

## Project Overview

Project Title (in English):

**“Glocality” and Cultural Literacy: HSMC English Enhancement Project**

Project Title (in Chinese):

**全球/本地意識及文化修為: 恒管英語活化計劃**

## Executive Summary

*(Please provide, within this page, an executive summary of the project.)*

In cosmopolitan Hong Kong, it is of paramount importance for students to acquire intercultural communication competency to avoid any miscommunication, ambiguity, cultural shock, or even conflicts. Beyond having a good command of English, which serves as a lingua franca in multi-cultural contexts, cultural literacy is also very important to boost one’s competency in intercultural communication (Koester & Lustig, 2012).

According to Spair-Whorf Hypothesis (1930s), language plays an important role in shaping how people perceive the reality. In other words, language competency and cultural literacy are inseparable. Therefore, it is important for us to boost students’ cultural literacy through English language use. Such attempt is something that has not been strongly emphasized in the DSE academic structure.

What is more, as a citizen living in the global village, it is not possible for our next generations to remain competitive with their sheer consciousness of self and provincialism since we now live in “glocalization”, which is originally a Japanese market term to indicate the targeting of goods and services on a global scale, but aimed at local markets, and is now a term generally understood as the penetration of the global and local (Robertson, 1992). As a cosmopolitan, it is important to be open to cultural difference, and to view multiculturalism as legitimate (Coleman & Sajed, 2013). However, such awareness of the “glocality”, the ability in understanding and expressing local cultures with respect to the global flux of ideas and circulation, has not been well addressed in the existing secondary education curriculum. Some students may be reflective enough to be aware of the “glocal” issues; they may not be able to express themselves in English comfortably and confidently. Being competent in expressing their “glocal” culture and identity is important because it can affect how people from other cultures perceive Hong Kong people on the international platform, and how we present ourselves as a Hong Kong ambassador with proper sense of English and culture.

The current project serves four main objectives:

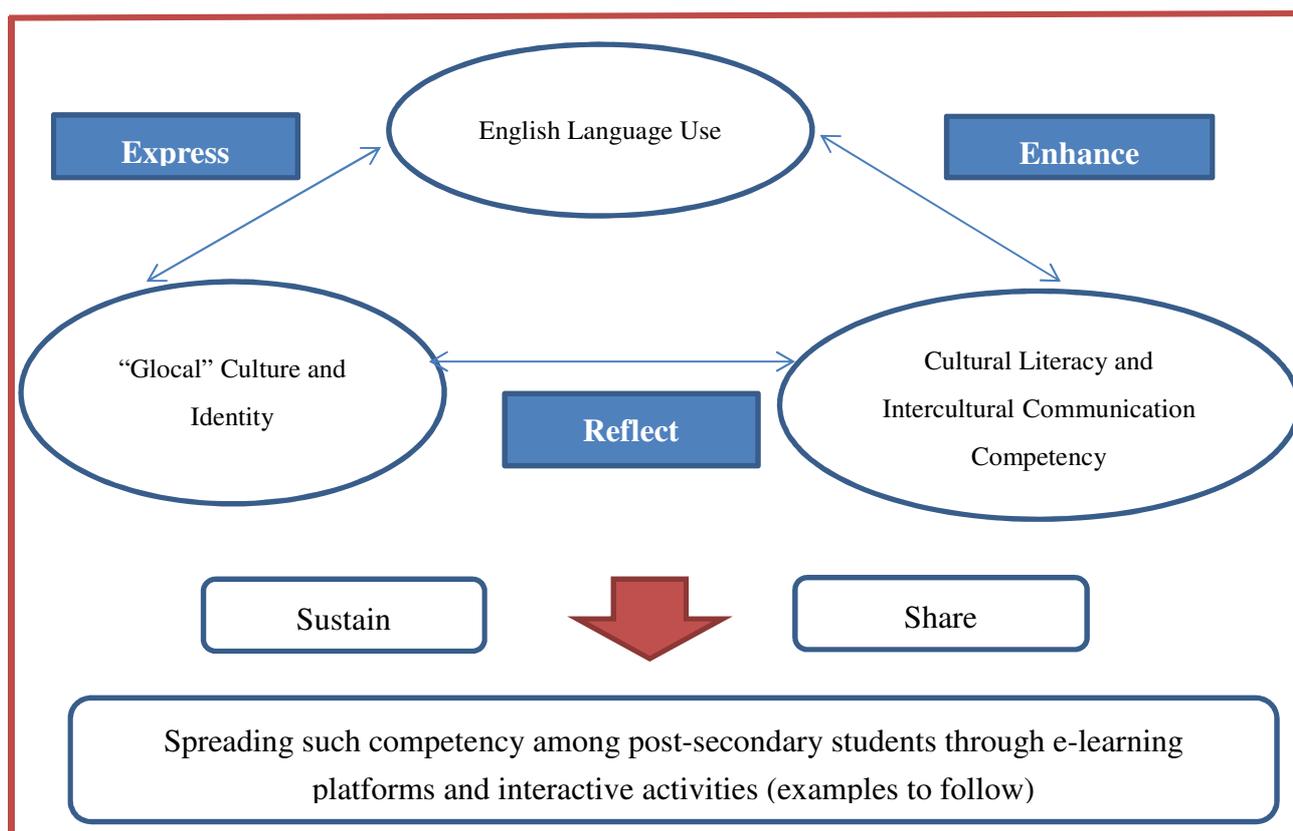
First, through English, we aim to boost students’ cultural literacy, which can in turn enhance their intercultural communication competency.

