

WRIT 2017 Writing for Business (3,2,1) (E)

The course aims to help students write effectively in work situations and learn writing as it exists in business and the professions. It prepares students to be effective writers and communicators in the workplace. Successful professional writing in business field does not only meet certain formal requirements but it also achieves the writer's goals and meets the reader's needs. The course also helps students analyse how textual genre function in business and professional settings, and assist them gain extensive individual and collaborative writing practice in these genres and acquire expertise in applying persuasive techniques and in problem solving.

WRIT 2025 Advertisement Copywriting (3,2,1) (C)

This course aims at introducing to students how copywriting in advertising is different from general writing, and how it can play an important part in selling a brand, a product or a service. In this course, we will conceptualize advertising writing in relation to advertising strategy, big idea, target audience and medium. Real-life case studies and references will be used to inspire. As students learn from these examples, they will be required to apply the basic knowledge to write effectively for advertising campaign.

WRIT 2026 Special Topic in Creative Writing (3,2,1)

This course aims to provide an opportunity for students to study in depth selected topics related to the study of creative writing. This course would be offered with different contents. Special topic on creative non-fiction, poetry, or fiction may focus on a particular theme, sub-genre, or problem. Topics could include writing that engages with the public affairs; writing that engages with a particular place such as Kowloon City; writing that combines genres or works intertextually; writing that engages with new media; literary work that engages with visual arts, music, video, or vocal performance.

WRIT 3005 Reading Masterpieces and Writing Your Own (3,2,1)

The course aims to help students acquire a wide overview of the major works of literature and non-literature, with a focus on some of the biggest names and works in and beyond the Chinese and Western histories. By reading and discussing selected exemplars in different literary and non-literary genres of different traditions, this course helps students choose various topical areas to research followed by writing assignments in the same genres leading to their final writing project.

WRIT 3006 Professional Writing Practicum: Essentials of the Craft of Writing (3,2,1) (C)

This course aims to (1) enable students to cope with the writing tasks in the commercial and public fields of employment in Hong Kong; (2) help student grasp and understand the functional forms of writing in both English and Chinese; and (3) teach students the intellectual and practical skills necessary for effective communication in the commercial field. (This course is cross-listed as HUMN 3016.)

WRIT 3007 Writing for New Media (3,2,1) (E)

This course examines how the digital technological changes create impacts on the practice of writing and explores various methods of writing for new media, such as websites, blogs, wikis, social networking sites, text messages, videos, and other converged media. While studying how technology shapes our use of networked communication, the course also investigates the emerging practices of writing and questions what it means to write in the new media context.

WRIT 3015 Scriptwriting for Theatre (3,2,1) (C)

The course aims at helping students acquire basic concepts, knowledge and skills, and provide them with practical training in writing theatre play. It aims not only at conveying practical skills and techniques in theatre creation, but also helping students understand theatre as a distinguished art form, its aesthetics, and develop their own idea and style in theatre as an art.

WRIT 3016 Special Topic in Creative Writing (3,2,1) (E)

This course aims to provide an opportunity for students to study in depth selected topics related to the study of creative writing. This course would be offered with different contents. Special topic on creative non-fiction, poetry, or fiction may focus on a particular theme, sub-genre, or problem. Topics could include writing that engages with the public affairs; writing that engages with a particular place such as Kowloon City; writing that combines genres or works intertextually; writing that engages with new media; literary work that engages with visual arts, music, video, or vocal performance.

WRIT 4005 Cultural Differences and Creative Writing (3,2,1)

In the age of globalization, more and more cross-cultural values have been instilled in various forms of writings. Cultural differences in thoughts and writing styles have become increasingly important, and writers better trained in mastering cultural diversities will be more successful. This course is designed to trigger greater understanding of cultural differences in a globalized world and their impact on creative writing. It also provides opportunities to discuss issues surrounding cross-cultural issues which could add color to creative writing. This course aims to stimulate students' thought about culture differences and their impact on creative writing, and guide them to master cultural diversities in their writings.

WRIT 4006 Writing Internship (3,*,*)

The course aims to offer students the opportunity to apply knowledge they have gained in classrooms to a professional environment. The fundamental values of the course lie in the pedagogical benefit of "experiential learning", combined with academic reflection and the idea of host companies supporting emerging graduates in the field. During the period of the internship, they will acquire industry experience through producing work to briefs and under the pressure of deadlines. They will also learn and improve their writing skills through sharing their experience of writing with colleagues in a critical and creative atmosphere.

WRIT 4007 The Art of Creating Stories: Writing and Appreciation (3,2,1) (E)

The course will explore the art of storytelling by discussing the history and role of storytelling in humanities. Followed by introduction to the fundamental elements, i.e. character, point of view, structure, plot, tension and dialogue with selected examples from different genres and forms, a wide variety of fictions, poems and movies will be introduced in this class. Students will learn to appreciate the art of storytelling, and create their own work. At the end of this course, students will develop a series of creative work that show their unique voice by making use of strategies acquired during the process of learning. (This course is cross-listed as HUMN 4026.)

WRIT 4015 The Double Face of Creativity: Fact and Fiction (3,2,1) (E)

This course aims to demonstrate the interrelationship between fact and fiction in the writing of creative works through the examination and discussion of the historical fiction. While it is generally believed that fact and fiction are two different and sometimes even opposite writings which happen in different contexts, this course hopes to show that they are two sides of the same coin. Through a study of the historical fiction, students will see the creative aspects of a critical research, and how being critical is an important step towards creativity. (This course is cross-listed as HUMN 4027.)

WRIT 4016 Writing Diaspora in a Global World (3,2,1)

The course aims to provide students with a critical understanding of diaspora writings in Chinese and English in a globalizing world from historical, cultural and political perspectives. It exposes students to important works and issues of diaspora writing in