WRIT 2006   Food, Wine and Travel Writing   (3,3,0) (C)
for the Leisure Industry

The course aims to enhance students' cultural literacy through appreciating a variety of bilingual texts of different genres themed food, wine and travelling, which serve to offer creative inspirations and critical insights for students' creative and professional writing. Students will be introduced to the practice of the leisure industry in relation to the writing about food, wine and travel.

WRIT 2007   Editing and Publishing   (3,3,0) (C)

This course aims at fostering a comprehensive understanding of the nature, operations, historical development, and ongoing dramatic changes in publishing as a creative industry. It attempts to train students to master the core editing skills of English and Chinese publishing for both print and electronic books, to enhance students' competence to apply basic editing skills to all media forms, and to develop students' competitive advantage in the newly evolving industrial environment.

WRIT 2015   Writing Seminar: Workshop in   (3,3,0) (C)
Creative Writing

This course aims to enable students to understand and examine the major creative writing genres through practices and critical analysis, explore the rich diversity of modern literary writings, and read representative works in English and Chinese that will parallel the writing exercises in both languages. (This course is cross-listed as HUMN 2015.)

WRIT 2016   Writing for Science   (3,2,1) (E)

The course aims to introduce the interested student to the excitement and challenge of science writing, which concerns itself with the communication of scientific knowledge and discovery to the educated layman. Students will practise interview techniques with scientists concerning their research and learn how to organize, outline, draft, and revise science writing for a series of genres.

WRIT 2017   Writing for Business   (3,3,0) (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   (3,3,0) (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   (3,3,0) (C)
Writing Your Own

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: (3,3,0) (C)
Essentials of the Craft of Writing

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   (3,3,0) (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   (3,3,0) (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   (3,3,0) (C)
Creative Writing

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