Second, we would like to develop students’ awareness of our “glocal” culture and identity in cosmopolitan Hong Kong, and teach them how to express such perceptions in English.

Third, we aim to encourage senior students to bring such intercultural and literacy competency to incoming freshmen to foster a sustainable intercultural environment.

Last, we are dedicated to arousing the awareness of the importance of “glocality” and cultural literacy in the 21<sup>st</sup> century among post-secondary students.

The following is the flow chart of our project:



The aforementioned objectives can be achieved through the following components:

- ✓ HSMC Cultural Hub on the English Language Centre Website and HSMC Cultural app
- ✓ Reviews on different artistic productions, which refer to the whole body of arts and intellectual work curated in Hong Kong including short stories, novels, music/dance performances, theatre, opera, films, exhibitions, multi-arts, as well as productions taking place in post-secondary institutions in Hong Kong. They can be conducted in languages other than English.
- ✓ Cultural workshops (e.g. Different Englishes, Intercultural Communication, Drama, etc.)
- ✓ Intercultural Exchange Camp
- ✓ The Glocal Culture Week in English, during which English Exhibitions, Speech Festival, and English Drama Competition on Glocal Culture will be launched

### Problems Identified

*(Please provide your assessments to the problems / needs identified.)*

Hong Kong students usually lack motivation to communicate in English comfortably and confidently outside English learning classroom. In addition, the lack of intercultural and literacy competency, as well as the lack of the awareness of the issue of “glocality”, has not been well addressed in the existing secondary curriculum. Through various workshops, interactive activities and competitions, we aim to boost students’ competency in the aforementioned areas so as to better equip them as a competitive “glocal” citizen with proper sense of English and culture. If we do not address these areas, our next generations will lose competitiveness in the “glocalised” business world nowadays.

Project Objectives and Deliverables	
Measurable Objectives	How it can be achieved
<p>1. To spread cultural literacy among post-secondary students in Hong Kong through electronic channels (Appendix I)</p>	<ul style="list-style-type: none"> <li>✓ HSMC Cultural Hub: A Cultural Hub will be set up on the existing English Language Centre website, on which recommendations of different artistic productions, details of the cultural activities of our project, students' outstanding reviews, awarded works of the competitions will be posted. Our website will be promoted in the post-secondary community via email, Facebook or iPass.</li> <li>✓ HSMC Cultural App: In order to ensure convenient accessibility to the cultural information, HSMC Cultural App, a supplement to the HSMC Cultural Hub of our website, will be developed. Again, the app will be shared and displayed to HSMC students and the post-secondary community via email, Facebook or iPASS.</li> <li>✓ Major functions of the Cultural Hub and Cultural App include HSMC Cultural Index, HSMC YouTube Channel, HSMC Public Voting System, HSMC Search Engine, and Useful References, details of which are presented in Appendix I.</li> </ul>
<p>2. To boost students' English proficiency and develop students' cultural literacy of the language through appreciation, sharing and writing (Appendix II)</p>	<ul style="list-style-type: none"> <li>✓ Cultural Literacy Archive: An archive will be set up at the English Language Centre of HSMC which collects different literary works in English (examples see Appendix II).</li> <li>✓ Reading Chat Groups: A Reading Chat Group will be held with students each week to discuss cultural issues after reading the excerpts in English. Students will be asked to hand in a short review afterwards.</li> <li>✓ Cultural Tours: A Cultural Tour during which students will visit some local cultural historical sites will be held regularly. Afterwards, students will be asked to write a review.</li> <li>✓ Cultural Appreciation Scheme: HSMC students will be encouraged to watch artistic productions (See Appendix II), with the possibility of being partially subsidized by the College upon submitting a well-written review.</li> <li>✓ Collected Works on Cultural Reviews: All outstanding reviews will be collected and published in book form, and will be disseminated to DSE and post-secondary institutions for reference.</li> <li>✓ Review Writing Competition: all HSMC students are encouraged to submit a review on any artistic work. All the reviews will be posted on HSMC Cultural Hub and App for the</li> </ul>

