

CREATIVE AND
PROFESSIONAL WRITING



創意及專業寫作

BILINGUAL / INTERDISCIPLINARY / CREATIVE

Bilingual

Half in
Chinese / Half
in English

Enhanced
Cultural
Literacy

Self-Directed
Learning

**Life-Long
Learning**



Doris Sommer



Bilingualism “requires a willingness to make mistakes and work through misunderstandings.”

Mismatches, failures, and inventive ways of using language.

These are **creative**.

2) Interdisciplinary

Inter / discipline / ary

Creative and
professional

- Make writing your career
- Creative Industry

Develop
abilities for







- Different genres
- Different contexts

To enhance
students' career
opportunities

- Inside/outside Hong Kong
- Experts in multiple cultures

What is the economic value of THE ARTS?

TOP ARTS AND CULTURE INDUSTRIES

	Broadcasting
	Motion Pictures and Video
	Publishing
	Arts/Culture Retail
	Performing Arts and Independent Artists
	Advertising

The arts and culture trade surplus in 2012 was **\$25 billion.**

4% of GDP

\$698 Billion | What the arts contribute to the U.S. economy

4.7 Million | Number of workers in the arts and cultural sector

\$334.9 Billion | Total compensation arts and culture workers

\$105 Billion | Total capital investments in arts and culture

70% | Percentage of investments from entertainment originals, such as movies, TV shows and books

\$869 Billion | Contribution to GDP from copyright-intensive industries

50% is from the arts sector!

Advanced economies depend on growth. The arts help the creative economy grow.

62 | Number of additional jobs created for every 100 from new demand for the arts

Professional Writing

- “**Writing Internship,**”
 - required in the senior year
 - sends students to various organizations
 - firsthand knowledge and experiences for career preparation.
 - Builds professional contacts and future placements

mccmcreations

CMRS
digital solutions limited

GREY



the Asia
Literary
Review

OXFORD
UNIVERSITY PRESS



and more..

Business Writing

- Phase 1: Writing for getting a job
 - Cover Letter
 - Curriculum Vitae (Resume)
 - Portfolios
 - Job Interviews
- Phase 2: Writing at the job
 - Organizational Skills
 - Meetings and Organization
 - Mission Statements



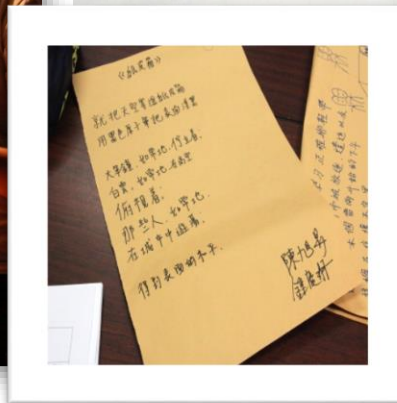
3) Creative

- You will produce original works of fiction, poetry, or nonfiction
- Become talented in meeting writing demands
- Reading and writing forms and techniques
- Daily life of writing

