

# Building a Reading Culture: Experience Sharing Session on Promoting Values Education in the School English Language Curriculum (Secondary Level)

## Course Objectives

- ◆ To provide insights into the promotion of values education by building a reading culture within and beyond the English classroom;
- ◆ To introduce the resources that support the planning and integration of values education into the school English Language curriculum through reading; and
- ◆ To share examples of designing diversified English learning experiences and teaching ideas that foster students' positive values and attitudes through reading.

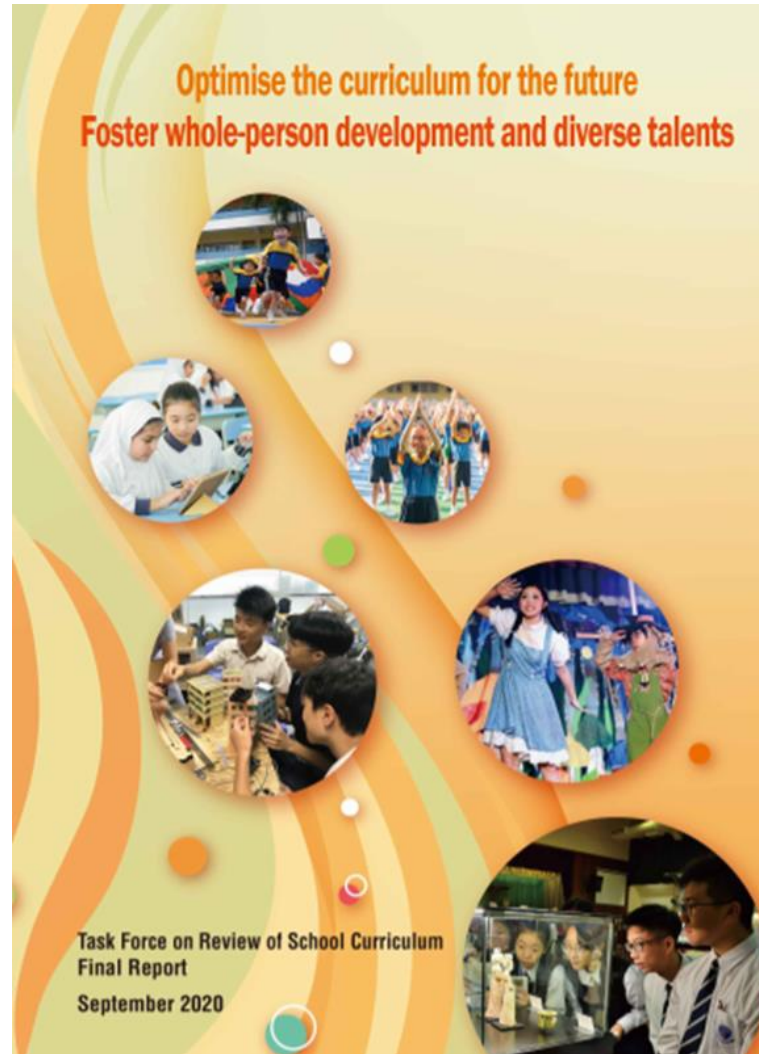
Planning and Integration of  
**Values Education** into the  
School English Language Curriculum  
through **Reading**



# Promoting **Values Education** in the School Curriculum



# Final Report of Task Force on Review of School Curriculum (2020)



## Six Directions of Recommendations



Whole-person Development



Values Education and Life Planning Education



Creating Space and Catering for Learner Diversity



Applied Learning



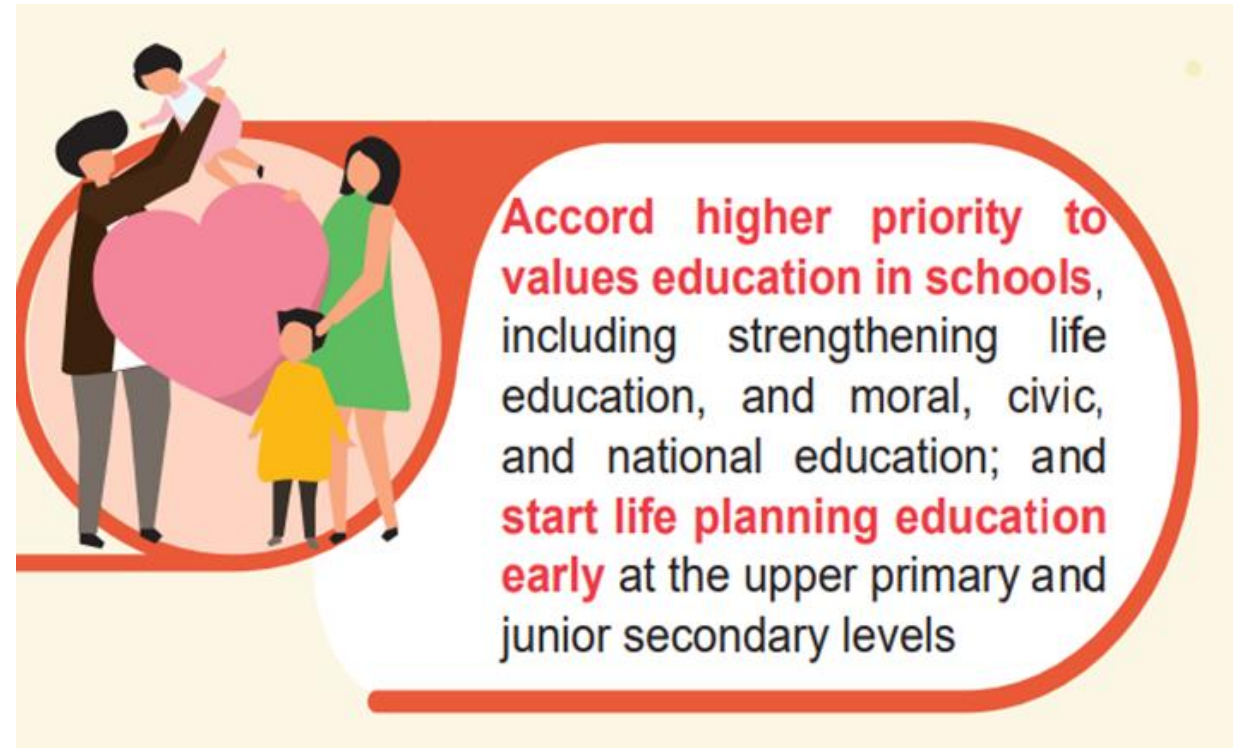
University Admissions



STEM Education

# Recommendations for Values Education and Life Planning Education

## Directional Recommendations of the Task Force on Review of School Curriculum (A Leaflet)



- ◆ Provide multifarious Values Education (VE) related learning experiences in the curriculum to broaden students' perspective
- ◆ Engage teachers in professional development activities

