



# 創意英語 – 公關與營銷

## Creative English – PR and Marketing



### 升學及就業發展

### Further Studies and Career Pathways

#### 升學路向 Further Studies

e.g. public relations, marketing, corporate communication, business, management, advertising, journalism, multimedia, online media production, digital production, publishing

#### 就業出路 Career Pathways

e.g. public relations officer/ assistant, marketing officer/ assistant, corporate communication officer/ assistant, advertising assistant, copywriter, project assistant, editor, customer service officer



## 課程特色 Programme Features

- 1. 緊貼市場發展** — 課程由教學經驗豐富的行業專家設計、教授，引入市場上的最新資訊和發展動向。  
**Market-driven** The course is taught by qualified and experienced educators in the education industry.
- 2. 電腦媒介傳播** — 課程將以電腦媒介輔助教授知識，讓學生更有效地在現今社會應用英語於不同文體中。  
**Mediated** The course places great emphasis on the use of different computer software programmes for various kinds of communicative texts.
- 3. 化創意為實踐** — 課程着重以故事、配音等手法，用創意帶出不同商業訊息。  
**Creative and practical** Students are given opportunities to use creative approaches to storytelling and dubbing to create a variety of written and spoken persuasive texts in various business contexts.
- 4. 學界業界支持** — 課程以真實文本作為研習材料，獲學界和業界支持。  
**Support from academics and industry practitioners** The course is expected to enable students to use English creatively in the contexts of public relations and marketing through practice in different simulated or near authentic contexts and is supported by different academics and industry practitioners.
- 5. 配合高中科目** — 課程與高中核心科目「英國語文」互相配合，有助同學升學或從事相關行業。  
**Synergising the skills for DSE** Students are given instruction and practice to consolidate their four language skills demanded by the secondary school syllabus, and the course is expected to better their study and employment paths ahead.



#English #English for public relations #English for marketing #creative use of English #social media #copywriting  
#stories #scripts #speeches #pitches



# 3Ms

## Multidisciplinary 跨學科

The course involves a rich blend of different subjects, such as English linguistics, English literature, media, marketing, public relations, and psychology.

## Multimodal 跨模式

The course uses texts from different print and online media with a mixture of different modes of communication, such as written and spoken words, images, colours, sound, space, and movements.

## Mediated 跨媒體

The course places great emphasis on the use of different computer software programmes for communicative texts.

## 課程結構 Course Curriculum

### 1. Overview of Corporate Communication, Marketing and Public Relations (48 hours)

- Background and relationship of corporate communication, marketing, and public relations
- Considerations for ethical communication and related issues
- Target audience / stakeholders
- Case studies of public relations and corporate brand communication campaigns
- Identifying audience needs and communication approaches
- Character development and portrayal for storylines in authentic promotional texts

### 2. Enhancement of English Language Skills for Public Relations and Marketing (75 hours)

- Creativity and language use in creative industries with a focus on public relations and marketing
- Comprehension and analysis of promotional language features in authentic texts
- Comprehension and analysis of public relations writing devices to engage audience and achieve effects
- Elements of scripts and stories for TV / radio programmes
- Components of stories
- Strategies for enhancing multimodal appeals used in print and multimedia
- Language for proposal writing and pitch presentations for the preparation of the integrated project

### 3. Practical Application of English Communication in Marketing and Public Relations (57 hours)

- Speaking skills for dubbing and ready-made stories telling and skills for writing short texts
- Script writing skills and story drafting skills
- Skills of writing reflective essays for site visit journals or blogs
- Proposal writing skills and pitch presentation skills

## 學習活動特色 Learning Activity Highlights

以真實商業文本作小組討論和教學活動題材、角色扮演、口頭匯報、講座、研討會和機構參觀等。

Group discussions / activities using authentic business texts, role-plays, oral presentations, guest talks, seminars, visits to public relations and / or marketing corporations

## 教育局與城大專業進修學院 合辦高中多媒體英語課程 強調公開和營銷的英語能力

香港城市大學專業進修學院近年積極發展社區教育課程，除了與教育局先後合辦了「酒店服務英語」、「市場營銷及網上推廣」、「動物護理」、「電子商務會計」和「人工智能—商業應用」外，今年更推出名為「創意英語—公開與營銷 (Creative English — PR and Marketing)」的英語課程，目的是讓高中生及早認識現時和未來社會的需要，並體驗大專學習的模式。

