Subject Code	ELC2S03
Subject Title	Persuasive Digital Storytelling: Small Charities Big Impacts
Hosting Department	English Language Centre
Level	2
Class Quota	20
Medium of Instruction	English
Subject Duration	Sem 1 + semester break (late December - 1st two weeks of Jan 2025)
Teaching Staff	Anna Ho
Target Students	GUR, open for all
Pre-requisites	Nil
Selection of students required?	No
Subject Synopsis	https://elc.polyu.edu.hk/subjects/SDF/ELC2S03.pdf

Service Project

What will students do to serve?	Students are required to work in groups to develop a digital documentary that tells in a compelling way the service story of a small-scaled NGO in Vietnam. Each digital documentary comprises a plot, still photographs, video clips, audio, and graphics, and most importantly, a message or an invitation to action that the NGO would like to communicate to the audience, e.g. invitation of donation or support. Sample digital documentaries from former students can be found here: Slum children in Cambodia https://youtu.be/BSe_7W6wLuI Emmanuel Community School in Cambodia https://www.youtube.com/watch?v=d8b9niAM2-E Paws Guardian in HK https://youtu.be/dRt4aeyLLj4 Yum Cha Together in HK https://youtu.be/bW8Tfoe53L4
Whom will students serve?	Small scaled/ grass-root NGOs, such as animal rights organisations, refugees support groups and so on

Where will students serve?	☐ Hong Kong	District:
	☐ Chinese mainland	Province:
		City:
	☐ Taiwan	
	☐ Macau	
	☒ Overseas	Country: Vietnam
		City: Ho Chi Ming City

Remarks: The information given above is subject to change.

When will students serve?	Late December 2024 – 1st two weeks of 2025
Fee payable by students	About HK$2000

Service Attributes (TENTATIVE, TO BE CONFIRMED)

Service Mode	☐ #OnlineService ☐ #HybridService ☒ #F2FService
Service Language	☐ #ServiceClient_Cantonese ☒ #ServiceClient_English ☐ #ServiceClient_Putonghua ☐ #ServiceClient_OtherNonEnglish
Service Location	#Location_HK ☐ #Location_MainlandChina ☐ #Location_Taiwan ☐ #Location_Macau ☒ #Location_Overseas
Enquiry	Ms Anna Ho anna.ho@polyu.edu.hk

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