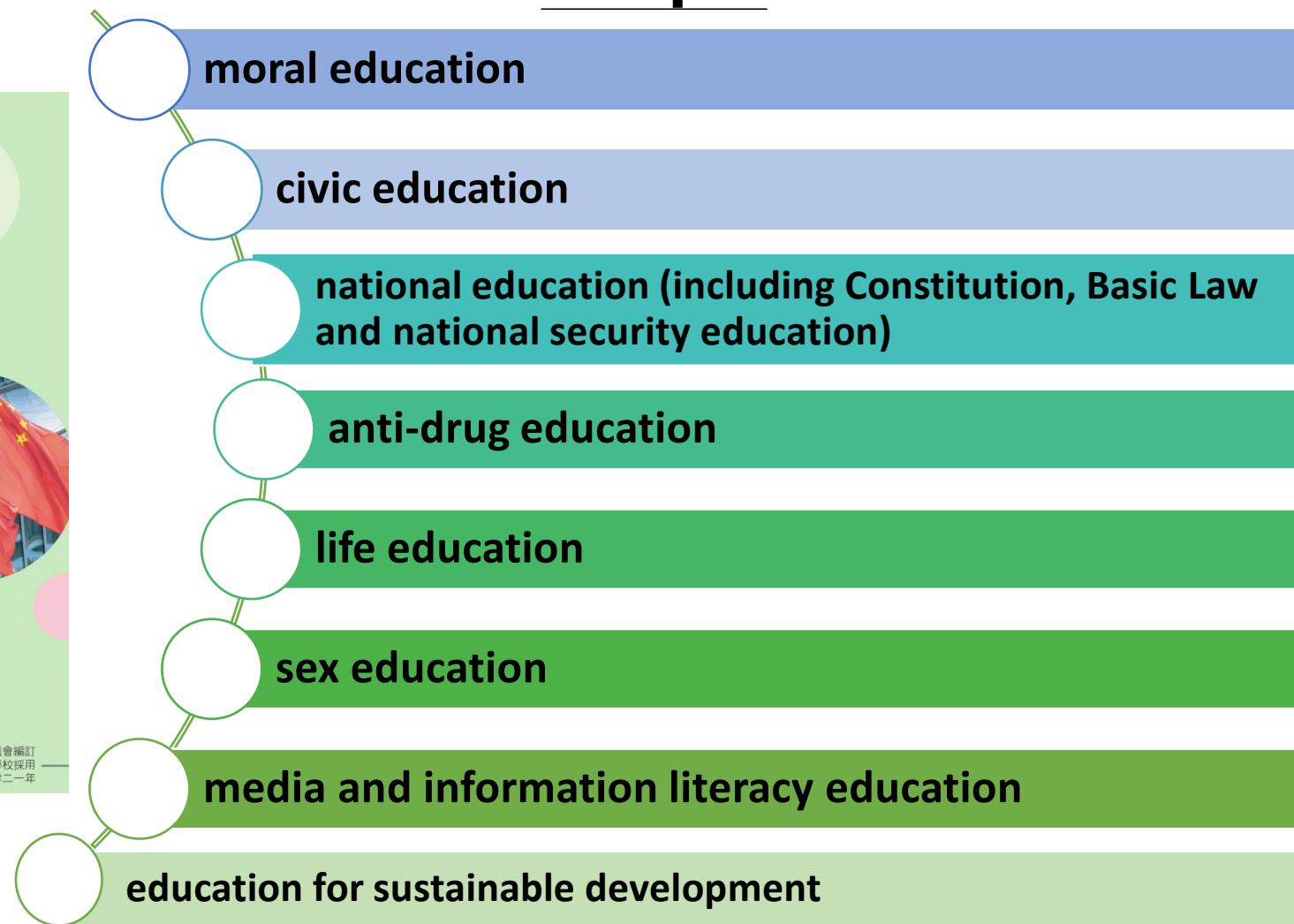


# Promoting Values Education under Various Cross-curricular Domains

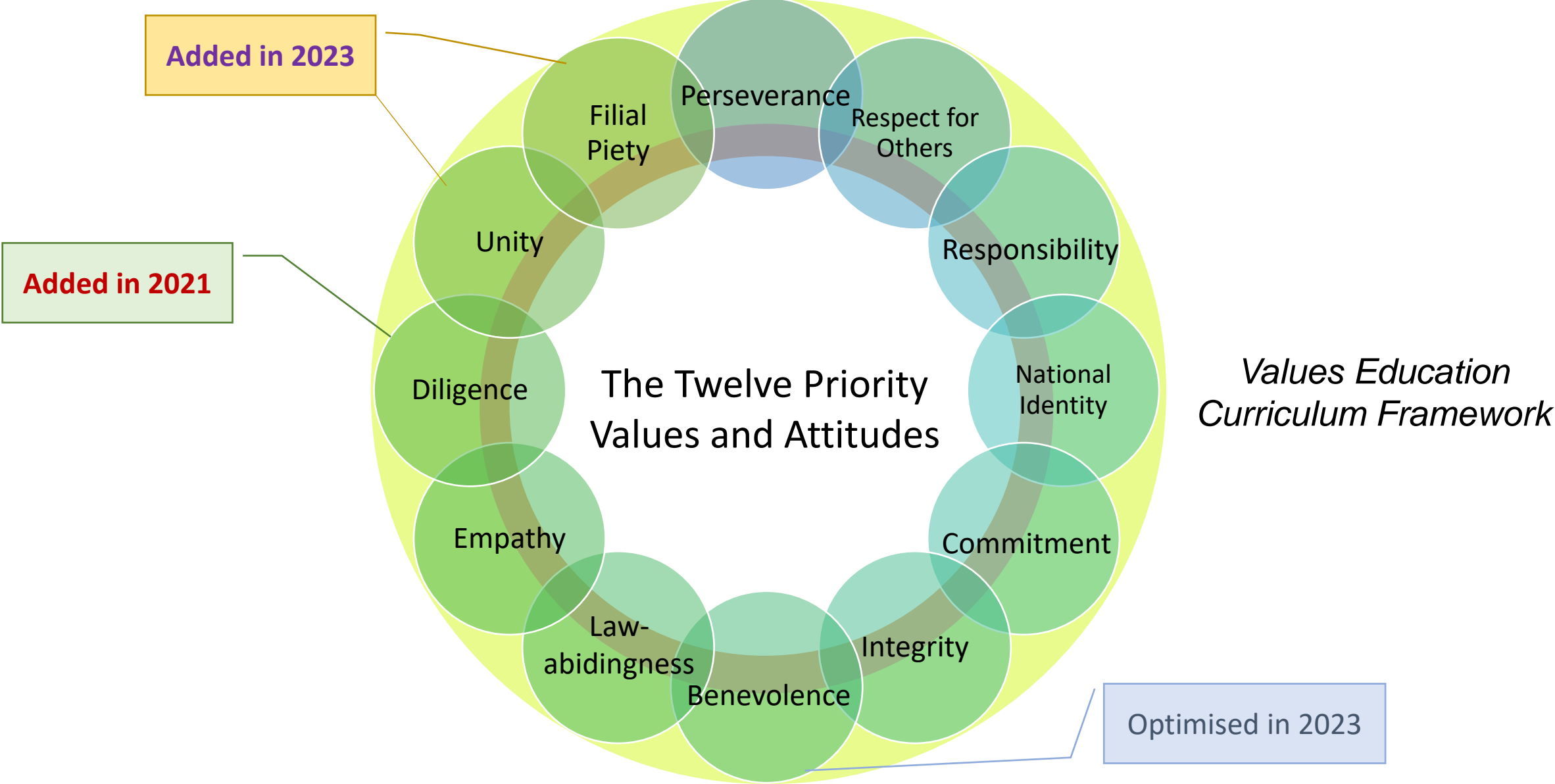
## Examples



*Values Education Curriculum Framework  
(Pilot Version) (2021)*

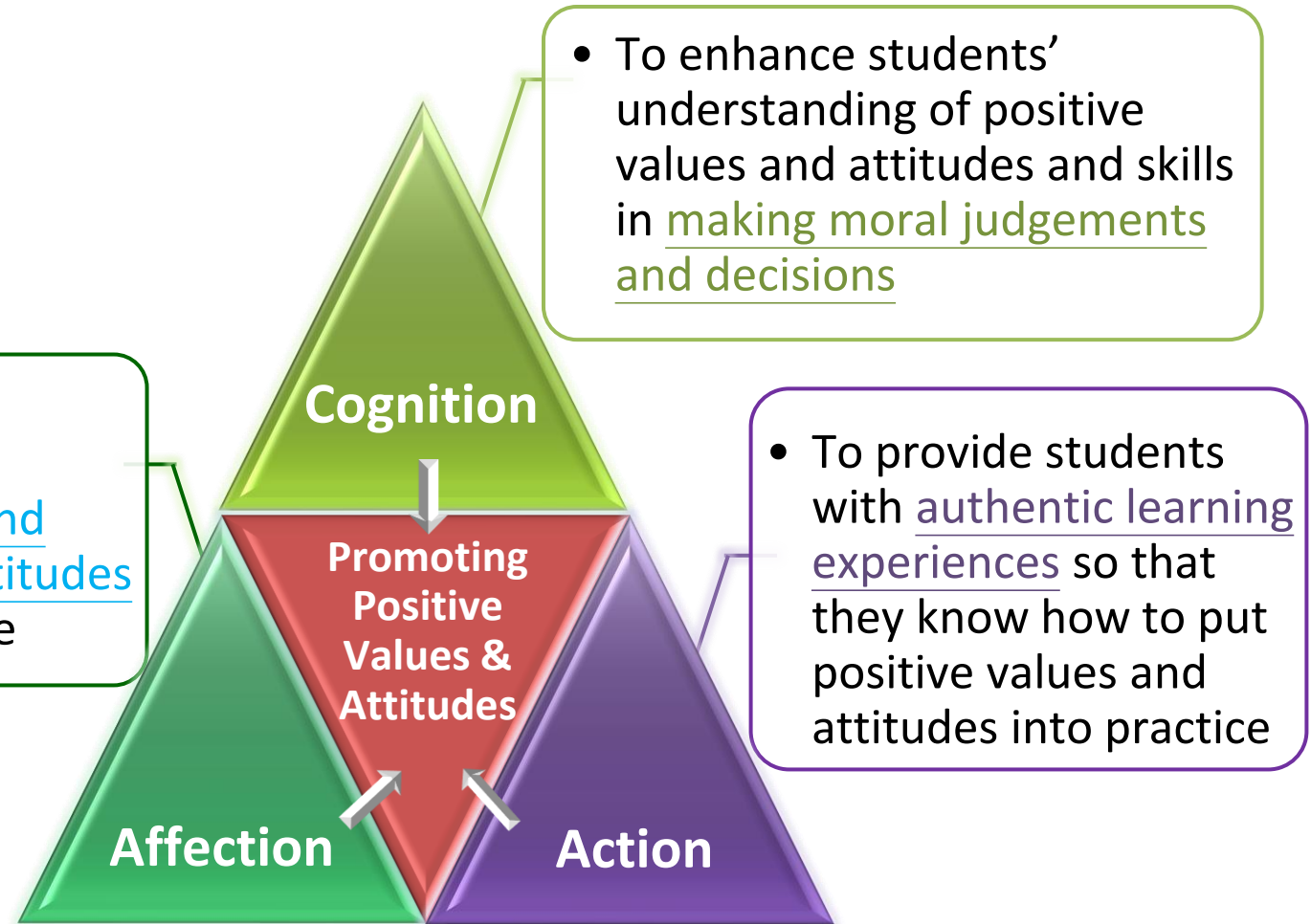
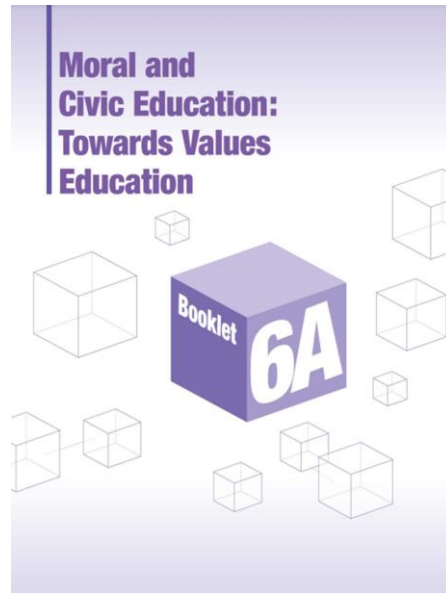


# Promoting Values Education in the School Curriculum

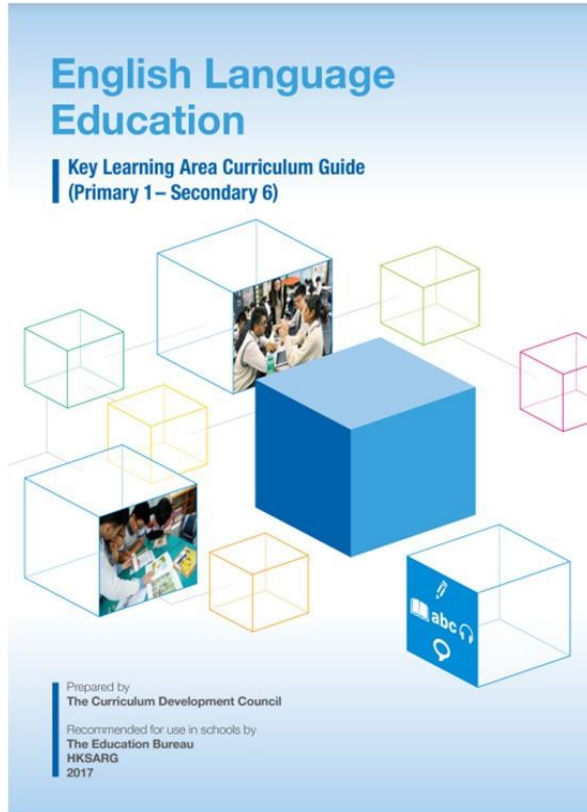


# Promoting Values Education in the School Curriculum – Major Components: Cognition, Affection and Action

Secondary Education Curriculum Guide (2017) –  
Booklet 6A: Moral and Civic Education:  
Towards Values Education



# Integrating Values Education into the School English Language Curriculum



*ELE KLACG 2017*

Schools are encouraged to focus on the proper values and attitudes that align with their school mission, school contexts, stakeholders' views, students' needs and major concerns

Exploring a variety of value-laden issues and stimuli for critical and imaginative learning experiences

Making use of everyday life events and a variety of learning and teaching resources to provide contexts for cultivating values in students

# Promoting **Reading** in the School Curriculum



# Integrating Values Education into the School English Language Curriculum

 Using **reading** to create relevant contexts

SCHOOL DEVELOPMENT PLAN/ MAJOR CONCERNS



Life-wide learning experiences



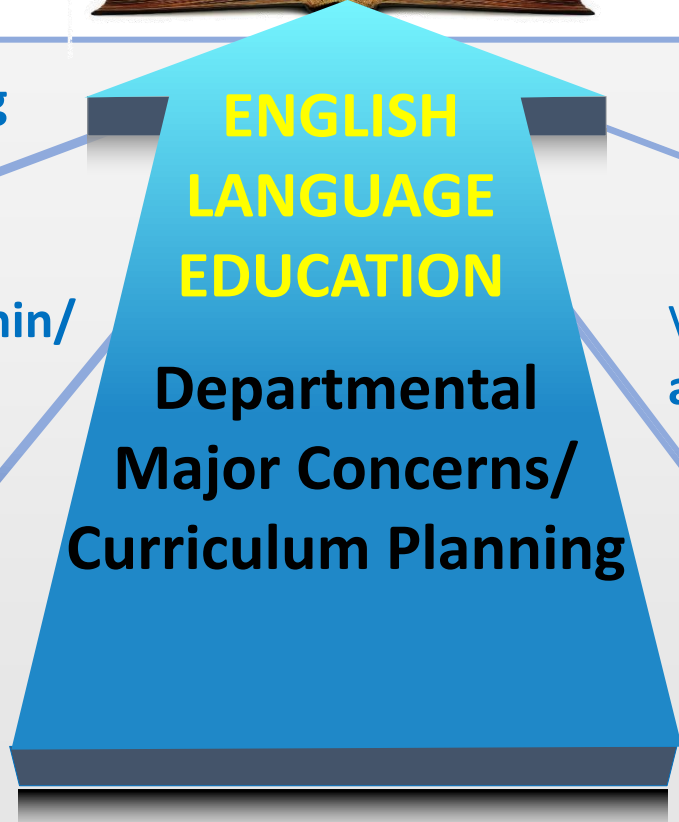
Cross-KLA/  
Cross-departmental collaboration



