

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 self-awareness*

Use of creative English in biz & media

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

**Practical
language**

**Vocational
English**

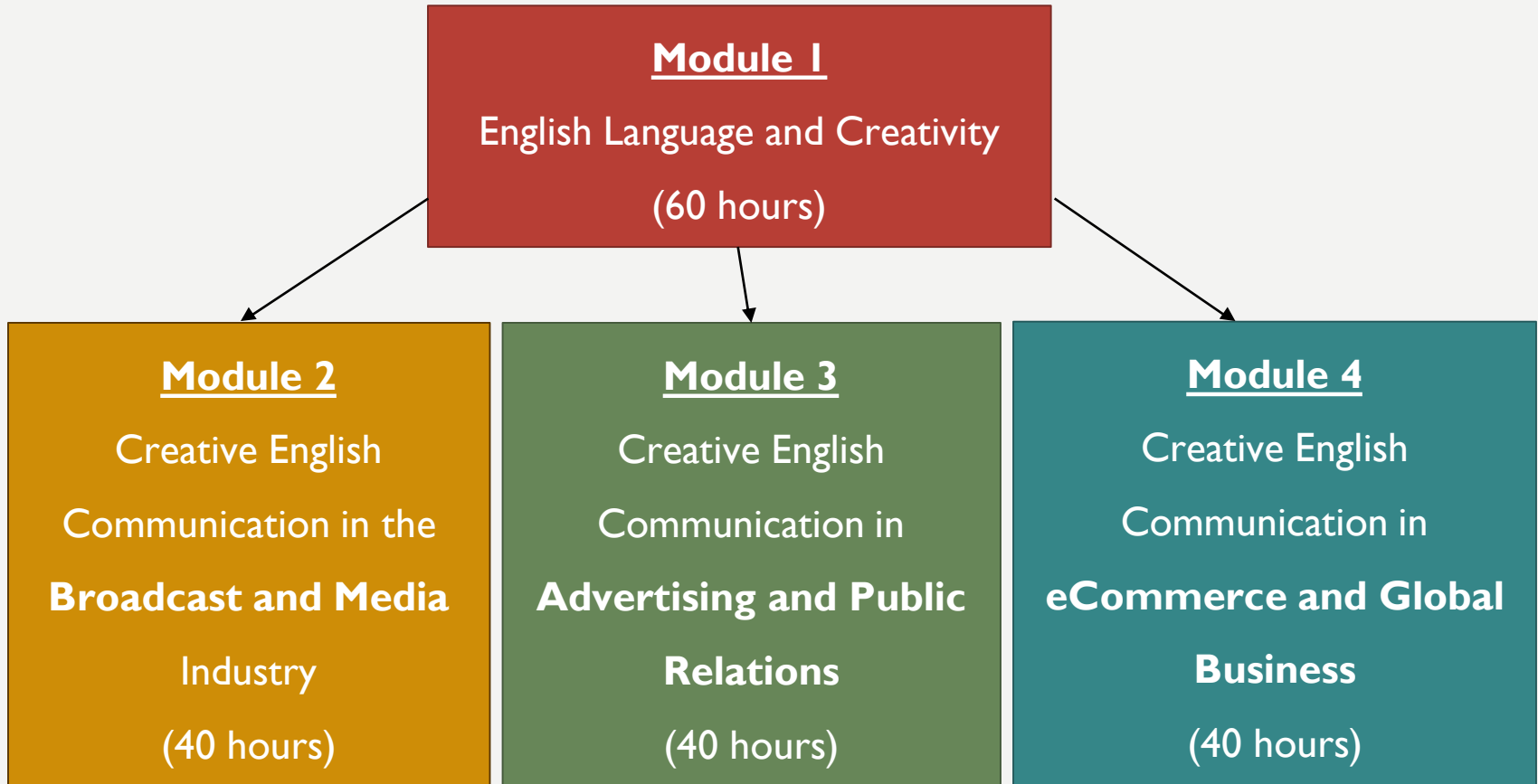
**English
Language**

**Creative
English**

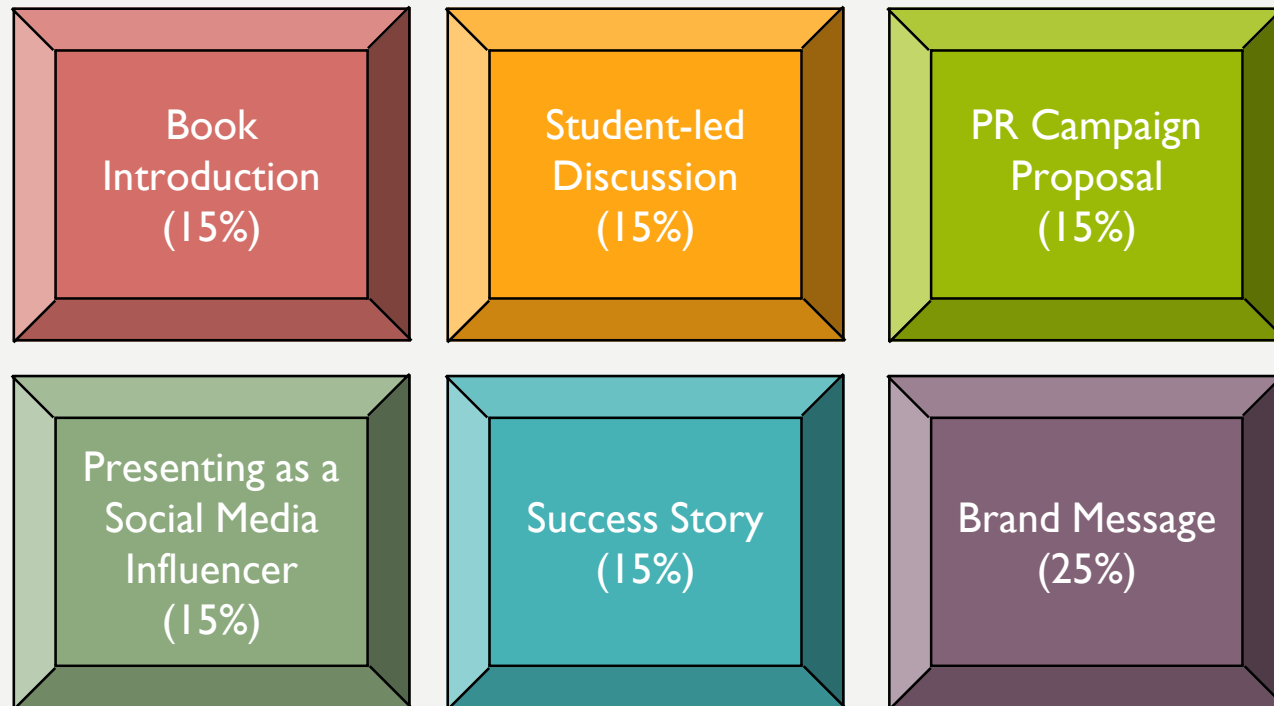
**Concepts
via
Language**



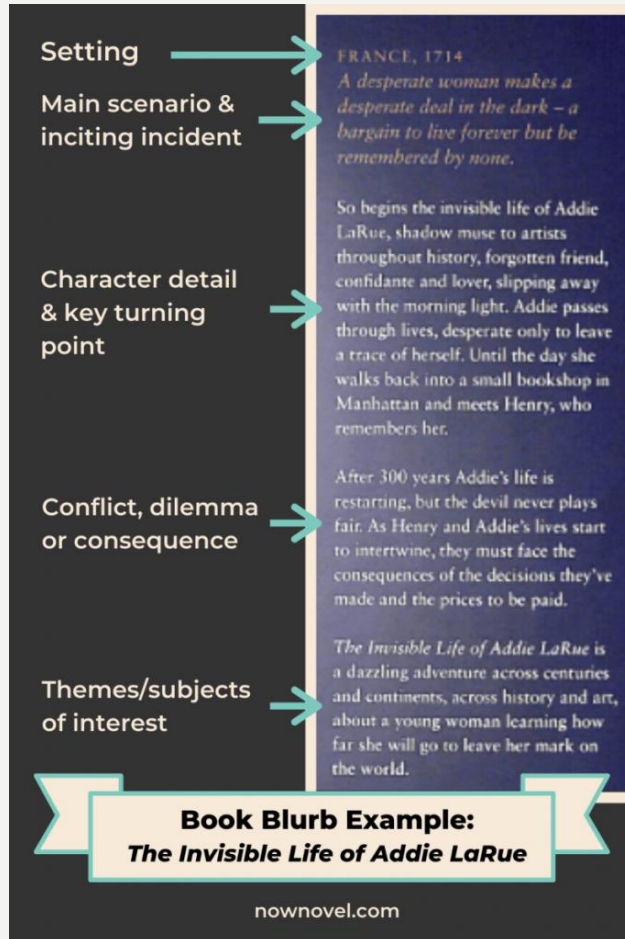
CREATIVE ENGLISH - BIZ AND MEDIA CURRICULUM OVERVIEW



CREATIVE ENGLISH - BIZ AND MEDIA ASSESSMENT SCHEME



CREATIVE ENGLISH - BIZ AND MEDIA ASSESSMENT SCHEME



Setting → FRANCE, 1714

Main scenario & inciting incident → *A desperate woman makes a desperate deal in the dark – a bargain to live forever but be remembered by none.*

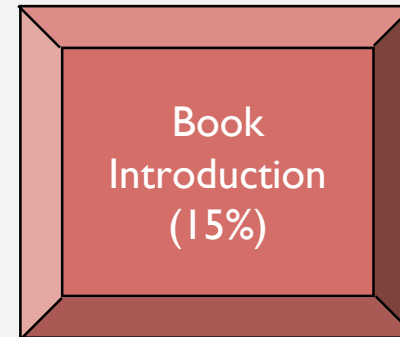
Character detail & key turning point → So begins the invisible life of Addie LaRue, shadow muse to artists throughout history, forgotten friend, confidante