課程分析真實文本，研習基礎媒體的實例，獲得學界和業界支持。高中生學習營銷英語和公開英語，可以同時發揮創作力，提早準備升學和就業。懂得以簡潔流利的文字，有效轉達是現今職場要求的技巧。

課程統籌 Alan Poon 表示：「我們可以「3Ms」(Multidisciplinary 跨學科, Multimodal 多模式, Mediated 以媒體媒介傳播) 觸地這個基礎課程，希望學生日後可以在新媒體體中，有效把書寫和口語英語應用於不同的公開和營銷情境上，為機構的產品和服務增添銷售力，並保持機構和顧客之間的良好關係。」

### 實踐社會創新

院長梁偉傑博士指出，課程著重培養高中生的創意技巧和創意。「現在我們講求社會創新 (social innovation)，在日新月異的網絡媒體中，如何運用創新的英語技巧刺激讀者的眼力和思維，令訊息突圍而出，是十分重要的。」他也提到，在廣告中，編寫好的故事可以產生讀者的共鳴感；許多時候，廣告令人印象深刻，是歸功於出色的劇本。因此，他認為，如果能掌握觀眾的喜好，與他們產生情感連結，便較容易得到他們的支持。

課程統籌梁偉傑博士補充，除了有豐富的想像力、創造力和充實的生活體驗外，學生還需要專人指導，才可以充分掌握故事創作的理論和原則。透過與其他同學交流、合作，相信更容易掌握創意思維中的概念和技巧。

高中應用學習 (applied learning) 的進修課程列入於香港中學文憑考試乙類 (Category B) 中，課程強調知識和職業的關連。應用學習課程的目的，在於讓高中生學習學科的基本理論和概念，應用知識於現實生活中，並同時獲取認可的資歷，準備升學和就業。



頭條日報 (2022年8月5日)。〈教育局與城大專業進修學院合辦高中多媒體英語課程 強調公開和營銷的英語能力〉。《頭條日報》，42頁。

## 課程學術統籌的話 Words From Course Coordinator

Using the language of persuasion and maintaining goodwill have been inescapable in different aspects of our business life.

This practical, interactive multidisciplinary course will equip secondary school students with essential skills and hands-on experience of producing various kinds of multimodal written and spoken promotional texts for different marketing and public relations purposes. Through frequent participation in widely differing language games and exercises, group activities, and site visits, students will develop the appealing techniques for making memorable texts, entertaining stories, as well as persuasive proposals and presentations to reach, impress, and engage a target audience.



With a view to catering for the need of consumer-oriented companies worldwide in today's technology-driven world, it is never too early to capitalise on our wise use of the global language to nurture ourselves to be an efficient advocate of different services, products, and ideas.

Alan Poon

## 業界人士的話 Words From A Top Marketer

“ Being able to communicate effectively and convey messages that appeal to audiences is important as a marketer. This course provides young students with the various knowledge and skills they need to become great communicators, not only preparing themselves for a future career but also benefiting them throughout their life.

**Fiona Lam**  
Vice President  
Marketing Asia Pacific  
Equinix



## 學界人士的話 Words From A Marketing Academic

“ The proposed course aims to enrich students' language skills, and its content is found to be in alignment with the industry needs and enhance students' employability...I am happy to know that SCOPE of the City University of Hong Kong is offering this ApL course, as language skills will be essential for students to have a promising career in the marketing and promotion industries...

The course covers the most essential knowledge and important topics pertaining to the fields of marketing and public relations. The teaching format includes interesting lectures, seminars, in-class group activities, and simulation tasks. These will facilitate secondary school students' understanding of the subject content. The course content is also found to be up-to-date and accurate. Updated examples, real-life cases, as well as live discussions with students and business leaders will be used to enhance students' understanding of the current practices and latest development in the industry.

**Dr. Fanny Sau Lan Cheung**  
Assistant Professor  
Department of Marketing  
City University of Hong Kong





## 相關媒體文章 Media Coverage

### Inclusive Language of Public Relations Professionals

Alan Poon

Meticulous public relations professionals care about both the majority and the minority in addition to the reputation of their organisation. They, therefore, tend to use the non-biased language which applies to all readers or listeners without direct or indirect marginalisation of any certain group. In 2020, Ronald Smith, a professor of public communication, has suggested in his book, entitled “Becoming A Public Relations Writer”, various keys to refraining from bias in language.

