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What's inside English?

Prof. Diane Pecorari
Head
Department of English

Crafting Creative and Persuasive Copy in English

Dr. Anne Peirson-Smith



What does English literature have to do with advertising?

A lot. Copywriters use English literary texts as a source of influence when writing copy for creative promotional campaigns in the world of advertising and branding. In this workshop we'll use a range of literary texts such as poems, novels and sections from Shakespearian plays, and go through the process of brainstorming, devising and crafting creative concepts for an advertising campaign.

Participants will:

1. Learn about the lifecycle of the professional creative writing process.
2. Discover the multi-modal aspects delivering a promotional message.
3. Discover how to reach a targeted audience with professional copy based on a client brief.
4. Generate and write up the creative concept for an advertising campaign.

Analysing Doctor-Patient Communication in Hong Kong

Dr. Jack Pun

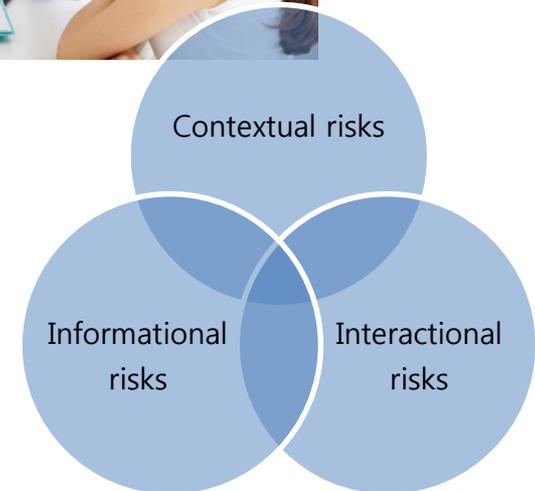


In this workshop you will:

- learn how linguists tackle problems related to health communication in Hong Kong;
- experience authentic examples of clinician-patient interactions and learn to identify communication problems;
- role-play interactions in groups to spot communication breakdown which could lead to patient dissatisfaction, misalignment in treatment, or wrong diagnosis; and
- learn to apply an evidence-based communication model for communicating effectively with clinicians.



Source: <https://today.mims.com>



Living Newspapers: Staging Media Stories

Dr. Joanna Mansbridge



In the Living Newspaper workshop students will learn and apply the formal elements of drama by adapting contemporary news stories into live performances.

At the end of the workshop, each group will perform their play, and together the plays will comprise a living newspaper.

The workshop practices critical reading skills, encourages creative experimentation, and cultivates social awareness, both local and global.

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- **Date: 12 May 2018 (Saturday)**
- **Time: 10:30 AM – 4:45 PM**
- **Venue: B5-308, Yeung Kin Man Academic Building**
- Lunch provided
- Break between sessions

- **Instructors:**
 - Dr. Anne Peirson-Smith
 - Dr. Jack Pun
 - Dr. Ricky Chan
 - Dr. Joanna Mansbridge