Learning **within/**  
**beyond** the classroom



Vertical/horizontal alignment



# Building a Reading Culture



## Providing a Diversified Range of Appropriate Reading Materials

e.g. a wide variety of reading materials to cater for students' needs and interests, a text-rich environment



## Creating a Favourable Reading Environment and Atmosphere

e.g. a well-equipped library, reading corners, e-reading facilities, a wide range of reading activities



## Allocating Time for Reading

e.g. reading skills development, DEAR, a flexible library schedule, promotion of RaC



## Making the Most of Technology

e.g. effective use of information technology for e-reading, e-reading resources beyond the classroom



## Raising Students' Reading Interests and Motivation

e.g. Recognition of reading performance, reading ambassadors, a range of reading activities within and beyond the classroom

## Strengthening Communication and Building a Culture of Collaboration

e.g. engaging subject teachers and the teacher-librarian in reading promotion, promotion of RaC



## Bringing in External Resources

e.g. effective use of community resources, resources from public libraries and the EDB, parents' support



## Adopting a Whole-school Approach

# Integrating Values Education in the English Language Curriculum through Reading

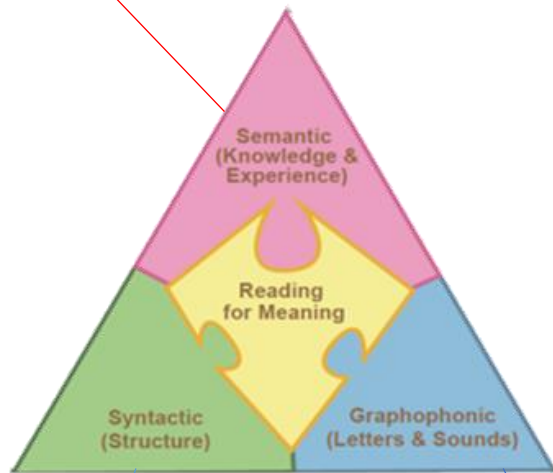


# Building a Reading Culture

## The Interaction between the Reader, Text and Context

e.g.