	<p>viewers to select the best three reviews through the HSMC Voting System. This competition will be extended to other post-secondary students in the second year of the project.</p>
<p>3. To foster a sustainable intercultural environment through interactive activities in the post-secondary community (Appendix III)</p>	<ul style="list-style-type: none"> <li>✓ Different series of workshops themed, for example, “Different Englishes”, “Effective Intercultural Communication” and “Drama Performance in English” will be held on a monthly basis. Experts will be hired to teach the workshops (See Appendix III for details).</li> <li>✓ An Intercultural Exchange Camp will be held during summer, during which local and international students have to achieve collaboratively some communicative tasks (See Appendix III). Such a camp will be made a joint-institutional one in the second year after the first launch.</li> <li>✓ Teachers of other institutions will be invited to our workshops and camp for observation to ensure the shareability of our interactive instructional approaches in the post-secondary community.</li> <li>✓ Sustainable learning can be achieved by asking students to give some sharing at the workshops/camp and to be the workshop/camp facilitators in the second year.</li> </ul>
<p>4. To promote students’ “glocality” through Glocal Cultural Week in English (Appendix IV)</p>	<p>Three big events will be launch during the Glocal Culture Week in English open to all (See Appendix IV):</p> <ul style="list-style-type: none"> <li>✓ An English Exhibition on a “glocal” issue</li> <li>✓ Hong Kong Post-secondary Speech Festival, during which students have to give a presentation on a “glocal” topic.</li> <li>✓ Post-secondary Drama Competition on Glocal Culture, during which students have to perform a drama show that conveys the theme of “glocal” awareness and identity.</li> <li>✓ It should be noted that all the competitions will be extended to the post-secondary community in the second year of the project. Also, in the second year, experienced students will be invited to lead junior students to participate in the events to continue the learning process.</li> </ul>
<p><b>Project Deliverables</b> (Please list out all the deliverables to be achieved and how they can be shared with, if possible, other institutions.)</p>	
<p><b>Deliverables</b></p>	<p><b>Sharing mechanism</b></p>
<p>1. HSMC Cultural Hub</p>	<p>A Cultural Hub will be set up at the existing English Language Centre website, which will be promoted in the post-secondary community via email, Facebook or iPass.</p>