創意及專業

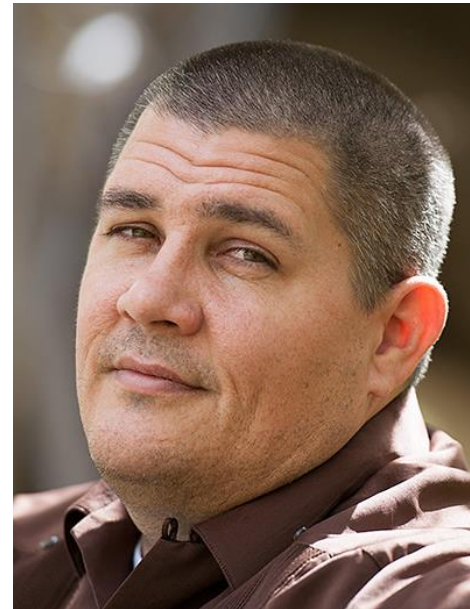
PROFESSIONAL
WRITING

Writing Workshops



Guest Speakers

- **Madeleine Thien** (*Do Not Say We Have Nothing*)
- **Ken Liu** (translator of *The Three-Body Problem*)
- **Adam Johnson** (novelist, Stanford University)
- Jennifer Feeley (Xi Xi's translator)
- Jhave Johnston (digital poet)
- Tony Poon (industry manager, Google)
- Veronique Greenwood (science writer)
- **韓麗珠 Hon Lai-chu**
- 黃靜婷(香港舞者)
- 林日曦
- 陳強
- 阿Bu (《黑紙》、《100毛》創辦人)



Poem No. 5

Healing comes in waves
and maybe today
the wave hits the rocks
and that's ok,
that's ok, darling
you are still healing
you are still healing.