- Pictorial clues
- Contextual clues
- Prior knowledge
- Knowledge of text types



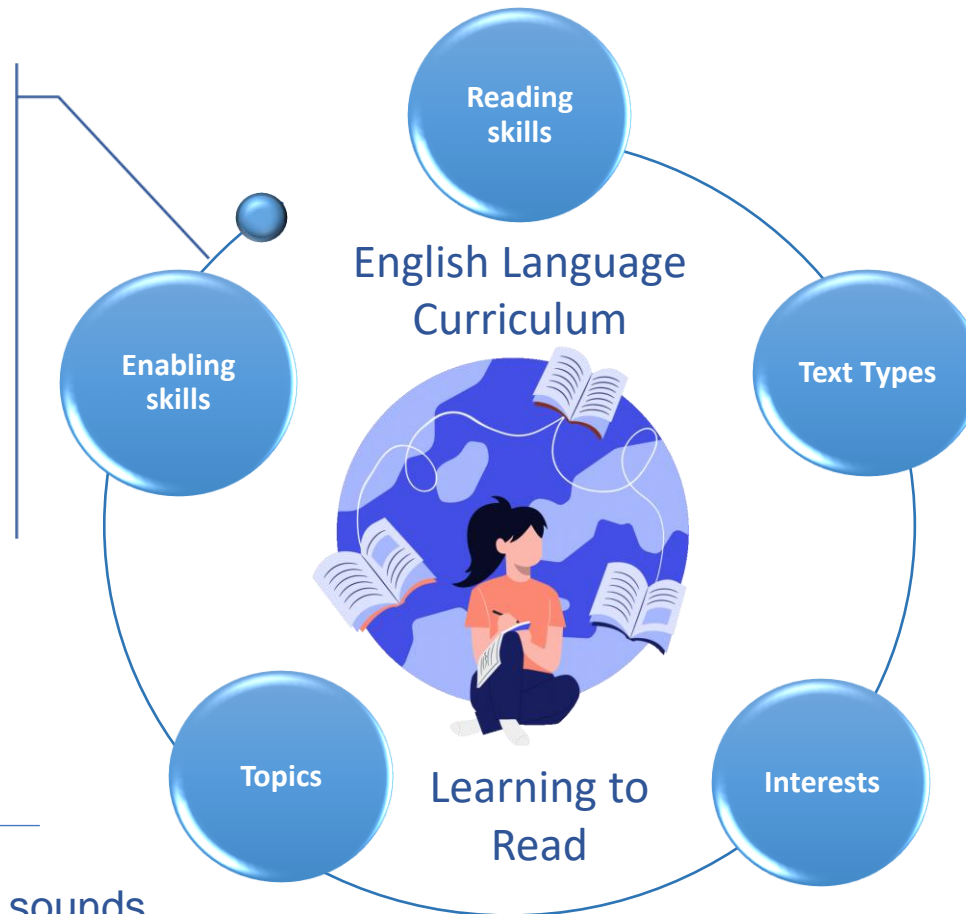
Use of Reading Strategies

e.g.

- Grammar
- Prefixes/Suffixes
- Verb endings
- Plurals

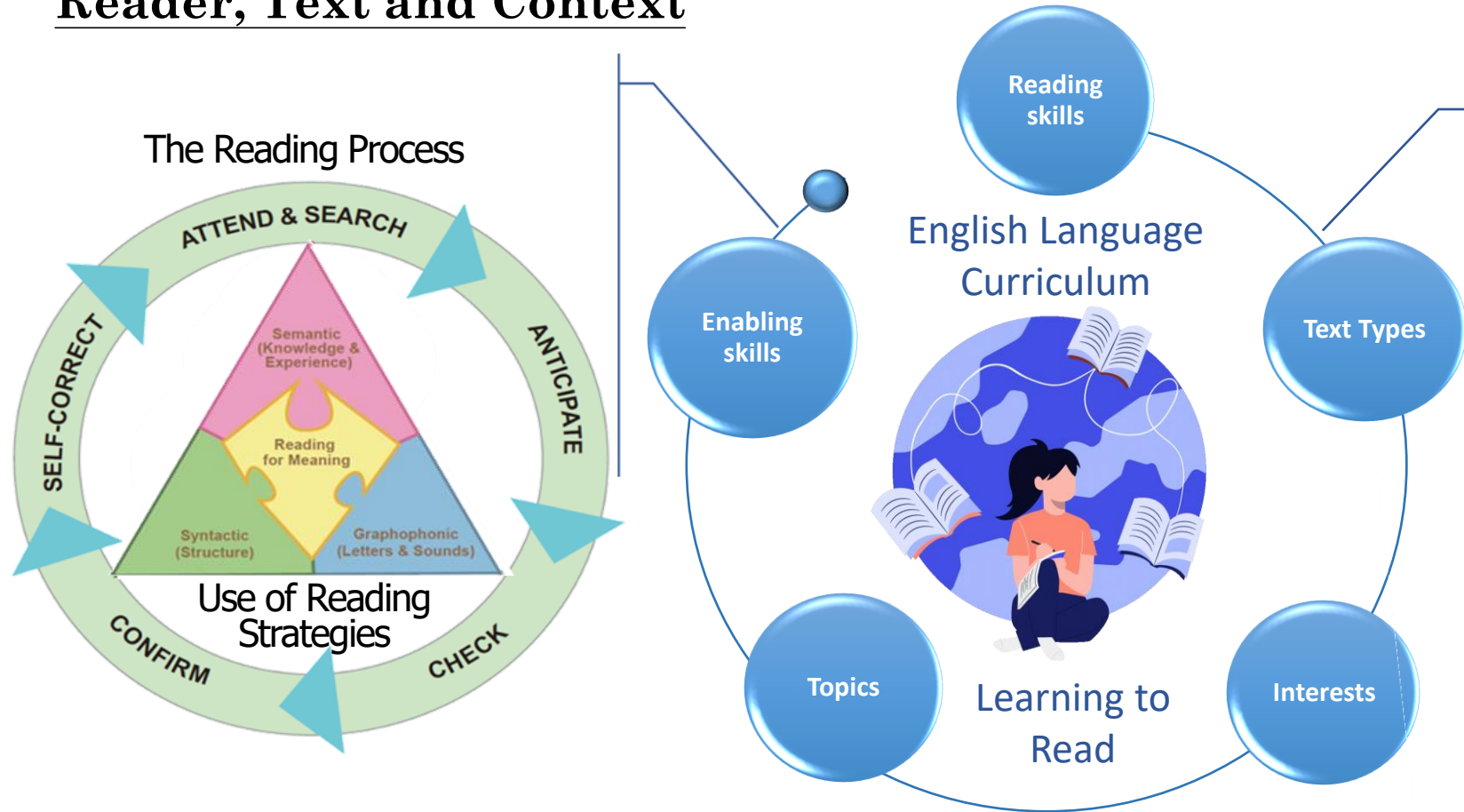
e.g.

