## Subject Description Form

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>CBS1101P</th>
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</thead>
<tbody>
<tr>
<td>Subject Title</td>
<td>Fundamentals of Chinese Communication (大學中文傳意)</td>
</tr>
<tr>
<td>Credit Value</td>
<td>3</td>
</tr>
<tr>
<td>Level</td>
<td>1</td>
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</tbody>
</table>

### Pre-requisite/ Co-requisite/ Exclusion
- Remarks:
  - Students whose HKDSE Chinese subject result is at Level 3 with two sub-scores below Level 3 should pass two credit-bearing Chinese Enhancement subjects, i.e. Speech Genres and Verbal Communication and “Basic Writing Skills”.
  - Students entering with HKDSE Chinese subject result at Level 3 with one sub-score below Level 3 should pass one credit-bearing Chinese Enhancement subject, i.e. “Basic Writing Skills”.
  - Nil for students entering with HKDSE Chinese subject result at Level 3 or equivalent.

### Objectives
This subject aims to enhance and polish the communication skills of the students in both written Chinese and Putonghua for basic usage in the work-place.

### Intended Subject Learning Outcomes
Upon completion of the subject, students will be able to:
1. develop effective communication skills in both written Chinese and Putonghua required for basic usage in the work-place;
2. master the format, organization, language and style of expression of various genres of Chinese practical writing such as official correspondences, publicity materials, reports and proposals;
3. give formal presentation in Putonghua;
4. engage with formal discussion in Putonghua.

### Contribution of the Subject to the Attainment of the Programme Outcomes
Programme Outcomes:
**Category B: Attributes for all-roundedness**
- Programme Outcome 9.

### Subject Synopsis/ Indicative Syllabus
1. Written Chinese for practical purposes
   - Uses of words and sentences;
   - Coherence in Chinese writing
   - Format, organization, language and style of expression of official correspondences, publicity materials, reports and proposals;
   - Context dependent stylistic variation
2. Formal Presentation in Putonghua
   - The articulation in Putonghua
   - The flow of speaking
   - Choice of words, manner and gesture
3. Formal Discussion in Putonghua
   - Identification of main idea and key messages
   - Evaluation of relevancy of information in a message
   - Skills of seeking clarity/agree/disagreeing/answering to a question
   - Skills of summarizing
Teaching/ Learning Methodology

The subject will be conducted in Putonghua, in highly interactive seminars. The subject will motivate the students’ active participation by assigning group presentation/discussion in class. In a forum-like format, students are guided to:

1. present to the class, their understanding of each genre designed for the syllabus for discussions and improvement;
2. modify passages in a given genre/style into other genres/styles for addressing different audiences and purposes;
3. give a power-point presentation in Putonghua in front of the whole class, then receive on spot feedback for discussion and improvement; then
4. prepare a written report/proposal on the same topic; and
5. engage in formal discussion in Putonghua on topics related to current issues and/or business operation; then
6. produce a written document on the same topic using a chosen genre.

Alignment of Assessment and Intended Subject Learning Outcomes

<table>
<thead>
<tr>
<th>Specific assessment methods/tasks</th>
<th>% weighting</th>
<th>Intended subject learning outcomes to be assessed (Please tick as appropriate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Written Assignment</td>
<td>30%</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>2. Oral Presentation</td>
<td>30%</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>3. Final Examination</td>
<td>40%</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Both written assignments and oral presentation will focus on the functions of communication and the adequacy of language used in authentic social settings. The examination emphasizes the correctness of expression and students’ general competence in Chinese Language.

Students obtaining a subject pass must pass both components, i.e. the continuous assessment and examination component of the subject. Students will get failure of the subject if he/she fails in either one of the two components.

Student Study Effort Expected

Class contact (time-tabled):
- Seminar: 42 Hours

Other student study effort:
- Outside Class Practice: 42 Hours
- Self-study: 42 Hours

Total student study effort: 126 Hours

Reading List and References

1. 路德慶 主編 (1982) 《寫作教程》，華東師範大學出版社
2. 邵守義 (1991) 《演講全書》，吉林人民出版社
3. 陳建民 (1994) 《說話的藝術》，語文出版社
4. 李軍華 (1996) 《口才學》，華中理工大學出版社
5. 陳瑞端 著 (2000) 《生活錯別字》，中華書局
6. 那福義、汪國勝 主編 (2003) 《現代漢語》，華中師範大學出版社
7. 于成昆主編 (2003) 《現代應用文》，復旦大學出版社
8. 李白堅、丁迪蒙 (2004) 《大學體型寫作訓練規程》，上海大學出版社
10. 于成昆、陳瑞端、秦扶一、金振邦 主編 (2011) 《當代應用文寫作規範叢
<table>
<thead>
<tr>
<th>Last Updated</th>
<th>Aug 2012</th>
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<tbody>
<tr>
<td>Prepared by</td>
<td>CBS Department</td>
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</table>