-Ijeoma Umebinyuo

Puncture

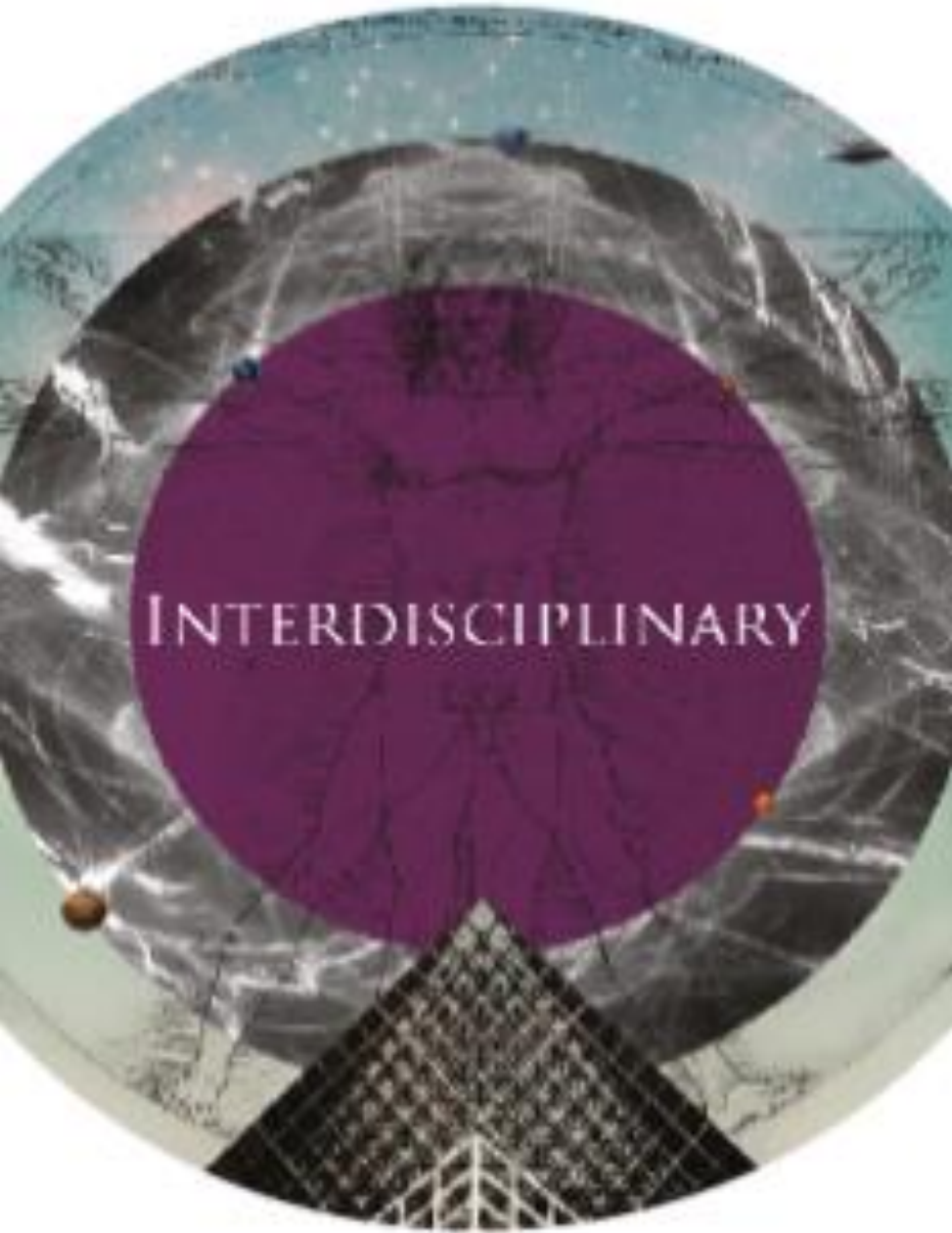
Wound

Touch

Remember

Heal



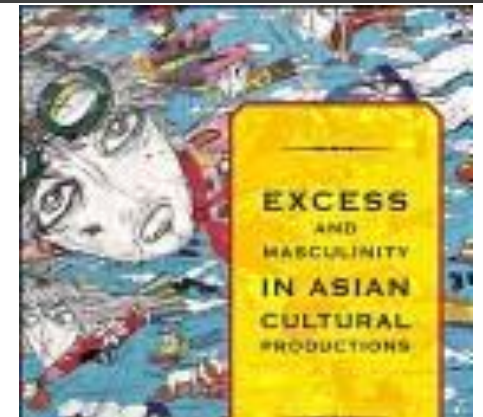
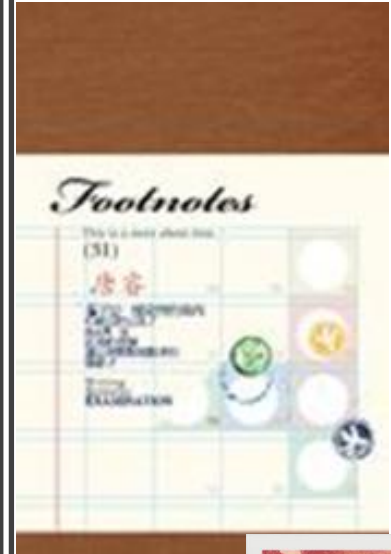


Courses

- **Tutoring-oriented, liberal arts education**
- **Interactive communication between teachers & students**
- **Creator/Producer's perspective, as well as a reader's**
- **Promoting diversity rather than uniformity**
- **More flexibility in methods and materials**
- **Final Projects rather than final examinations**



THE LOST NOVEL *James Shea*



Faculty

創意及專業寫作



CREATIVE AND PROFESSIONAL WRITING

Courses

- **Writing Seminar: Workshop in Creative Writing**
- **Professional Writing Practicum: Essentials of the Craft of Writing**
- **Creativity: Theory and Practice**
- **Writing Diaspora in a Global World**
- **Editing and Publishing**
- **Biography Writing**
- **Food, Wine and Travel Writing for the Leisure Industry**
- **Cultural Differences and Creative Writing**
- **Writing for New Media**
- **The Art of Creating Stories: Writing and Appreciation**
- **Artistic Creativity and Aesthetics Awareness**
- **The Double Face of Creativity: Fact and Fiction**



Writing Diaspora in a Global World



Wildlife COMPETITIONS TRAVEL-WRITING AWARDS

How to be a travel writer

It seems like the best job in the world, yet few people truly do it well. To help raise your entry to this year's awards, environment editor James Fair provides a few tips on the art of travel writing.

DO...

- 1. **TRAVEL CAREFULLY** about the opening paragraph - about 20% of the reader's attention will be drawn to this. Make it count!
- 2. **RESEARCH** for any where you write before you go.
- 3. **STORYTELL** about your experience, not just the facts and figures. It's not just about where you go, but what you do there.
- 4. **WRITE** the story carefully. It should be a paragraph after paragraph, but not too long. Don't forget to include a 'hook' at the end.
- 5. **EDIT** your work. It's not just about the words, but also the structure and flow.
- 6. **BE** a good storyteller. It's not just about the facts, but also the experience.
- 7. **BE** a good researcher. It's not just about the facts, but also the background.
- 8. **BE** a good writer. It's not just about the words, but also the style.
- 9. **BE** a good editor. It's not just about the words, but also the structure.
- 10. **BE** a good researcher. It's not just about the facts, but also the background.