- Letter sounds
- Letter patterns

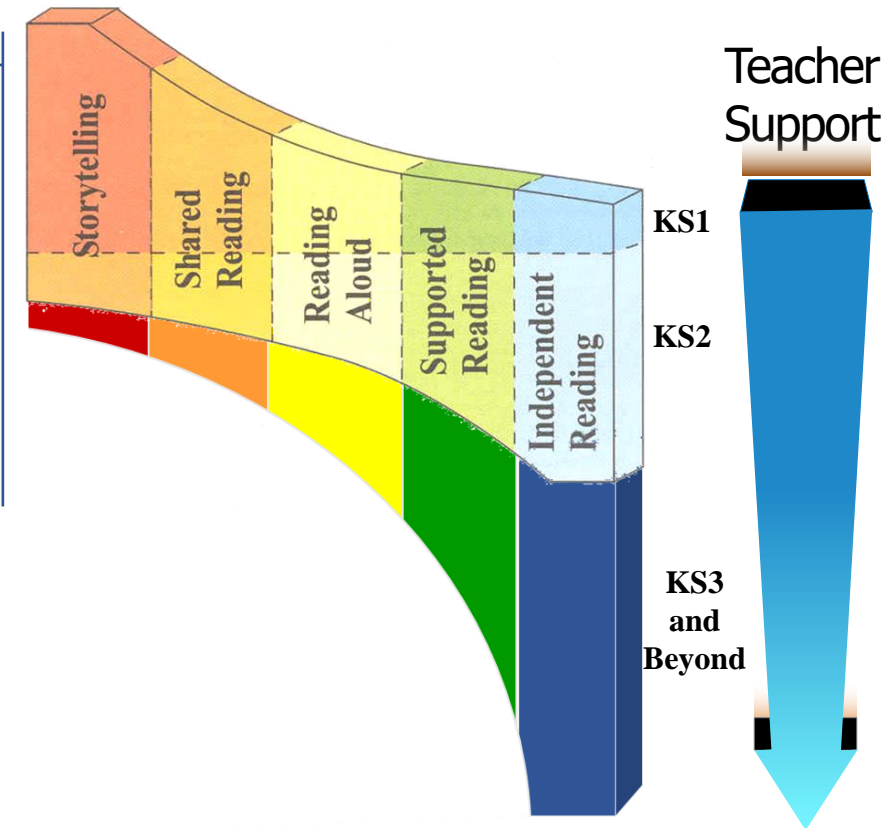


# Building a Reading Culture

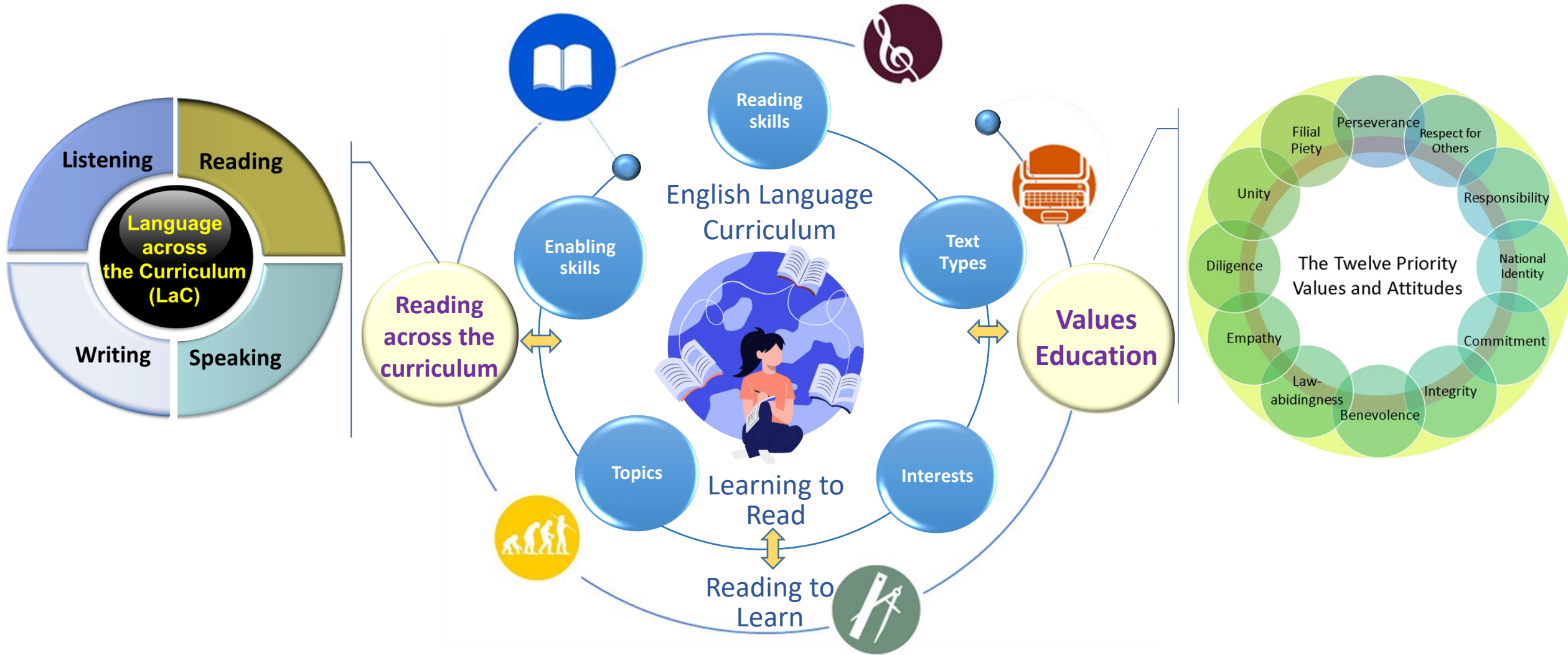
## The Interaction between the Reader, Text and Context



## Teaching Strategies for Reading across Key Stages



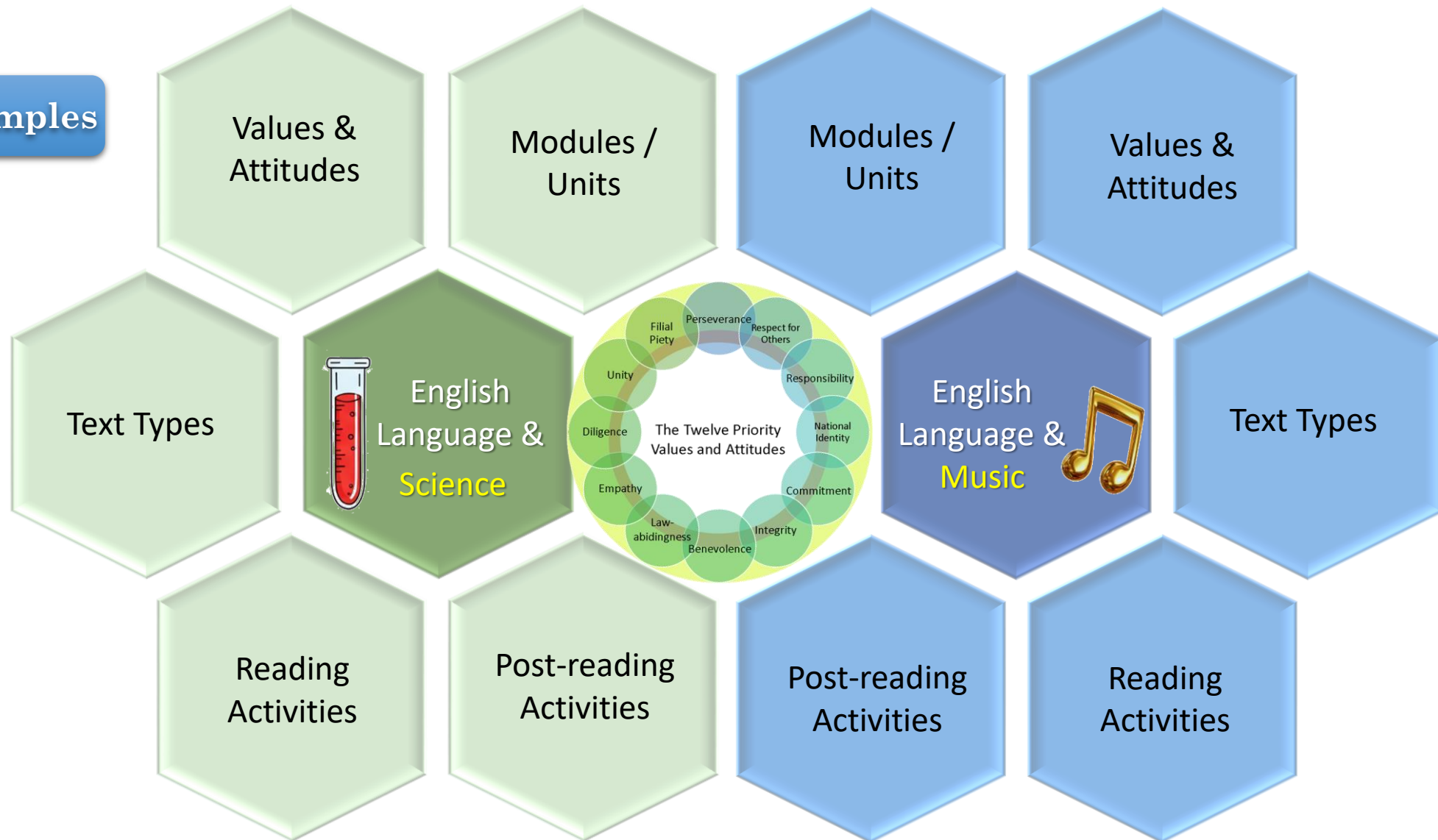
# Building a Reading Culture



- Strengthening the **connection** between English Language and various cross-curricular domains to facilitate whole-person development

