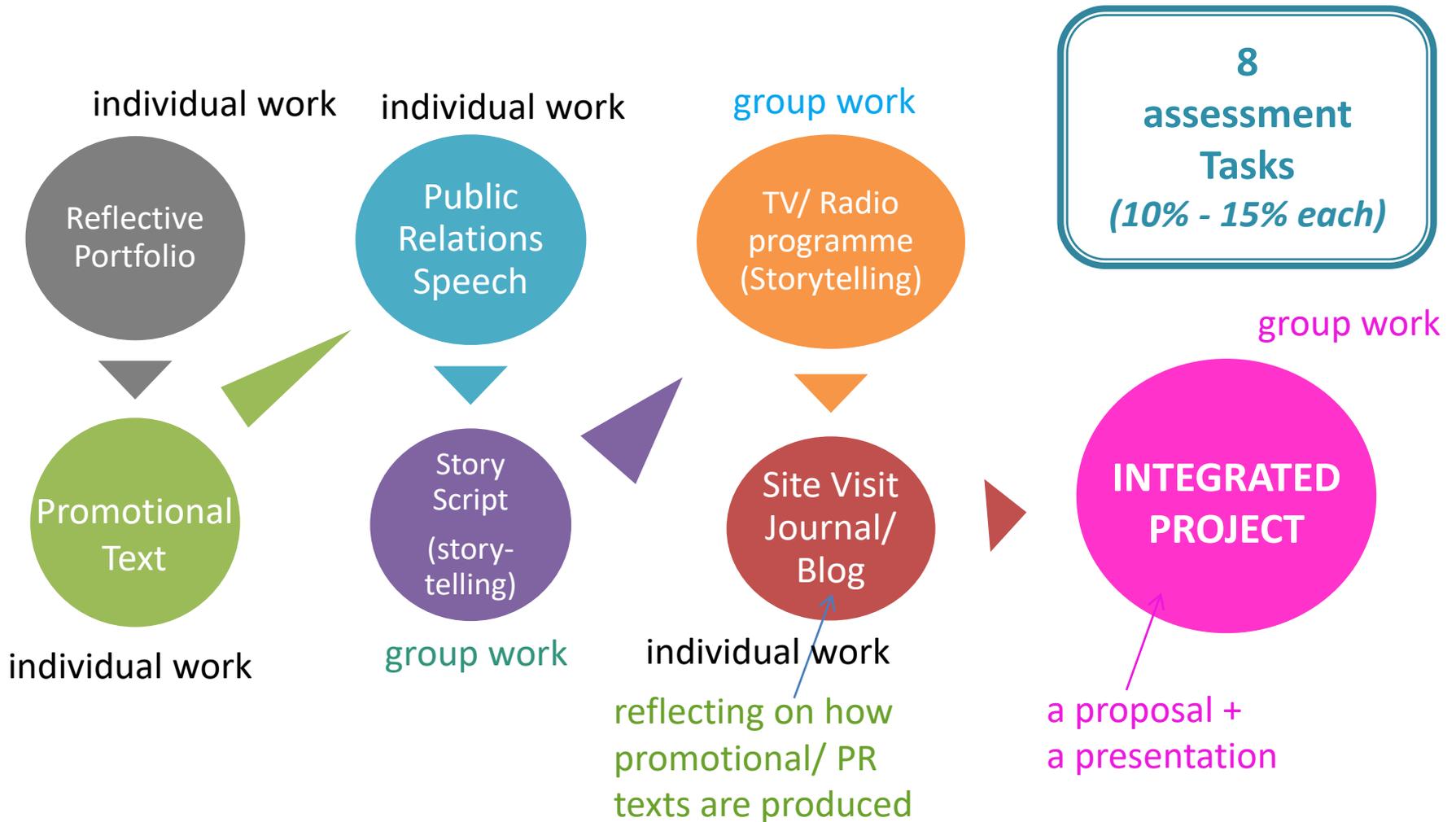
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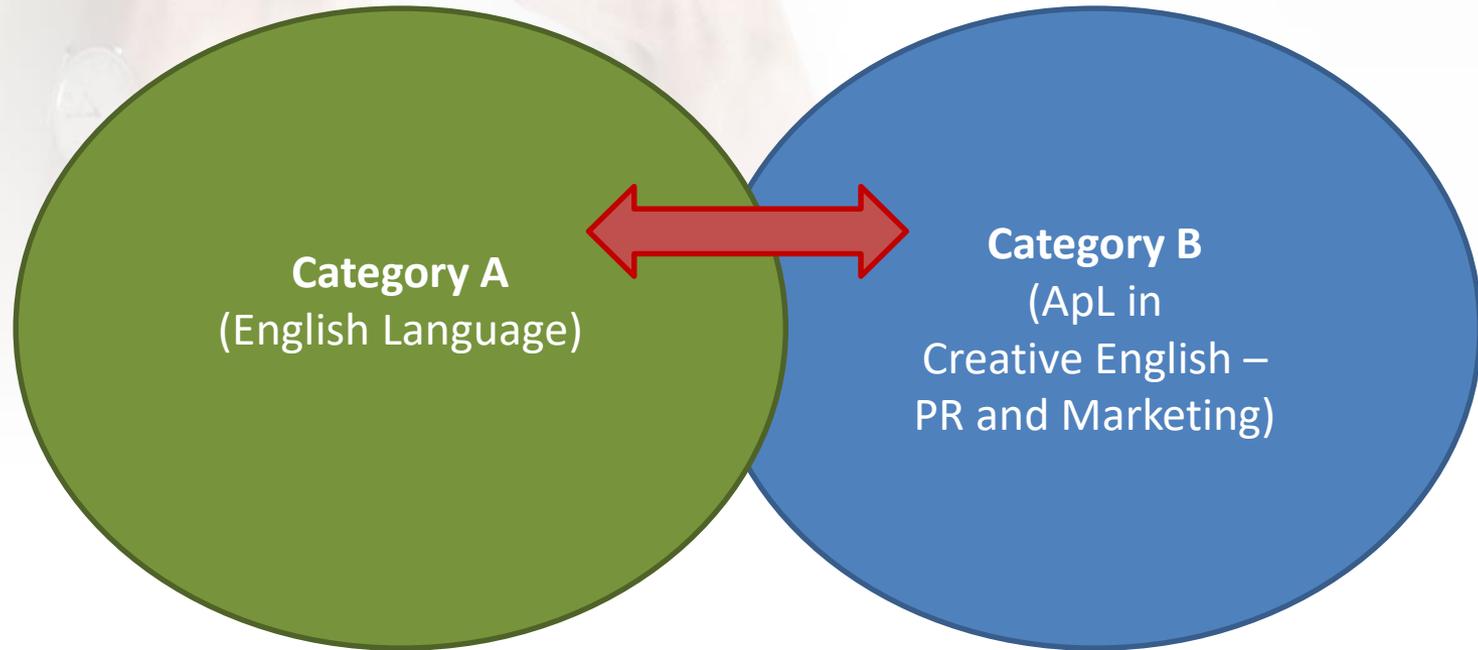
- Visits to
- a museum/exhibition and/or PR/Marketing events
  - a sizable marketing and PR firm, and
  - a cultural industry organisation

