

Subject Code	ELC2S03																					
Subject Title	Persuasive Digital Storytelling: Small Charities Big Impacts																					
Hosting Department	English Language Centre																					
Level	2																					
Class Quota	30																					
Medium of Instruction	English																					
Subject Duration	Semester 2 + Summer Term (Service)																					
Teaching Staff	Mr. Charlie Richard Charles, Ms Anna Ho																					
Target Students	GUR, open for all																					
Pre-requisites	No																					
Selection of students required?	Yes; Students need to attend an online-interview																					
Subject Synopsis	<p>https://elc.polyu.edu.hk/subjects/SDF/ELC2S03.pdf</p> <p>Here are two videos to introduce our past service in Cambodia and Tanzania Tanzania project: https://youtu.be/2bGUi6MLDRM Cambodia project: https://www.youtube.com/watch?v=yNprwuGD_7o</p>																					
Service Project																						
What will students do to serve?	<p>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 Cambodia/ Rwanda. 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.</p> <p>We have two service locations in 2024-25, i.e. Cambodia and Rwanda. Students need to indicate their preferred service locations in week 2.</p> <p>Sample students work in the past can be found here: https://www.youtube.com/channel/UCDgGmTbXMMi2IKtxY5W_tNg</p>																					
Whom will students serve?	Small scaled/ grass-root NGOs, such as animal rights organisations, refugees support groups and so on																					
Where will students serve?	<table style="width: 100%; border: none;"> <tr> <td style="width: 30%;"><input type="checkbox"/></td> <td style="width: 30%;">Hong Kong</td> <td style="width: 40%;">District: _____</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Chinese mainland</td> <td>Province: _____</td> </tr> <tr> <td></td> <td></td> <td>City: _____</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Taiwan</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Macau</td> <td></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>Overseas</td> <td>Country: Cambodia, Rwanda</td> </tr> <tr> <td></td> <td></td> <td>City: Phnom Penh,</td> </tr> </table>	<input type="checkbox"/>	Hong Kong	District: _____	<input type="checkbox"/>	Chinese mainland	Province: _____			City: _____	<input type="checkbox"/>	Taiwan		<input type="checkbox"/>	Macau		<input checked="" type="checkbox"/>	Overseas	Country: Cambodia, Rwanda			City: Phnom Penh,
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When will students serve?	Students going to Cambodia: 1 st two weeks of June 2025 Students going to Rwanda: Mid to end July 2025 for two weeks
Fee payable by students	Students going to Cambodia: ~\$2000 Students going to Rwanda: ~ \$4000
Service Attributes (TENTATIVE, TO BE CONFIRMED)	
Service Mode	<input type="checkbox"/> #OnlineService <input type="checkbox"/> #HybridService <input checked="" type="checkbox"/> #F2FService
Service Language	<input type="checkbox"/> #ServiceClient_Cantonese <input checked="" type="checkbox"/> #ServiceClient_English <input type="checkbox"/> #ServiceClient_Putonghua <input type="checkbox"/> #ServiceClient_OtherNonEnglish
Service Location	<input type="checkbox"/> #Location_HK <input type="checkbox"/> #Location_MainlandChina <input type="checkbox"/> #Location_Taiwan <input type="checkbox"/> #Location_Macau <input checked="" type="checkbox"/> #Location_Overseas
Enquiry	Ms Anna Ho, Tel: 2766 7494, Email: anna.ho@polyu.edu.hk Mr. Charlie Charles; Email: Charlie.email@polyu.edu.hk