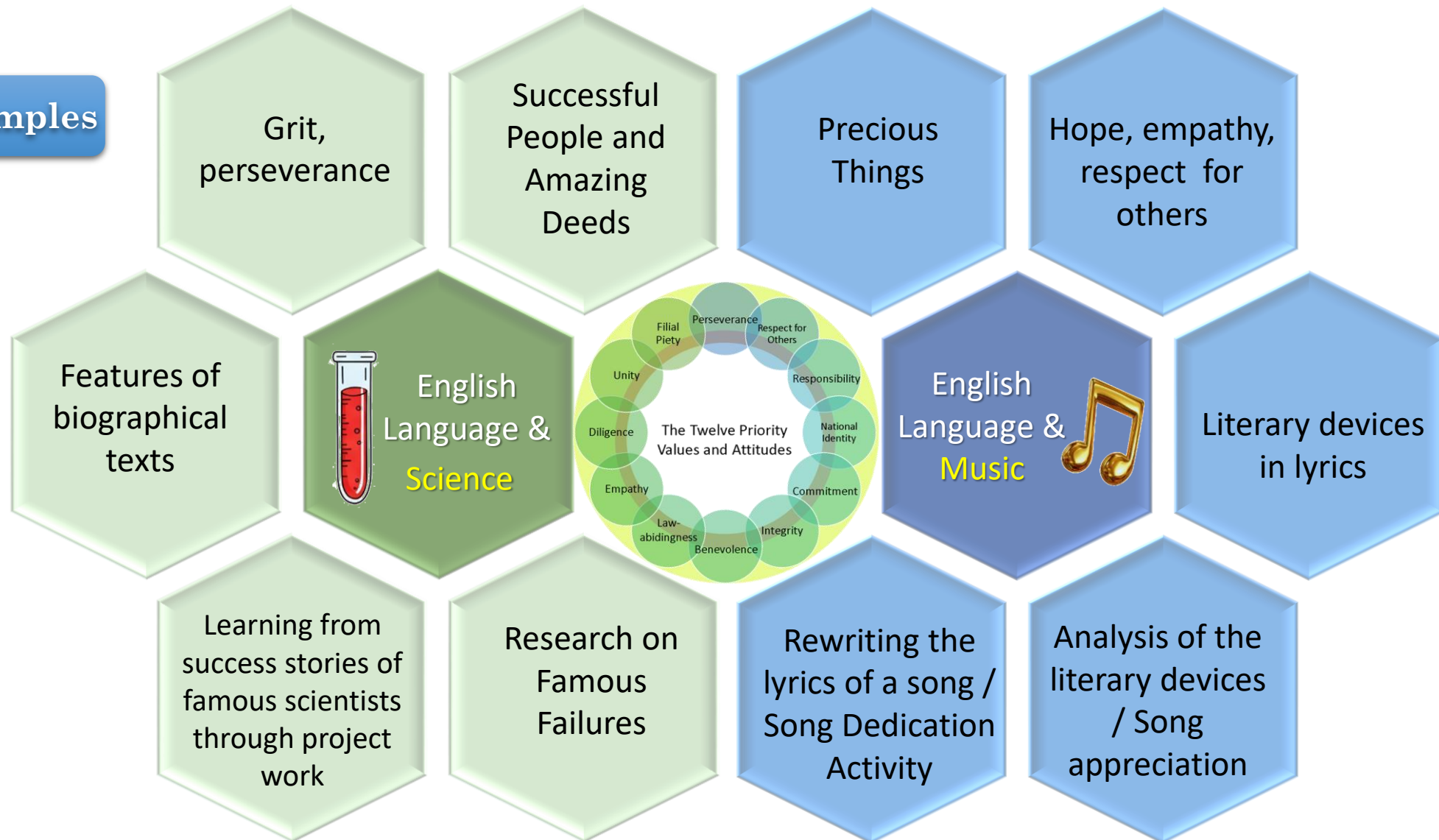
# Strengthening the **Connection** between English Language and Various Cross-curricular Domains to Enrich Students' Learning Experiences

## Other Examples



# Strengthening the **Connection** between **English Language** and **Various Cross-curricular Domains** to **Enrich Students' Learning Experiences**

## Other Examples



# Integrating Values Education into the School English Language Curriculum Using **Reading** as an Entry Point

## English Language Education

## Values Education

### An Example



Survival, “Developing Students’ Listening and Viewing Skills” Video Series (EDB, 2025)

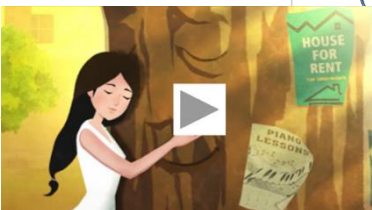
### “Survival” (A Poem)

**Survival** Gillian Bickley

Thank you trees for being there, for staying  
when many of the friends you knew—  
birds and butterflies — have gone;  
for flourishing, even; growing old  
5 where concrete buildings  
are constantly knocked down.

How brave you are to survive  
in a place where the air is foul  
and the noise unnatural;  
10 you who should normally expect  
to stabilise your roots  
in humid humming forests,  
alive with the smells of  
animal and vegetable life  
15 (not the smells of mineral death, as here).

It is good to look down a street  
and, amazed, to see you there,  
solid and green and cool, uncompromised  
by the advertising posters on your boles;  
20



### Language Skills Development

- Modules/Units
- Nature & environment/  
Precious things

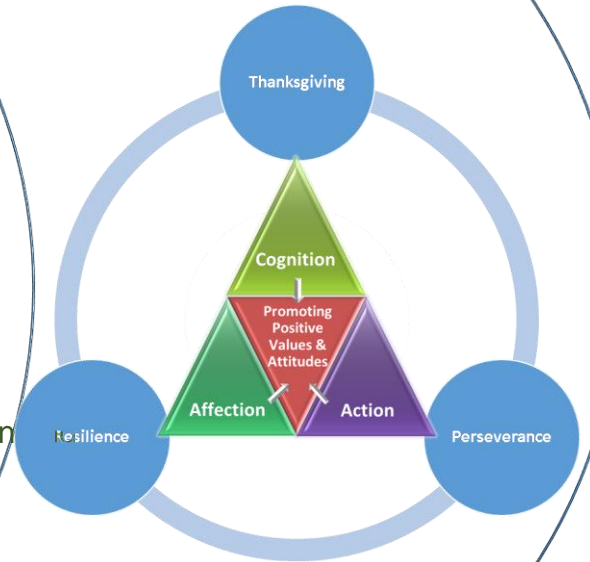
#### Language objectives

- To explore the vivid imagery and stylistic features of the poem

#### Content objectives

- To explore the poet's appreciation and affection for trees
- To cultivate positive values and attitudes (e.g. resilience, perseverance)