The professor encourages the use of nonsexist language which avoids using masculine pronouns (e.g. “The artist should take care of his brushes”), masculine nouns (e.g. “man-made”), exclusive terms (e.g. “businesswoman”), and sex references (e.g. “the woman judge”). He also mentions the language for LGBTQ people and transgender issues. Specifically, he advises avoiding old-fashioned terms such as “homosexual”, which can be replaced with “gay”, and recommends using the transgender person’s chosen name and the pronoun which matches the person’s current sex.

Smith also suggests avoidance of age-related words which could be arbitrarily defined, such as “middle age”, “senior citizens”, and “young adults”. Added to this, he advocates placing emphasis on a person as opposed to a physical, mental, or emotional condition. The term “handicapped people”, for instance, could be replaced with “people with handicaps”. It would be advisable to employ inoffensive words if a condition is to be reflected in language. For example, a person could be said to be “unable to speak” and “confined to a wheelchair”, when terms such as “dumb” and “crippled” may carry negative connotations.

Insensitivity, ignorance, or arrogance may contribute to biased language, and public relations professionals are not expected to shrug off their responsibility for their language.



Wardrobe: Loa Hai Shing/  
Hair styling: Joseph Lui (HAIR)/  
Make up: Alan Poon

The Standard (Local News Section). (21 September 2022). Inclusive Language of Public Relations Professionals. The Standard.

<https://www.thestandard.com.hk/breaking-news/section/4/194858/Inclusive-Language-of-Public-Relations-Professionals>

### 社交媒體廣告的營銷英語

日前筆者在大學講座演講時，與觀眾分享近年成效較高和成效較低的社交媒體英文廣告，當中談及用字的重要性。總括而言，在許多成效較高的社交媒體廣告，我們同樣找到三個共同語言特點。

首先，大部分成效較高的廣告描述產品或服務的成效時，均融入不同有正面意思的字彙，特別是帶有正面語義的形容詞（包括比較級形容詞、副詞、名詞和動詞發軔的動詞，例子如下：

**形容詞：**“rigorous”、“efficient”、“effective”、“customised”、“younger”（比較級形容詞），“fastest”（比較級形容詞）

**副詞：**“vigorously”、“efficiently”、“effectively”、“successfully”、“easily”、“quickly”

**名詞：**“mastery”、“help”、“growth”、“development”、“energy”、“improvement”

**動詞：**“facilitate”、“nurture”、“foster”、“develop”、“initiate”、“expand”

還有，不少成效較高的社交媒體廣告介紹產品或服務時，不時加入專業範疇的字彙。舉例說，在不少護膚產品的廣告中，我們看到不同化學物料的字彙穿插於描述中，不論化學的讀者理應不能理解大部分相關的字彙。然而，在演講上，數位女士和男士均表示，閱讀這些護膚產品的廣告後，彷彿感到醫生向他們解說產品的特徵，相信產品有成效。社交媒體廣告運用不同帶正面意思或專業範疇的字彙，是一種用字彙來提升效果（lexical boost）的語言手法。這也許可自證亞爾——沃夫假說（Sapir-Whorf hypothesis）中的語言相對論（linguistic relativity）解釋得到。這項學說認為人類的思想可受到他們使用的語言影響。比方說，面膜廣告在描述上穿插與化學有關的字彙，可能更容易讓讀者相信產品的成效；同樣，廣告融入帶正面意思的不同詞類的字彙，或許能讓人相信產品能帶來正面的影響。假假這項學說的學者認為，人類的思想是傾向不自覺受到文字影響的。

要補充的是，許多成效較高的社交媒體英文廣告常使用第二人稱代詞（second person pronoun），特別是“you”和“your”（如“make you look younger”、“make your hair shine”等），直接指出產品可為讀者帶來的成效。以讀者角度出發，其實這不獨是營銷英語，還是公關英語。



Alan Poon  
教育為「創意英語——公關與營銷」  
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星島日報（2022年6月21日），〈社交媒體廣告的營銷英語〉。  
《星島日報》，F1版。



#### 封面專訪：

「……科技發展亦令教學模式出現轉變。除了保留舊有的長青課程外，文學相關學系亦開始注入新經濟、新模式跨學科課程，加入社交媒體傳意、公關英語等內容，讓學生修習學科本身內容時，也能為將來投身社會工作做好準備。」

men's uno Hong Kong（2022年8月），〈英語的多元宇宙〉。  
《men's uno Hong Kong》，3 - 9頁。