2. HSMC Cultural App	HSMC Cultural App will be downloadable for free for HSMC students and the post-secondary community, with the download link shared via email, Facebook or iPASS.
3. HSMC Cultural Index	A public online rating system for each art show (e.g., dramas, movies) for public reference in Hong Kong, rated by post-secondary students who have been the audience will be developed. Such index will be embedded in our HSMC Cultural Hub and App.
4. HSMC Public Voting System	A public online voting system will be developed for the post-secondary viewers to vote the best reviews/presentations/performances of different competitions. The voting system will be embedded in our Hub and App.
5. HSMC You Tube Channel	All presentations and drama performances produced by the participants of the competitions will be uploaded to this YouTube Channel for public review, comment and vote. The link of the YouTube Channel will be shown on our Hub and App.
6. A Cultural Literacy Archive	An archive collecting an array of literary works is set up at the English Language Centre, which will be open to all HSMC students.
7. Collected Works on Cultural Reviews	All HSMC students joining the Reading Chat Groups, Cultural Tours and Cultural Appreciation Scheme will be asked to write a review on any of the artistic works in English. All outstanding reviews will be collected and published in book form, and will be disseminated to DSE and post-secondary institutions for reference.
8. Review Writing Competition	All HSMC students are encouraged to join this Review Writing Competition. They have to submit an English review on any cultural artistic works. All the reviews will be posted on our HSMC Cultural Hub and App, and circulated among post-secondary students. This competition will be extended to other post-secondary students in the second year.
9. Workshops	All HSMC students are encouraged to join the workshops on Different Englishes, Intercultural Communication, and English Drama Performance.
10. An Intercultural Exchange Day Camp	All HSMC local and international students are encouraged to join the Intercultural Exchange Camp during the summer break. Other institutions will be invited in the second year to make such a camp a joint-institutional one.
11. Glocal Cultural Week in English	<p>During the Glocal Cultural Week, three big events will be held:</p> <ol style="list-style-type: none"> <li>1. English Exhibition on a Glocal Cultural Issue will be open to the public. Photos and details of the exhibition will be shown on our HSMC Cultural Hub and App, which will be shared in the post-secondary community.</li> <li>2. Hong Kong Post-secondary Speech Festival on Glocal Culture will be held. Participants' presentations will be filmed and put on the official YouTube channel of HSMC, which will be open to public</li> </ol>

	<p>access through our Hub/App. Winners will be voted by the panel of judges and public viewers. All post-secondary students will be invited to join such a festival in the second year.</p> <p>3. Hong Kong Post-secondary Drama Competition on Glocal Culture will be held during the Glocal Cultural Week. Participants' performances will be posted on the HSMC YouTube Channel and winners will be voted by the panel of judges and public viewers. In the second year, the competition will be extended to the post-secondary community.</p>
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*(Please indicate the information that can be uploaded onto relevant EDB websites during and after the project period.)*

A Review Writing Package per year: Together with the tips on how to write an insightful and reflective English review, the best three reviews of the Review Writing Competition on a Cultural work will be shared.

A Glocal Culture Presentation Package per year: Together with the advice on how to deliver an effective presentation on a “glocal” cultural issue in English, the best three presentations of the Speech Festival will be shared.

A Glocal-identity Drama Performance Package per year: Together with the suggestions on how to perform an impressive drama show on the topic of “glocal” cultural issue in English, the best drama performance of the Drama Competition will be shared.

HSMC Cultural Hub of English Language Centre Website and HSMC Cultural App: The link of the website, as well as the description of the HSMC Cultural App will be posted on the EDB websites.

**Beneficiaries**

Expected type and number of beneficiaries of the project

**All post-secondary students**

*(Please provide justification to support the above estimation and explain how they can be benefited from the project.)*

**HSMC students:**

All Year One and Year Two students are asked to give a presentation and write a review in English respectively based on the existing college curriculum (ENG1010 English for Effective Communication and ENG2010 English for Academic Purposes).

All HSMC students are encouraged to join the workshops and activities. Additional bonus marks will be given to the English courses they take to ensure as many beneficiaries as possible.

Senior students will be invited to lead junior ones to hold the exhibitions, workshops, camp, drama performances, which can promote a sustainable, intercultural as well as collaborative learning culture.

**All post-secondary students:**

All materials, photos, awarded reviews, presentations and drama performances will be uploaded on the HSMC Cultural Hub and App and shared in the post-secondary community.

After the first-year trial, other post-secondary students will be invited to join our competitions in the second year.