# Continuous Assessment

Source: [https://www.hkeaa.edu.hk/en/hkdse/assessment/subject\\_information/category\\_b\\_subjects/hkdse\\_subj.html?B&4&132](https://www.hkeaa.edu.hk/en/hkdse/assessment/subject_information/category_b_subjects/hkdse_subj.html?B&4&132)



# English Language Secondary Education



# Articulation Pathway and Career Development

## Articulation Pathway

e.g. public relations, marketing, corporate communication, business, management, advertising, journalism, multimedia, online media production, digital production, publishing

## Career Development

e.g. public relations officer/assistant, marketing officer/assistant, corporate communications officer/assistant, advertising assistant, copywriter, project assistant, editor, customer service officer





## School's Support

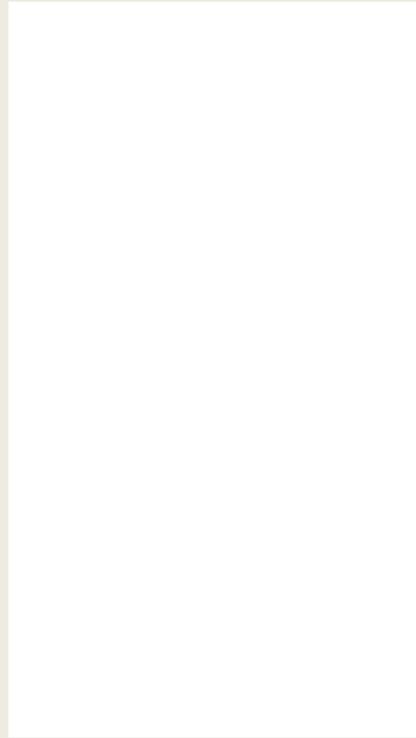
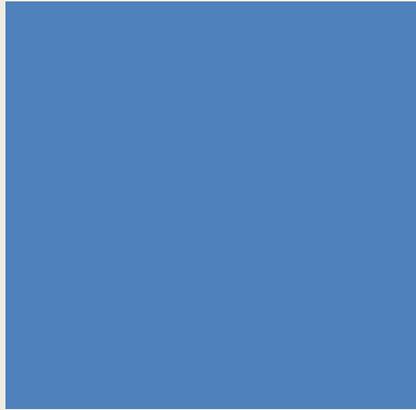
1. English Learning Resources Corner
2. Self-Access English Learning Area
3. Multipurpose Laboratories