DON'T...

- 1. **TRAVEL CARELESSLY** about the opening paragraph - about 20% of the reader's attention will be drawn to this. Make it count!
- 2. **RESEARCH** for any where you write before you go.
- 3. **STORYTELL** about your experience, not just the facts and figures. It's not just about where you go, but what you do there.
- 4. **WRITE** the story carefully. It should be a paragraph after paragraph, but not too long. Don't forget to include a 'hook' at the end.
- 5. **EDIT** your work. It's not just about the words, but also the structure and flow.
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TOP TIPS FROM OUR PROFESSIONAL TRAVEL WRITERS

- BEAUFORT** says: "I've been writing for 10 years and I've learned a lot. The most important tip is to write what you know. It's not about the facts, it's about the experience. And don't forget to edit your work. It's not just about the words, it's about the structure and flow."
- SMITH** says: "I've been writing for 5 years and I've learned a lot. The most important tip is to write what you know. It's not about the facts, it's about the experience. And don't forget to edit your work. It's not just about the words, it's about the structure and flow."
- JOHNSON** says: "I've been writing for 3 years and I've learned a lot. The most important tip is to write what you know. It's not about the facts, it's about the experience. And don't forget to edit your work. It's not just about the words, it's about the structure and flow."

"Does your writing capture the essence of a wild animal as effortlessly as a photograph?"

James Fair, Environment Editor

Wildlife Magazine, June 2011

Food, Travel, and Writing



Fact and Fiction

OUTREACH ACTIVITIES



- Our faculty have taught poetry writing for the Hong Kong Academy of Gifted Education (HKAGE)
- We have a new literary journal called *Semi-* 《半本》
- We organize and host International Symposiums with:
 - the literary magazine *Fleurs des Lettres* (字花)
 - *Cha* literary magazine
 - the Hong Kong International Literary Festival (HKILF)
 - the International Writers Workshop (IWW)



EXCHANGE PROGRAMME

- Students should be aware of the risk of extending their study period if they join the exchange programme
- One semester or one year in an overseas university
- Students return with **unforgettable experiences** & new-gained confidence.
- CPW students have studied in Australia (Queensland University of Technology; Victoria University), China (Xiamen University), Japan (Kinki University; Waseda University), The Netherlands (VU University Amsterdam), Taiwan (Fu Jun Catholic University; Soochow University), the UK (Swansea University), and the USA (Franklin College; Temple University).
- Applications due in December of each year
- For more details: http://intl.hkbu.edu.hk/student_001.php



HKBU X TSINGHUA UNIVERSITY EXCHANGE PROGRAMME



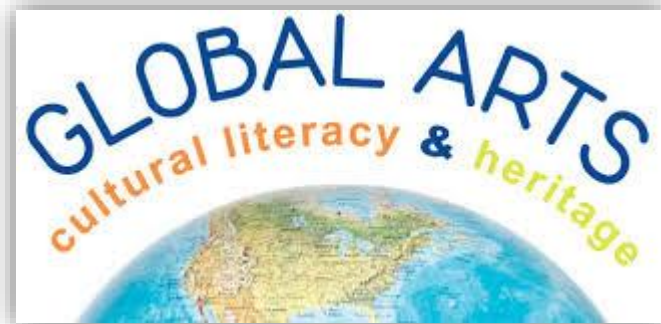
STUDY TOUR

- An annual, two-week study tour in the summer
 - Lectures and field trips (to historical sites and museums)
 - Subsidized by the department (50%, 40%, or \$2000)
- Application deadline: every February



