

Course Title	Chinese Documentary Writing: Public Relations and Advertising 中文文書寫作：公關與廣告
Course Code	CHI 4331
Recommended Study Year	Second or Third (Electives)
No. of Credits/Term	3
Mode of Tuition	Lecture-Tutorial
Class Contact Hours	1 hour lecture/ 2 hours tutorial

Brief Course Description

This course is designed to train students in the practical craft of preparing Chinese documents and correspondences for communication in various fields. Public relations and advertising are two main focuses for practical writing.

Aims

1. To acquaint students to write for different purposes for communication
2. To encourage students to become analytical and strategic communicators

Learning Outcomes

Upon completion of this course, students will be able to:

1. sharpen their writing skills: eg. from process-oriented word to language of accomplished ability;
2. have the understanding of communication;
3. work out creative ideas step by step;
4. Attain apply methods to the PR and advertisement writing.

Indicative Content

- 1) 傳播理論 Communication Theory
- 2) 公關寫作 Public Relations Writing
 - a. 個案研究 Case Study
 - b. 寫作實踐 Practical Writing
- 3) 廣告寫作 Copywriting
 - a. 個案研究 Case Study
 - b. 寫作實踐 Practical Writing

Teaching Method

1 hour of lecture and 2 hours of tutorial per week. The basic principles, terminology and formats of commercial documents will be introduced in the lectures. Students are required to practice drafting relevant documents, present and discuss them in tutorials.

Measurement of Learning Outcomes

1. By the assessment of students' writings and presentations, it can assess students'

abilities of self-instruction, independent learning, resource-based learning and self-directed learning. (LO1, LO2, LO3, LO4)
2. Students are also required to have the ability to write general documents in a limited time period. (LO1, LO4)
3. Students should be able to create their ideas with different methods for better communication. (LO2, LO4)

Assessment

Grading is by continuous assessment (60%, including written assignments, tutorial presentation and performance) and examination (40%).

Continuous assessment 60%

1. Public Relations Writing

Research report 5%

Writing 15%

2. Copywriting

Research 5%

Writing 15%

3. Presentation 10%

4. Participation 10%

Examination 40%

Required/Essential Readings

吳博林、廣告 Playgroup 合編：《廣告講義》，香港：香港經濟日報出版社，2010。

蔣宏、徐劍主編：《新媒體導論》，上海：交通大學出版社，2006。

穆虹、李文龍主編：《實戰廣告案例·品牌》，北京：中國人民大學出版社，2004。

周裕新主編：《公關寫作藝術》，上海：同濟大學出版社，2003。

肯羅曼(Kenneth Roman)，珍曼絲(Jane Maas)原著，莊淑芬譯：《如何做廣告》(The New How to Advertise)，臺北：滾石文化出版社，1996。

陳耀南：《書面中文的本質與應用》，香港：香港大學出版社，1994。

孔誠志主編，臧國仁等著：《公關原理與本土經驗》，臺北：商周文化事業股份有限公司，1991。

Philip Rayner, Peter Wall, Stephen Kruger, *Media Studies: The Essential Resource*, London, New York: Routledge, 2004.

Recommended/Supplementary Readings

陳家華：《廣告公關新思維：與香港業界對談》，香港：城市大學出版社，2006。

何寅、謝天振編著：《中港應用文傳意大全》，香港：商務印書館(香港)有限公司，2002。

葉麗貞：《實用修辭學》，臺北：國家出版社，1999。

葉聖陶：《怎樣寫作》，香港：三聯書店(香港)有限公司，1998。

何良懋：《解構傳媒》，香港：次文化堂出版社，1997。

梁偉賢，陳文敏主編：《傳播法新論》，香港：商務印書館(香港)有限公司，1995。

楊遠編著：《標點符號研究》，臺北：東大圖書股份有限公司，1995。

李家樹、謝耀基：《漢語的特性和運用》，香港：香港大學出版社，1994。

奧格威著，莊淑芬譯：《廣告大師奧格威》，臺北：天下文化出版股份有限公司，1987。

黎運漢、張維耿：《現代漢語修辭學》，香港：商務印書館(香港)有限公司，1986。

David Ogilvy, *Ogilvy on Advertising*, New York: Vintage Books, 1985.

Important Notes:

- (1) Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.