and lover, slipping away with the morning light. Addie passes through lives, desperate only to leave a trace of herself. Until the day she walks back into a small bookshop in Manhattan and meets Henry, who remembers her.

Conflict, dilemma or consequence → After 300 years Addie's life is restarting, but the devil never plays fair. As Henry and Addie's lives start to intertwine, they must face the consequences of the decisions they've made and the prices to be paid.

Themes/subjects of interest → *The Invisible Life of Addie LaRue* is a dazzling adventure across centuries and continents, across history and art, about a young woman learning how far she will go to leave her mark on the world.

Book Blurb Example:
The Invisible Life of Addie LaRue

nownovel.com



Book
Introduction
(15%)



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.

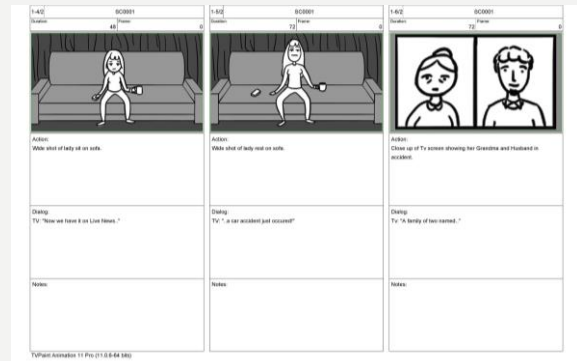
How to write?

- 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.

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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: _____

CREATIVE ENGLISH - BIZ AND MEDIA DISTINCTIVE FEATURES

2. A synthesized learning experience scaffolded with guidance and support from *professionals and practitioners* in the fields of business and media, such as
- solution sales specialist, creative content writer, journalist, scriptwriter, copywriter, TV/film producer, news videographer etc.

CREATIVE ENGLISH - BIZ AND MEDIA

Applied Learning = Learning by doing

- Language literacy learning and creative skill development
- Critical thinking, communication and life skills, moral reasoning and reflection on values and ethical issues



- **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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Questions?

For any enquiries, you are welcome to
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