

CAH3539: WRITING FOR CULTURAL PROFESSIONALS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Writing for Cultural Professionals

Subject Code

CAH - Chinese and History

Course Number

3539

Academic Unit

Chinese and History (CAH)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

CTL3539 Writing for Cultural Professionals

Exclusive Courses

Nil

Part II Course Details

Abstract

The rapid development of the arts and cultural fields in Hong Kong and in the region will require well-trained professionals that can swiftly and efficiently respond to the needs of this evolving field. This course aims to address those needs by building students' writing skills in the production, dissemination and promotion of cultural messages. Students will be required to understand, generate and communicate materials for a variety of cultural contexts and disciplines. This course is a required course of the language component of the major and will focus on the developing and strengthening of students' skills in cultural communication across a range of contexts and disciplines. The course will explore and examine the techniques and processes used in creative persuasive writing for a variety of cultural audiences and markets. Students will apply the principles and techniques introduced in the lectures through writing exercises.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify and discover a variety of materials for cultural communication and marketing, as well as other useful materials for the profession, such as legal and administrative resources		x	x	
2	Demonstrate knowledge and understanding of the different techniques used in the cultural sector for the communication and promotion of events and activities, as well as the specialised language associated with them		x	x	x
3	Critically analyse texts and materials related to the cultural profession, as well as develop the ability to produce, individually and in groups, your own texts and materials		x	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Students will engage in formal lectures to gain knowledge about the characteristics, functions, contexts, audiences, styles, formats, and strategies for effective cultural communication and cultural promotion.	1, 2, 3	

2	Students will participate in small-group analysis and evaluation of real cultural texts to sensitize students to features of specific text types and genres. Students will participate in in-class presentation(s), followed by peer review, critique, and discussions.		1, 2, 3	
3	Students will analyze various genres of communication and promotional texts and apply their knowledge to the real cultural cases.		1, 2, 3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Attendance in Course and Canvas Discussions/ Tutorial Activities: Students' general performance throughout the semester, including active participation in practical writing activities and discussions in class and on canvas	1, 2	30	-	Yes
2	Individual/Group Assignments and In-class Presentations: Several individual and group assignments on cultural communication and promotional writing to be developed throughout the semester	1, 2, 3	50	-	Yes

3	In-class Test: Summing up the basic knowledge acquired during the semester	2, 3	20	-	No
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Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Attendance in Course and Canvas Discussions

Excellent (A+, A, A-)

- Excellent command of promotional writing knowledge.
- Excellent understanding of various genres of promotional writing.
- Excellent linguistic competence to present promotional messages effectively.
- Excellent presentation skills to demonstrate an excellent understanding of the concepts and techniques of promotional writing.

Good (B+, B, B-)

- Good command of promotional writing knowledge.
- Good understanding of various genres of promotional writing.
- Good linguistic competence to present promotional messages effectively.
- Good presentation skills to demonstrate an understanding of the concepts and techniques of promotional writing.

Fair (C+, C, C-)

- Adequate command of the course contents.
- A certain degree of understanding of various genres of promotional writing.
- Fair linguistic competence to present promotional messages.
- Acceptable presentation skills to demonstrate an understanding of the concepts and techniques of promotional writing.

Marginal (D)

- Familiarity with the subject matter.
- Marginal command of course materials, with the ability to describe some genres of promotional writing.
- Marginal ability and skills to present promotional messages and to demonstrate an understanding of the basic concepts related to promotional writing.

Assessment Task

Individual/Group Assignments and In-class Presentations

Excellent (A+, A, A-)

- Excellent command of promotional writing knowledge.
- Excellent understanding of various genres of promotional writing.
- Excellent linguistic competence to present promotional messages effectively.
- Excellent presentation skills to demonstrate an excellent understanding of the concepts and techniques of promotional writing.

Good (B+, B, B-)

- Good command of promotional writing knowledge.

- Good understanding of various genres of promotional writing.
- Good linguistic competence to present promotional messages effectively.
- Good presentation skills to demonstrate an understanding of the concepts and techniques of promotional writing.

Fair (C+, C, C-)

- Adequate command of the course contents.
- A certain degree of understanding of various genres of promotional writing.
- Fair linguistic competence to present promotional messages.
- Acceptable presentation skills to demonstrate an understanding of the concepts and techniques of promotional writing.

Marginal (D)

- Familiarity with the subject matter.
 - Marginal command of course materials, with the ability to describe some genres of promotional writing.
 - Marginal ability and skills to present promotional messages and to demonstrate an understanding of the basic concepts related to promotional writing.
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Assessment Task

In-class Test

Excellent (A+, A, A-)

- Excellent command of promotional writing knowledge.
- Excellent understanding of various genres of promotional writing.
- Excellent linguistic competence to present promotional messages effectively.
- Excellent presentation skills to demonstrate an excellent understanding of the concepts and techniques of promotional writing.

Good (B+, B, B-)

- Good command of promotional writing knowledge.
- Good understanding of various genres of promotional writing.
- Good linguistic competence to present promotional messages effectively.
- Good presentation skills to demonstrate an understanding of the concepts and techniques of promotional writing.

Fair (C+, C, C-)

- Adequate command of the course contents.
- A certain degree of understanding of various genres of promotional writing.
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Part III Other Information

Keyword Syllabus

Cultural industries; promotional communication for culture and heritage; rhetoric; advertising messages; public communication; mass media messages; public relations messages; press releases; marketing plans; biographies; newsletters; pamphlets, promotional leaflets, brochures and posters;

Reading List

Compulsory Readings

Title	
1	A selection of learning texts and materials will be handled to the students throughout the semester

Additional Readings

Title	
1	Kerrigan, Finola, Fraser, Peter & Özbilgin, Mustafa (2004). Arts Marketing, Oxford, Elsevier.
2	Misiura, Shashi (2006). Heritage Marketing, Oxford, Butterworth-Heinemann.
3	Bernstein, Joanne Scheff (2007). Arts Marketing Insights, San Francisco, Jossey-Bass.
4	Hill, Liz, O' Sullivan, Catherine & O' Sullivan, Terry (2006). Creative Arts Marketing, 2nd edition,
5	Foreman-Wernet, Lois & Dervin, Brenda (2010). Audiences and the Arts, Cresskill, Hampton Press.
6	Elsevier. O' Reilly, Daragh & Kerrigan, Finola (2010). Marketing the Arts: A Fresh Approach, Routledge (online book).
7	Mahoney, James (2013). Public Relations Writing, 2nd edition, Melbourne, Oxford University Press.
8	Kolb, Bonita M. (2013). Marketing for Cultural Organizations, 3rd edition, London, Routledge.
9	Hunsinger, Jeremy & Senft, Theresa, eds. (2014). The Social Media Handbook, New York, Taylor & Francis.