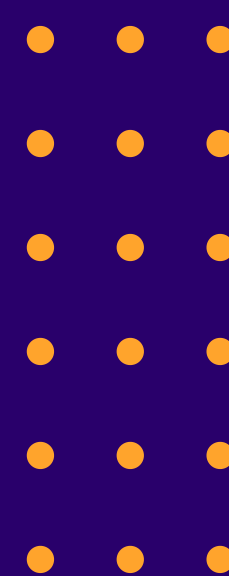


THE ART AND SCIENCE OF WRITING—THE POWER OF CONCEPTUAL LEARNING



ILP: UNIT 1 (INTELLECTUAL AND ENTREPRENEURSHIP DEVELOPMENT)

Most Chinese Students learn English as a school subject, not as a practical skill set. They favor a cluttered style of writing with a fondness for big words. Few have crossed the cultural divide between Chinese and English, which are like chalk and cheese. Books on English writing are silent on the peculiar nature of the language. Decoding its DNA hold the key to the science of writing, coupled with the applied psychology of communication. This talk introduces the horizontal and vertical principles underlying the structure of English that constitute higher-level conceptual learning which uncovers the unconscious language habits of native speakers, while simplifying the complexity of this global language. It makes idiomatic English accessible in a way low-level rote learning never can, and helps break the bottleneck that traps Chinese learners of English. A radically new approach to the learning of English requires a new consciousness, and this is what Conceptual Learning promises to deliver.

FRIDAY, 21 APRIL

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Philip Yeung
FORMER SCMP COLUMNIST

Philip Yeung was educated at the University of Toronto and studied briefly at Exeter College, Oxford University on a scholarship. Philip was a long-time and popular freelance columnist at the *South China Morning Post*, and has been a speechwriter to 12 university presidents in Hong Kong, Macau and the Mainland. For many years, he has been a ghostwriter to many Hong Kong celebrities, senior government officials and business leaders. From a writer's perspective he has become an ardent advocate of Conceptual English Learning and a co-developer of the Tencent-approved learning App on the same subject.