or institutes within universities and other tertiary institutions, workplace organizations and business establishments involved in professional communication training courses.

**Quality Assurance**

Enhancing the quality of the educational experience of students is a priority of the programme. A continuing system of course and teacher evaluation, through formal and informal channels, offers support for the development of the programme, providing feedback on course design, delivery and outcomes.

**Staff Expertise**

The Department of English and Communication at City University has world-class facilities and is one of the top institutions internationally for the provision of specialised postgraduate programmes in ESP. Members of staff cover all aspects of the discipline, including expertise in the description of specialized varieties of English (across a wide range of professional, vocational, organizational and academic genres), the design, development, delivery and evaluation of ESP curricula, including language assessment, and international experience in the design and delivery of professional development programmes in the field. Staff work as researchers, teachers and consultants across the spectrum of professional, organisational and industrial/commercial ESP, in the private and public sectors, and have a very strong record of collaborative activity with specialists from those fields in programme design and delivery, and in policy setting. In addition, the Department of English and Communication has extensive experience of providing ESP courses, offered as service courses to the various departments across the university.

Staff have authored and edited major books in the field for international publishers, sit on the editorial boards of the key journals in the field (no fewer than four Departmental members, for example, are on the editorial board of English for Specific Purposes, the leading ESP journal and one is the co-editor of the Journal of English for Academic Purposes), regularly contribute papers to them, and have consistently gained Hong Kong-based and internationally-based funding for ESP-related research projects.

**Admission Requirement**

**Essential**

A Bachelor’s degree or an equivalent qualification in English, TESL, Professional Communication, or in a discipline in which you would like to specialise as an ESP communicator.

**Valuable**

Work experience in language teaching or communication skills training in tertiary or vocational training institutions, or in workplace or professional training contexts.

**For more information:**

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or visit our website at: www.cityu.edu.hk/en

**For inquiries and online application details,**  
please contact:  
Admissions Section, Registrar’s Office  
City University of Hong Kong  
83 Tat Chee Avenue  
Kowloon Tong, Hong Kong  
24-hour hotline: (852) 2776 1626  
Website: http://www.cityu.edu.hk/prospectus/  
e-mail: asadmit@cityu.edu.hk
**Master of Arts in English for Specific Purposes (MAESP)**

This is a new, innovative and powerful professional development programme for those wishing to pursue a career in teaching or communication in specific professional, academic, vocational and workplace contexts.

**Modes of delivery**

Flexible and modular delivery supported by learning packages with classes to be held in evenings and/or weekends to suit full-time workers. After 2002, it is envisaged that there will be a gradual introduction of additional, flexible modes of delivery, including accelerated and distance modes.

**Programme Design**

**Aims and Objectives**

The main objectives of the programme are:

- To provide an appropriate theory and evidence-based framework for analysing, judging and addressing practical issues in teaching ESP;
- To develop an understanding of language variation and communicative practices in academic, workplace, administrative and professional contexts;
- To promote an informed ability to design, deliver and evaluate ESP curricula for specific groups of learners in these specialized contexts;
- To enhance professional and workplace communication skills in a range of different contexts.

The programme is flexible, leading to three possible awards in English for Specific Purposes:

- Post-graduate Certificate (PG CertESP)
- Post-graduate Diploma (PG DipESP)
- Master’s Degree (MAESP)

**Outline of Programme**

<table>
<thead>
<tr>
<th>Certificate (13 credits)</th>
<th>Diploma (24 credits)</th>
<th>Master’s Degree (30 credits)</th>
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<tbody>
<tr>
<td>Contexts and Issues in ESP (2 credits)</td>
<td>Discourse Variation in Professional Communities I (3 credits)</td>
<td>Electives (10 credits)</td>
</tr>
<tr>
<td>Discourse Variation in Professional Communities II (3 credits)</td>
<td>Electives (6 credits)</td>
<td>or</td>
</tr>
<tr>
<td>Electives (5 credits)</td>
<td>Independent Study (5 credits)</td>
<td>Dissertations (10 credits)</td>
</tr>
<tr>
<td>Electives (17 credits)</td>
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</tbody>
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**Electives**

- Acquisition of Specialist Discourse (2 credits)
- Instructional Strategies in ESP (2 credits)
- Corpus Development in ESP (2 credits)
- Workplace Communication (2 credits)
- New Technologies in ESP (2 credits)
- Assessment in ESP (2 credits)
- Programme Management and Evaluation in ESP (2 credits)
- Field-Specific Studies (2 credits)
- Curriculum Design in ESP (3 credits)
- Persuasive Communication (2 credits)
- Visual Communication (3 credits)
- Strategic Communication (3 credits)
- Management Communication (3 credits)
- Dissertation (10 credits)
- Any other postgraduate course from the Department of English and Communication recommended by the Programme Committee

**Assessment Procedures**

Each course unit is assessed by a selection of coursework assessment tasks. There are no examinations. Coursework tasks may include: project work on a theme relevant to the course unit and to the individual’s interest or work, critical reviews of relevant literature, evaluations of curriculum materials, analyses of specific purpose English texts, curriculum designs or program evaluation procedures. Project work allows students the freedom to work in areas of individual interest or of relevance to their work.

Students can elect to write a dissertation for 10 credits. The dissertation takes the form of an extended piece of individual research and development, ranging in type from text analysis, curriculum design and evaluation, to studies in the teaching and acquisition of specific purpose language in particular contexts.

**Employment opportunities**

This programme qualifies graduates to take up specialist English teaching positions and/or develop their careers further in professional, academic and occupational contexts, both locally and internationally. Opportunities exist in English language teaching units...