CULTURAL LITERACY PROGRAMME

- Two cultural events per semester subsidized by the HMW department
- For performances, dramas, concerts, and film screening.
- Workshops, talks and evening gatherings throughout the year



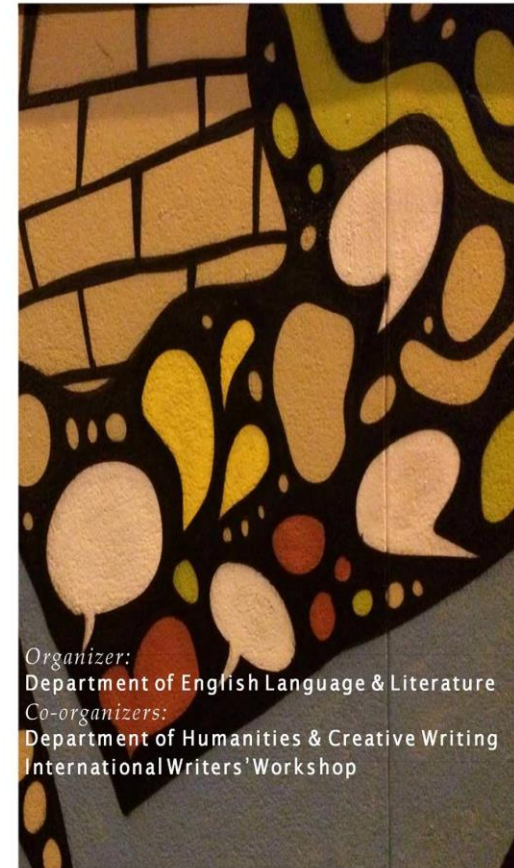
Creativity-inspiring Literary Activities

(Synergy with the Faculty of Arts)

Programme Name	Year Started	Participants
International Writers Workshop 國際作家工作坊	2004	Every year the Workshop invites one writer-in-residence and up to 8 visiting writers. Over 100 writers from fifty countries have been invited to HKBU
The Dream of the Red Chamber Award: The World's Distinguished Novel in Chinese 紅樓夢獎: 世界華文長篇小說獎	2005	This prize is internationally famous. The prize of HK\$300,000 is given to the best Chinese novel.
The Intersarsity Creative Writing Competition 大學文學獎	2000	12 prizes were given to 4 categories of creative writing; open to students from all universities in Hong Kong.
The Lion Rock Poetry Reading 獅子山詩歌朗誦會	2004	Famous Hong Kong poets and from overseas are invited to recite their works. Audience for each event is about 200.

Annual English Poetry Contest

- Open to all HKBU students
- Co-organized by the Department of English and the Department of Humanities and Creative Writing
- Judged by visiting IWW poets
- First prize is \$1,000 HKD



ENGLISH POETRY CONTEST

 香港浸會大學
HONG KONG BAPTIST UNIVERSITY



(Unpublished Work) 2017

Open to all full-time undergraduates
& postgraduates of HKBU

<http://eng.hkbu.edu.hk>

Submission deadline:

20 October (Friday), 5:00pm

Please submit your poem to the General Office of
the English Department (OEW1115).

Workshop for all students who submit poems

Date: 7 November (Tuesday)

Time: 02:00pm - 05:00pm

Venue: OEM1008

Prize Presentation Ceremony

with Mr. Ko Ko Thett

& Ms. Nguyen Bao Chan

Date: 17 November (Fri)

Time: 11:00am-1:00pm

Venue: RRS628

BA (Hons) in Creative and Professional Writing

The Structure of our Curriculum :

Required Courses (42 units)

Major Electives (English and Chinese Writing) (18 units)

- Students have to select at least **ONE** course from each of the following four Modules

1. English Elective

A. Creative Module

B. Professional Module

2. Chinese Elective

A. Creative Module

B. Professional Module

General Education (18 units)

University Core Courses (13 units)

Electives (37 units)

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PROFESSIONAL WRITING



CPW Survival Guide