### Positive Values & Attitudes



# Integrating Values Education into the School English Language Curriculum Using **Reading** as an Entry Point

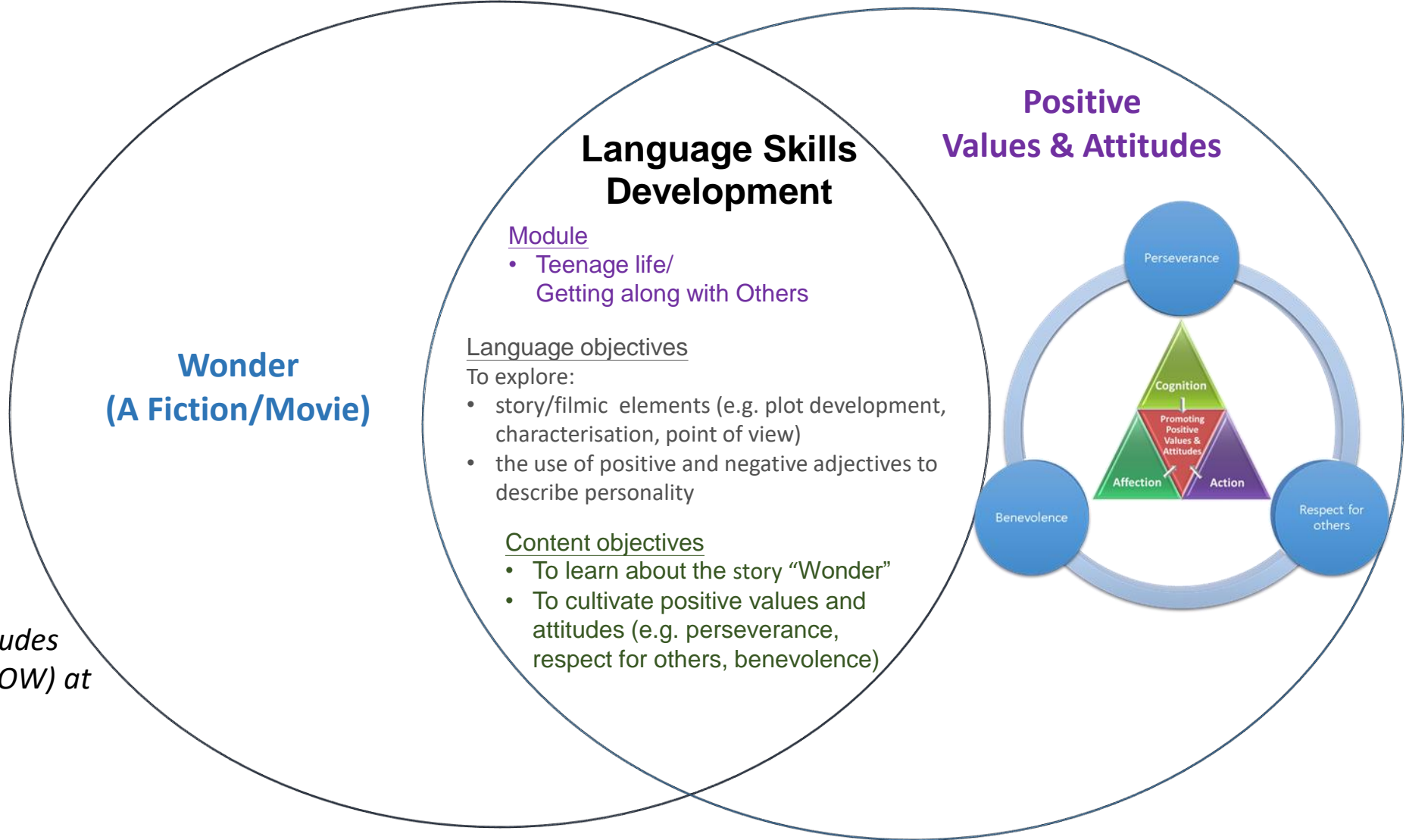
## An Example



Pages 50-67

*Promoting Positive Values and Attitudes through English Sayings of Wisdom (SOW) at Secondary Level (2020)*

## English Language Education Values Education



**Wonder**  
**(A Fiction/Movie)**

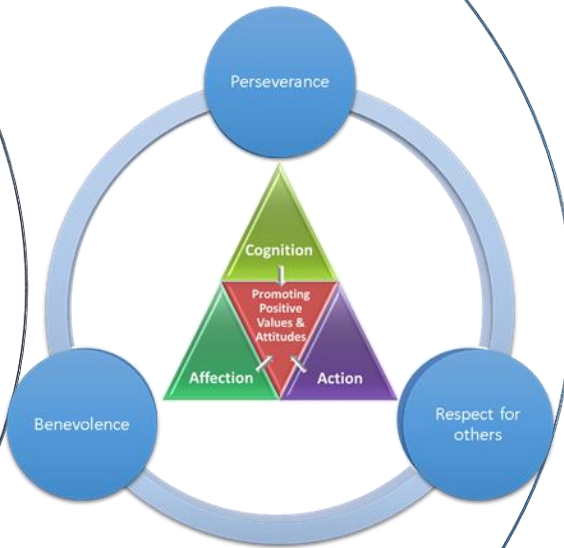
**Language Skills Development**

Module  
• Teenage life/  
Getting along with Others

Language objectives  
To explore:  
• story/filmic elements (e.g. plot development, characterisation, point of view)  
• the use of positive and negative adjectives to describe personality

Content objectives  
• To learn about the story “Wonder”  
• To cultivate positive values and attitudes (e.g. perseverance, respect for others, benevolence)

**Positive Values & Attitudes**



**Resources** in Support of the  
Promotion of **Values Education** in  
the **School Curriculum**





# SOW CAMPAIGN 2025/26

SOW THE READING SEED: *DISCOVER AS YOU READ*



**Wisdom Unites,  
Stories Connect**



**Dream Big,  
Read Bigger**

# Information of SOW Campaign 2025/26



EDBCM No.  
169/2025

## Themes

Overarching theme:  
SOW the Reading Seed – Discover as You Read

Sub-themes:

- Dream Big, Read Bigger
- Wisdom Unites, Stories Connect

## School Activities

Experience sharing sessions on building a reading culture and promoting values education on the school English Language curriculum

## Competitions

- “SOW Your Discovery” Multimodal Composition Contest
- SOW Readathon 2025/26
- “We Write · We Sing” Music Competition 2025/26
- Animal Photopoetry Creative Challenge 2025/26
- Filmit 2026: Student Film Competition
- Once Upon A Book Storytelling Competition 2025/26
- Story to Stage Puppetry Competition for Primary Schools 2025/26
- Time to Talk Public Speaking Competition 2025/26

## Learning and Teaching Resources

- Promotional videos on SOW Readathon
- SOW posters
- Resources in support of competitions

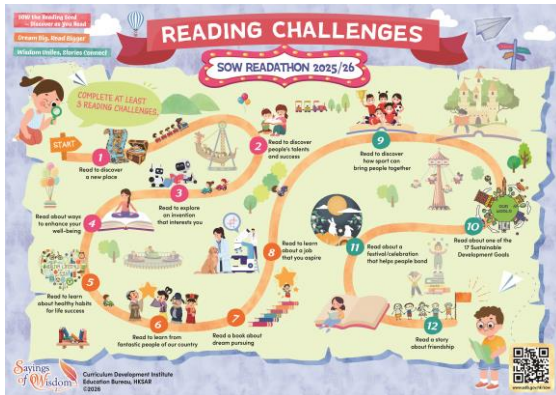
## Sayings of Wisdom

Quotes by famous authors



# SOW Readathon 2025/26

Registered schools will **organise an array of learning activities within and beyond the classroom**, based on students' needs and interests, to promote reading, appreciation of SOW as well as proper values and attitudes, and actively engage students in performing their roles as **SOW Reading Rangers**.



Participating students of registered schools, who are the **SOW Reading Rangers**, will be **awarded a certificate** issued by the EDB upon completion of three or more challenges with teachers' validation.



# SOW Readathon Video Series



The video series showcases **success stories of fostering a school-wide reading culture** in the school English Language curriculum and the reading journeys of the Outstanding SOW Reading Ambassadors in the SOW Readathon 2024/25.