<b>Implementation Schedule</b>		
<i>(Please list out the implementation schedule and key milestones to be achieved on a half-yearly basis.)</i>		
Estimated start date of the project (month/year)		Sept 2014
Estimated end date of the project (month/year)		Aug 2016
Project duration (months)		24 months
<b>Month</b>	<b>Key milestones</b>	
	<b>In terms of project activities and deliverables</b>	<b>In terms of monitoring and evaluation</b>
	*Major activities and competitions will be recurring on a six-month basis. Also, they are run in HSMC for the first year, but they will be extended to other post-secondary institutions in the second year.	
1-6	<ol style="list-style-type: none"> <li>1. Set up the Cultural Literacy Archive</li> <li>2. Hold a weekly Reading Chat Group and Cultural Tours regularly</li> <li>3. Encourage students to appreciate artistic works through English</li> <li>4. Ask students to write a formal review on any artistic productions and give a group presentation on a “glocal” cultural issue</li> <li>5. Start to prepare all the workshops held in the coming future</li> <li>6. Develop HSMC Cultural Hub on our website and HSMC Cultural App</li> </ol>	<ol style="list-style-type: none"> <li>1. Update the inventory every 6 months</li> <li>2. Keep attendance record; collect students’ reviews</li> <li>3. Give students subsidies after collecting their reviews, subject to the availability of the College funding</li> <li>4. Make these activities part of the English course assessment</li> <li>5. Interview potential workshop instructors; invite external advisors to give comments on the teaching materials</li> <li>6. Conduct consultation meetings with IT experts</li> </ol>

<p>7-12</p>	<ol style="list-style-type: none"> <li>1. Maintain the Cultural Literacy Archive</li> <li>2. Hold a weekly Reading Chat Group and Cultural Tours regularly</li> <li>3. Encourage students to appreciate artistic works through English</li> <li>4. Publish “Collected Works on Cultural Reviews”</li> <li>5. Hold the Review Writing Competition among HSMC students</li> <li>6. Run different cultural workshops on a regular basis</li> <li>7. Hold an Intercultural Exchange Camp during the summer break</li> <li>8. Hold the Glocal Culture Week in English, during which English Exhibitions, Speech Festival, and Drama Competition will be launched.</li> <li>9. Maintain HSMC Cultural Hub on our website and HSMC Cultural App</li> </ol>	<ol style="list-style-type: none"> <li>1. Update the inventory every 6 months</li> <li>2. Keep attendance record; collect students’ reviews</li> <li>3. Give students subsidies after collecting their reviews, subject to the availability of the College funding</li> <li>4. Invite ELT teachers to edit the reviews before disseminating it to the post-secondary and DSE students</li> <li>5. Invite scholars to be the judges</li> <li>6. Give participating students bonus marks to encourage joining; conduct evaluation and analyse students’ feedback after each workshop</li> <li>7. Conduct evaluation and analyse students’ feedback of the camp; conduct formal meetings with the other institutions to exchange ideas and explore possibilities for collaboration in the second year</li> <li>8. Invite speech and drama experts to be the judges</li> <li>9. Conduct online survey to collect public’s opinions of our website and app; analyse the survey findings and the hit-rates of the website and app.</li> </ol>
<p>13-18</p>	<ol style="list-style-type: none"> <li>1. Run the Cultural Literacy Archive</li> <li>2. Hold a weekly Reading Chat Group and Cultural Tours regularly</li> <li>3. Encourage students to appreciate artistic works through English</li> <li>4. Ask students to write a formal review on any artistic productions and to give a group presentation on a “glocal” cultural issue</li> <li>5. Run different cultural workshops on a regular</li> <li>6. Publicise the Review Writing Competition and the Glocal Cultural Week in English among all post-secondary students</li> </ol>	<ol style="list-style-type: none"> <li>1. Update the inventory every 6 months</li> <li>2. Keep attendance record; collect students’ reviews</li> <li>3. Give students subsidies after collecting their reviews, subject to the availability of the College funding</li> <li>4. Make these activities part of the English course assessment</li> <li>5. Improve the workshops based on the students’ comments; give participating students bonus marks to encourage joining; conduct evaluation and analyse students’ feedback after each workshop</li> <li>6. Confirm participation from post-secondary institutions via emails or</li> </ol>

