

<b>Subject Code</b>	CBS2901
<b>Subject Title</b>	Chinese for Language Professionals
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite/Co-requisite/Exclusion</b>	Nil
<b>Objectives</b>	This subject, to be delivered in tandem with English for Professional Communication, aims to provide generic training on Chinese language and communication and to establish a channel for collaboration between the two for students who plan to study and develop a career in language-related fields. Specifically, students will be introduced to the strategies and skills of Chinese language communication in business and media context.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>Category A:</b> Professional/academic knowledge and skills</p> <ol style="list-style-type: none"> <li>1. Understand the features and assortment of Chinese communication in business and media context;</li> <li>2. comprehend the canons and skills of Chinese communication;</li> <li>3. construct artefacts in oral and/or written Chinese with business and media in focus;</li> </ol> <p><b>Category B:</b> Attributes for all-roundedness</p> <ol style="list-style-type: none"> <li>4. apply their Chinese communication skills learnt in handling communication tasks relating to their future study and professions</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>The subject matter composes of the following topics:</p> <ol style="list-style-type: none"> <li>1. The features and assortment of Chinese communication in business and media context.</li> <li>2. The canons and skills of both oral and written Chinese communication.</li> <li>3. Textual analysis and production: <ol style="list-style-type: none"> <li>i. Chinese communication for workplace, such as proposal, announcements, notice and promotional texts;</li> <li>ii. Chinese communication for business etiquette such as greetings, couplets and invitation letters;</li> <li>iii. Chinese communication for media such as writing for columns and features.</li> </ol> </li> </ol>

Teaching/Learning Methodology	Subject matter is delivered in lectures and consolidated in seminars. Learning takes the form of lecturing, self-formed study group, seminar discussion, oral presentation and written assignment.						
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed				
			1	2	3	4	
	1.Seminar discussion	20%	✓	✓	✓	✓	
	2. Oral presentation	15%	✓	✓	✓	✓	
	3.Professional Writing I	25%	✓	✓	✓	✓	
	4.Professional Writing II	20%	✓	✓	✓	✓	
	5.Professional Writing III	20%	✓	✓	✓	✓	
	Total	100 %					
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: <ul style="list-style-type: none"><li>• Assignment 2 and 3 will be assessed on group basis while the others will be marked on individual basis.</li><li>• Students will be able to strengthen their understanding on the features and skills of Chinese communication in the seminar discussion.</li><li>• For assignment 2-5, students will be involved in the design and production of Chinese writings centred around a variety of themes in business and media context assigned by the lecturer.</li><li>• To complete the tasks set in the aforementioned assignments, students will be required to demonstrate their oral and written Chinese communication skills in business and media related arena as stated in the intended learning outcomes.</li></ul>						
Student Study Effort Expected	Class contact:						
	▪ Seminars					39 Hrs.	
	Other student study effort:						
	▪ Reading lecture materials and recommended works					45 Hrs.	

	<ul style="list-style-type: none"> <li>▪ Group study and discussion</li> </ul>	26 Hrs.
	Total student study effort	110 Hrs.
<b>Reading List and References</b>	<p><b><u>References</u></b></p> <p>賴蘭香：《傳媒中文寫作》（修訂版），香港中華書局，2012年。</p> <p>于成鯤、陳瑞端、秦扶一、金振邦主編：《現代服務業文書寫作規範》，上海：復旦大學出版社，2011年。</p> <p>于成鯤、陳瑞端、秦扶一、金振邦主編：《現代企業管理文書寫作規範》，上海：復旦大學出版社，2011年。</p> <p>于成鯤、陳瑞端、秦扶一、金振邦主編：《科教文與社交文書寫作規範》，上海：復旦大學出版社，2011年。</p> <p>于成鯤、陳瑞端、秦扶一、金振邦主編：《公務與事務文書寫作規範》，上海：復旦大學出版社，2011年。</p> <p>黃天賜：《新聞評論寫作》，香港：中華書局，2011年。</p> <p>張洪年：《香港粵語語法的研究》（修訂版），香港中文大學出版社，2007年。</p> <p>石定栩、邵敬敏、朱志瑜：《港式中文與標準中文的比較》，香港教育圖書公司，2006年。</p> <p>陸儉明：《現代漢語語法研究教程》，北京：北京大學出版社，2003年。</p> <p>《中國商務應用文手冊》，香港：經濟日報出版社，2002年。</p> <p>盧丹懷、何寅、謝天振：《中港應用文傳意大全》，香港：商務印書館，2002年。</p> <p>邵敬敏主編：《現代漢語通論》，上海：上海教育出版社，2001年。</p> <p>劉北：《新編實用應用文》，香港：三聯書店，2001年。</p> <p>郭錫良等編著：《古代漢語》，北京：商務印書館，1999年。</p> <p>胡裕樹：《現代漢語》，香港：三聯書店（香港）有限公司，1992年。</p>	

[Syllabus prepared by Dr Cindy NGAI; revised by Dr Joan Chau]