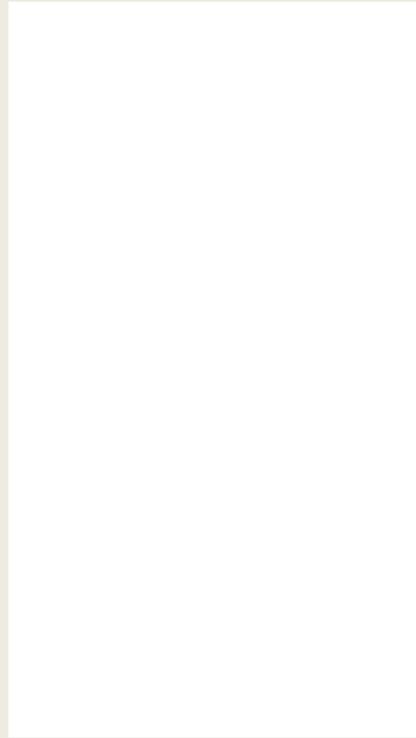
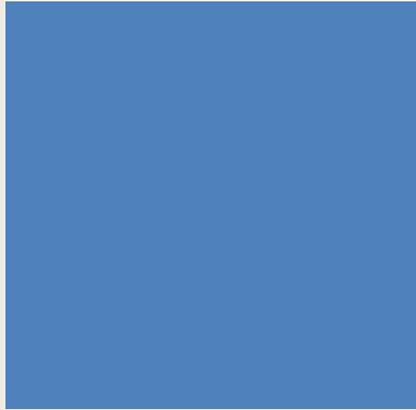
## Signature Activity

Creating a **persuasive** social media promotional post



How to write a persuasive social media promotional post?

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How to write a persuasive social media promotional post?

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***Make it fun,  
easy to process  
and remember.***



What language skill  
is used in this post?





What language skill  
is used in this post?

go /gəʊ/  
show /ʃəʊ/

Promotions will  
Come and go  
But your hard work will  
Always shine and show...

WishesMessages.com

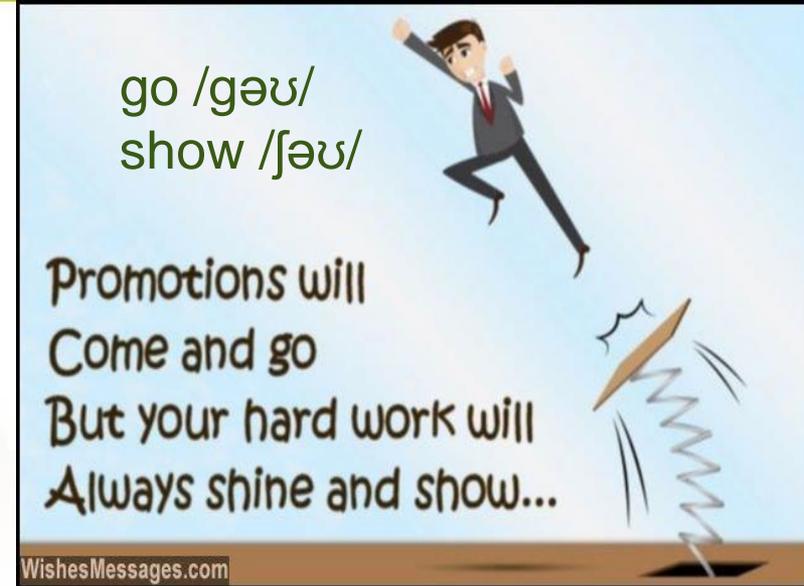


# Rhyme

Use words which have the same last sound unit.

Example: /æ/

The **cat** is chasing the **bat**,  
which is flying towards the **hat**.





# Activity



# Create a promotional post

Use words that rhyme to create a promotional post against fast food.





Use words that rhyme  
to create a short post  
against fast food.





Use words that rhyme  
to create a short post  
against fast food.

## Message

Eating too much fast food  
isn't good for health.  
It will affect your mobility.



## Message

Eating too much fast food  
isn't good for health.  
It will affect your mobility.

