

**City University of Hong Kong**  
**Course Syllabus**

**offered by Department of Chinese and History**  
**with effect from Semester A 2020/21**

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**Part I Course Overview**

**Course Title:** Creative Chinese

**Course Code:** CAH3165

**Course Duration:** 1 Semester

**Credit Units:** 3 credits

**Level:** B3

Arts and Humanities

**Proposed Area:**  
*(for GE courses only)*

Study of Societies, Social and Business Organisations

Science and Technology

**Medium of Instruction:** Chinese

**Medium of Assessment:** Chinese

**Prerequisites:**  
*(Course Code and Title)* Nil

**Precursors:**  
*(Course Code and Title)* Nil

**Equivalent Courses:**  
*(Course Code and Title)* CTL3165 Chinese for Advertising 廣告中文

**Exclusive Courses:**  
*(Course Code and Title)* Nil

## Part II Course Details

### 1. Abstract

(A 150-word description about the course)

This course aims to provide students with training in making explicit rhetorical choices for purposes in a series of creative writing tasks. The courses offered will cover areas in fiction, poetry, prose, playwriting, film, advertising copywriting and new media writing. It also enables students to write, edit and revise in an appropriate style especially for different genres. This will help them to gain knowledge and experience in creative and critical cross-reading,

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1	Apply the knowledge of rhetoric and stylistics in creative writing.			√	
2	Apply the knowledge of text analysis in building up their own style of creative writing for different genres.			√	
3	Employ a variety of strategies and techniques to improve creative writing.		√	√	
4	Demonstrate the ability to write successfully as an art form.		√	√	√
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Lectures	Lecturing on selected topics, case analysis, issues pertaining to contemporary advertising.	√	√			1 hour / week
Tutorials	Group discussions, oral presentations, class exercises, role simulations.		√	√		2 hours / week
Readings	Depending on the time arrangement, different reading activities may be carried out, such as (1) Reading and Field Writing(香港	√	√	√	√	

	文學散步) is organized for students to gain experience on travel writing. Teacher(s) and students will take a group walk for 3 hours in local field site(s), namely, Sai Kung, the Peak, Lamma Island, etc, with reference of existed writers' works. They may conduct creative writing works which can echo the existed writers' works. (2) Book chapters, articles and/or sample advertisement reading.					
Writing tasks	Different writing activities and assignments to enrich the students' employment of various strategies and techniques related to creative writing.			√	√	

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting*	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
Oral presentation(s)	√	√	√	√	30%	Students will do individual or group presentation on a selected topic.
Written Assignments			√	√	60%	2-4 assignments to assess students' ability in creative writing.
Class discussions		√	√		10%	Students are required to discover salient features of different genres and provide critical views in class discussions.
Examination: - (duration: -)						
* The weightings should add up to 100%.					100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Oral presentation(s) 30%	Presentation skills, the ability to analyse and write as an art form.	Excellent presentation skills to demonstrate the ability to write as an art form effectively.	Good presentation skills to demonstrate the ability to write as an art form effectively.	Adequate presentation skills to demonstrate the ability to write Chinese advertising texts effectively.	Marginally satisfies the basic requirements of the criterion.	Fail to meet minimum requirements of the criterion.
2. Written Assignments 60%	Knowledge of contemporary perspective in the Chinese context, employ strategies and techniques to improve creative writing.	Excellent command of knowledge of contemporary perspective in the Chinese context.  Excellent linguistic competence to employ strategies and techniques to improve creative writing.	Good command of knowledge of contemporary perspective in the Chinese context.  Good linguistic competence to employ strategies and techniques to improve creative writing.	Adequate command of knowledge of contemporary perspective in the Chinese context.  Adequate linguistic competence to employ strategies and techniques to improve creative writing.	Marginally satisfies the requirements. contents are broad, details missing or incorrect, loose structure, intentionally copy the ideas from the material without any elaborations, unclearly conclude and present their point of view, poor analysis.	Fail to meet minimum requirements of the criterion.
3. Class discussions 10%	The ability on understanding of the typology and nature from the work of a wide range of published writers.	Excellent understanding of the typology and nature from the work of a wide range of published writers.	Good understanding of the typology and nature from the work of a wide range of published writers.	Adequate understanding of the typology and nature from the work of a wide range of published writers.	Marginally satisfies the requirements, demonstrate the limited ability to participate to class activities.	Fail to meet minimum requirements of the criterion.

### Part III Other Information (more details can be provided separately in the teaching plan)

#### 1. Keyword Syllabus

(An indication of the key topics of the course.)

Chinese creative writing; syntactic and semantic analysis, rhetoric and style; writing techniques: narrative, descriptive, expressive, imaginative and persuasive; Chinese literary essays of different genres: prose, poetry, short story, script, travelogue, reportage, biography, advertising .

#### 2. Recommended Reading

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	陳果安 (2002) 《文學寫作教程》 中南大學
2.	黃英雄 (2003) 《編劇高手》 台北書林
3.	李學勤 等 (1992) 《閱讀文學寫作大全》 中國工人
4.	劉逢吉 (1991) 《各類文體寫作技能指要》 廣西民族
5.	童慶炳 主編 (1998) 《文學理論教程》 高等教育出版社
6.	王璞 (2003) 《散文十二講》 香港三聯
7.	廖祥忠(2006) 《數字媒體創意藝術》 中國廣播電視出版社
8.	向新陽 (1992) 《文學語言引論》 武漢大學
9.	閻銀夫 等 (1993) 《作文技法大全》 山西教育
10.	張春榮 (1999) 《極短篇的理論與創作》 台北爾雅
11.	鄭頤壽 主編 (1993) 《文章修改藝術》 安徽教育
12.	鄭滋斌 (1999) 《寫作技巧》 香港三聯
13.	朱豔英 (1994) 《文章寫作學》 麗文文化事業
14.	盧瑋鑾 編 (1991) 《香港文學散步》 香港商務印書館
15.	龔鵬程 (2003) 《文學散步》 台北台灣學生書局
16.	施百俊 (2014) 《故事與劇本寫作：文創、電影、電視、動漫、遊戲》 台北五南圖書
17.	周淑屏 編 (2014) 《文學大師的 25 堂寫作課》 香港突破出版社
18.	趙修霽、張書豪 (2013) 《大學生的實用寫作書》 臺灣學生書局
19.	鄭建鵬、張小平 (2011) 《廣告創意與文案》 中國傳媒大學出版社
20.	Ebook (2004) 《新廣告文案學：創意. 寫作. 表現》 中山大學出版社