Reading Captains –  
The Door of Fun



Reading Rangers – Wings of  
Imagination



Reading Rangers – Voyage of  
Time and Dreams



Reading Captains –  
The Door of Confidence



Reading Rangers – Power of  
Mind and Soul



Reading Rangers – Cosmos of  
Curiosity

# “SOW Your Discovery” Multimodal Composition Contest

Students are invited to:

- read a book of their choice;
- create a multimodal text to share:
  - a saying of wisdom (SOW) taken from the book;
  - their discovery from the book (e.g. new knowledge/ skills/ lessons learnt/ insights/ understanding)



Learning and Teaching Materials on  
“SOW Your Discovery”  
Multimodal Composition Contest



L&T Resources available

Submission  
deadline:  
**13 March 2026  
(Friday)**



Adjudication:  
**April to June  
2026**



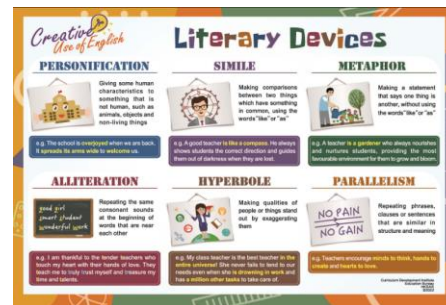
Result  
Announcement:  
**Late June 2026**



educational  
game



animation



infographic



vlog



e-book



animated  
poster

# “We Write • We Sing” Music Competition



A music competition co-organised by the **Arts Education Section** and **English Language Education Section** of the Curriculum Development Institute, EDB and **Hong Kong Baptist University** which **cultivates students' creativity** and **enhances their singing and appreciation abilities** through engaging in lyric writing, song composing and singing performance

**Workshops for teachers:**  
November – December  
2025



**Deadline of Entry Submission:**  
23 January 2026 (Friday)



**Announcement of Results:**  
Late March



**Student Performances and Awards Ceremony:**  
23 May 2026

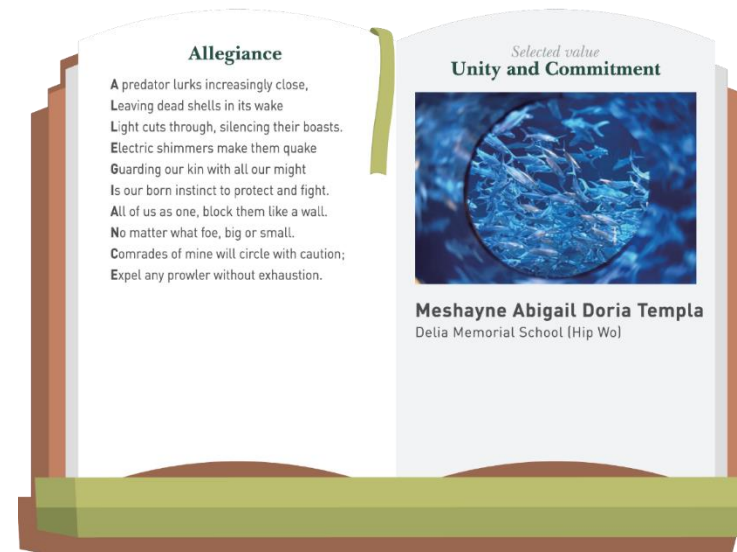
# Animal Photopoetry Creative Challenge



A **photo-taking** and **poetry writing competition** co-organised by the **English Language Education Section** and the **Arts Education Section** of the Curriculum Development Institute of the EDB, in collaboration with **Ocean Park Hong Kong**



[Anthology](#)



Application Closed



Pre-competition Briefing:  
26 January 2026  
(Monday)



Competition Day:  
6 February 2026  
(Friday)



Announcement of Results:  
April 2026

# *Latest Learning and Teaching Resources*

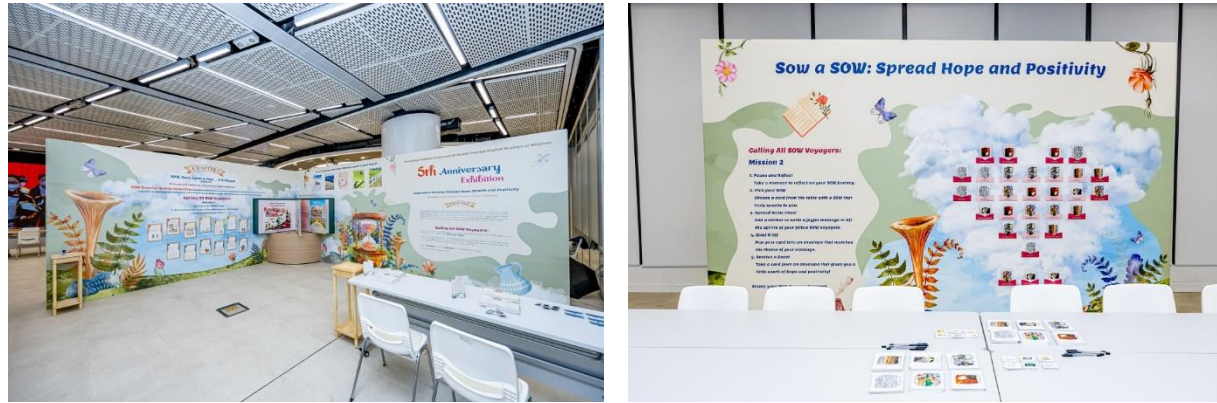


**SOW Motivational Talk Videos – An Anthology of Winning Entries**  
To share the **positive messages** delivered by awardees and foster students' **development of proper values and attitudes** through appreciating the beauty and meaning of English sayings of wisdom

**SOW Motivational Talk Videos Resource Kit**

# The SOW Campaign Fifth Anniversary Virtual Exhibition

The exhibition organised on 20 September 2025:



To commemorate the fifth anniversary of the SOW Campaign, the SOW Campaign Fifth Anniversary Exhibition was held on 20 September 2025, showcasing the **campaign's five-year journey from the 2020/21 to 2024/25 school years.**

The exhibition featured **award-winning student works, the achievements of participating schools, SOW learning and teaching resources,** and other highlights of the campaign.

The Virtual Exhibition:





## [ELE Section Webpage](http://www.edb.gov.hk/ele)



[www.edb.gov.hk/ele](http://www.edb.gov.hk/ele)



ENGLISH  
LANGUAGE  
EDUCATION  
[www.edb.gov.hk](http://www.edb.gov.hk)

### Position

Every learner is entitled to English language education. As a Key Learning Area, English Language Education seeks to develop learners' English proficiency for study, work and leisure; provide them with opportunities for personal and intellectual development, and extend their knowledge and experience of other cultures through the English medium; and help them overcome the challenges of the rapidly changing and fiercely competitive knowledge-based society of Hong Kong.

### Direction

Schools are encouraged to continue with the good practices that they have developed which are in line with the recommended curriculum developments. More importantly, they are encouraged to enhance learners' experience by providing a language-rich environment through:

- providing greater opportunities for learners to use English for purposeful communication both inside and outside the classroom;
- making use of learner-centered instruction to encourage learner independence;
- making greater use of literary or imaginative texts to develop critical thinking and encourage free expression and creativity; and
- promoting language development strategies, values and attitudes that are conducive to effective, independent and lifelong learning.



[What's New](#)



[BOW Campaign](#)



[Reference & Resource](#)



[Professional Development Programme](#)



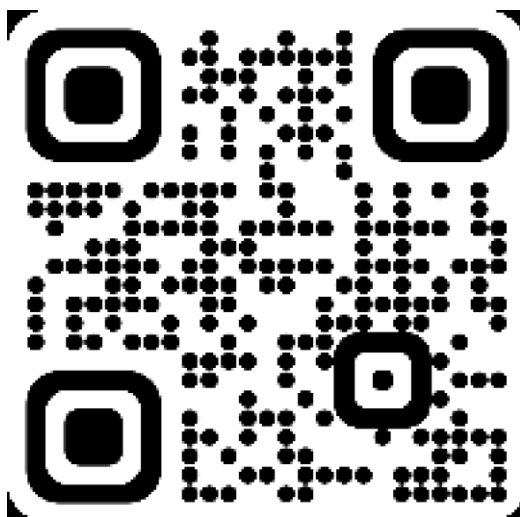
[Curriculum Documents & Relevant Information](#)



[Questions and Answers](#)



## SOW Webpage



[www.edb.gov.hk/sow](http://www.edb.gov.hk/sow)



Home

Selected SOW

Student Activities/ Competitions

SOWIT Videos

Wallpapers/ Posters

Instant Messaging Stickers

Games

Learning and Teaching Materials

### PROMOTING POSITIVE VALUES AND ATTITUDES THROUGH *English Soyings of Wisdom*

First launched in the 2020/21 school year, "Promoting Positive Values and Attitudes through English Soyings of Wisdom" (SOW Campaign) is a territory-wide and cross-curricular campaign that connects English Language education with values education. It 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 (RaC/LaC) and multimodal literacy, extending students' learning experience outside the classroom, and promoting cross-curricular collaboration.



SOW Campaign 2024/25

#### Award Presentation Ceremony for the SOW Campaign 2023/24



#### Student Activities/ Competitions



#### SOWIT Videos



#### Selected SOW



#### Wallpapers/Posters



#### Instant Messaging Stickers