Which parts of our body are  
involved in the actions of  
**eating** and **sitting**?



## Message

Eating too much fast food  
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Which parts of our body are  
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**mouth / teeth / lips**

**buttocks / bottom / hips**



## Message

Eating too much fast food  
isn't good for health.

It will affect your mobility.

Which parts of our body are  
involved in the actions of  
eating and sitting?

**mouth / teeth / lips**

**buttocks / bottom / hips**

**PLEASURE ON  
THE LIPS,  
LIFETIME ON  
THE HIPS**



© Sloganshub.org

## Message

Eating too much **fast food**  
isn't good for health.  
It will affect your **mobility**.

**move**

Another possible post:



## Message

Eating too much **fast food**  
isn't good for health.  
It will affect your **mobility**.

**move**

Another possible post:

**Have less fast food /fu:d/  
lest you'll be unable to move /mu:v/**



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# Creative English PR and Marketing

**Q and A**

# Contact Information

## General Enquiries

### CityU SCOPE Applied Learning Team

- Tel: 3442 5441/3442 5433
- WhatsApp: 9148 0027
- Email: [aplinfo@cityu.edu.hk](mailto:aplinfo@cityu.edu.hk)
- Website: [www.cityu.edu.hk/ce/apl](http://www.cityu.edu.hk/ce/apl)



# Online Resources

(available at Self-Access English Learning Area)

## Non-printed Texts

### Online Reference

- Priority Consultants. (2021, February 19). 6 must watch TED talks for PR and marketing professionals. <https://priorityconsultants.com/blog/6-must-watch-ted-talks-for-pr-marketing-professionals/>
- PRontheGO. (2019, November 29). TED talks that anyone interested in public relations should watch. <https://medium.com/@PRontheGO/7-ted-talks-that-anyone-interested-in-public-relations-should-watch-2828914f61d3>
- TEDxLagos (2019, August). How to make an impact through story telling [Video]. [https://www.ted.com/talks/how\\_to\\_make\\_an\\_impact\\_through\\_story\\_telling](https://www.ted.com/talks/how_to_make_an_impact_through_story_telling)

### Youtube Video

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- Pogboom. (2019, January 20). CRISTIANO RONALDO - THE BEST COMMERCIALS! [Video]. [https://www.youtube.com/watch?v=\\_C5qFy51Fug](https://www.youtube.com/watch?v=_C5qFy51Fug) (5:20 – 6:20)
- Pukhalsky, V. (2011, March 14). Funny commercial, Coca-Cola, Producer/Director - Victor Pukhalsky [Video]. <https://www.youtube.com/watch?v=p.m.Rs6jsPZn8>
- SpeedMedia. (2016, September 23). University of Phoenix Still I Rise [Video]. [https://www.youtube.com/watch?v=\\_KKxwmGprs4](https://www.youtube.com/watch?v=_KKxwmGprs4)
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- TwitterUK. (2017, December 14). Let's Go Twitter [Video]. <https://www.youtube.com/watch?v=52Pvp.m.0yngQ>

### Radio programme

- Cheung, P. (2022, April 3). Thought for the Week RTHK Radio 3. [https://www.rthk.hk/radio/radio3/programme/thought\\_for\\_the\\_week/episode/808143](https://www.rthk.hk/radio/radio3/programme/thought_for_the_week/episode/808143)

# Source of images

## Sources of images

- 1. Group Session: <https://www.presentermedia.com/powerpoint-clipart/group-session-pid-5156>
- 2. Job Promotion Congratulations Quotes.QuotesGram:  
[https://www.google.com/search?q=Job%20Promotion%20Congratulations%20Quotes.QuotesGram:&tbs=isch&tbs=rimg:CXk7X-wTLFEEYcNwGp0puN4TsgIMCgIIARAAOgQIABAA&hl=zh-TW&sa=X&ved=0CBsQuIBahcKEwiowdHvl9L3AhUAAAAAHQAAAAAQBg&biw=1010&bih=468#imgrc=Y\\_L4N8357hi5JM/](https://www.google.com/search?q=Job%20Promotion%20Congratulations%20Quotes.QuotesGram:&tbs=isch&tbs=rimg:CXk7X-wTLFEEYcNwGp0puN4TsgIMCgIIARAAOgQIABAA&hl=zh-TW&sa=X&ved=0CBsQuIBahcKEwiowdHvl9L3AhUAAAAAHQAAAAAQBg&biw=1010&bih=468#imgrc=Y_L4N8357hi5JM/)
- 3. 35 Funny Fast Food Slogans and Taglines: <https://sloganshub.org/funny-fast-food-slogans/>

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