	<p>7. Maintain HSMC Cultural Hub on our website and HSMC Cultural App</p>	<p>phone calls</p> <p>7. Improve the website and app based on the comments collected. Conduct online survey and analyse the findings about the website and app.</p>
19-24	<ol style="list-style-type: none"> <li>1. Maintain Cultural Literacy Archive</li> <li>2. Hold a weekly Reading Chat Group and Cultural Tours regularly.</li> <li>3. Encourage students to appreciate artistic works through English</li> <li>4. Publish “Collected Works on Cultural Reviews”</li> <li>5. Run different cultural workshops on a regular basis Invite senior forms students to share their experiences at the workshops</li> <li>6. Hold an Intercultural Exchange Camp collaboratively with other institutions. Invite senior students to facilitate the camp.</li> <li>7. Hold the Review Writing Competition among all post-secondary students</li> <li>8. Hold the Glocal Culture Week in English, during which English Exhibitions, Speech Festival, and Drama Competition will be launched</li> <li>9. Maintain HSMC Cultural Hub on our website and HSMC Cultural App</li> </ol>	<ol style="list-style-type: none"> <li>1. Update the inventory every 6 months</li> <li>2. Keep attendance record; collect students’ reviews</li> <li>3. Give students subsidies after collecting their reviews, subject to the availability of the College funding</li> <li>4. Invite ELT teachers to edit the reviews before disseminating it to the post-secondary and DSE students</li> <li>5. Improve the workshops based on the comments given by the students in the previous cycle. Give participating students bonus marks to encourage joining; conduct evaluation after each workshop</li> <li>6. Improve the camp based on the ideas collected from other institutions and participants. Conduct evaluation and analyse students’ feedback after the camp</li> <li>7. Invite scholars to be the judges</li> <li>8. Invite speech and drama experts to be the judges</li> <li>9. Conduct online survey to collect public’s opinions of our website and app; analyse the survey findings and the hit-rates of the website and app.</li> </ol>

**Publicity Plan**

*(Please describe all the publicity activities to be organised and materials to be produced to acknowledge the support of Quality Enhancement Support Scheme. Please suitably reflect the publicity activities as key milestones in the implementation schedule above.)*

**Publicity Activities:**

Online promotion, leaflets and posters distributed to all post-secondary institutions will be used to publicise all the competitions among all post-secondary students. Posters and emails will be used as the means of publicity among HSMC students.

**Materials Produced:**

***HSMC Cultural Hub of English Language Centre Website and HSMC Cultural App:***

On the HSMC Cultural Hub and App, recommendations of different artistic productions, details of the cultural activities of our project, students' outstanding reviews, and awarded works of the competitions (Review Writing Competition, Speech Festival and English Drama Competition) will be posted. In addition, viewers can rate, comment and review in English the artistic works they have appreciated. They can also vote the best reviews/presentation/drama performance of the competitions. Our Hub and App will be publicised in the post-secondary community via email, Facebook or iPass.

***The "Collected Works on Cultural Reviews" per Year:***

All the outstanding reviews produced by our students will be collected and published in book form, which will be disseminated to post-secondary staff and students.

***A Review Writing Package per Year:***

Together with the tips on how to write an insightful and reflective review, the best three reviews of the Review Writing Competition will be uploaded on the English Language Centre Hub/app, which will be shared among the post-secondary staff and students.

***A Glocal Culture Presentation Package per Year:***

Together with the suggestions on how to perform an impressive drama show on the topic of "glocal" cultural issue, the best three presentations of the Speech Festival will be uploaded on the English Language Centre Hub/app, which will be shared among the post-secondary staff and students.

***A Glocal-identity Drama Performance Package per Year:***

Together with the suggestions on how to perform an impressive drama show on the topic of "glocal" cultural issue, the best drama performance of the Drama Competition will be uploaded on the English Language Centre Hub/app, which will be shared among the post-secondary staff and students.

<b>Cash Flow and Budget</b>				
<b>Project Expenditure</b>				
	<b>Amount in HK\$</b>			
<b>Period</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
Manpower	504,000	529,200		1,033,200
Equipment / Facilities	20,000	10,000		30,000
Services	242,000	60,000		302,000
General Expenses	136,000	136,000		272,000
Others (e.g. auditor's fee)	10,000	10,000		20,000
<b>Total</b>				<b>1,657,200</b>
<b>Project Income (if any, e.g. fees received)</b>				
	<b>Amount in HK\$</b>			

Period	Year 1	Year 2	Year 3	Total
<b>Total</b>				
Grant Sought under the Quality Enhancement Support Scheme			1, 657, 200	
Funding from the Applicant				
Funding from Other Sources				
<b>Total Project Value</b>			1, 657, 200	
<p><i>(Please specify the amount to be funded by each funding source (e.g. donations, contributions from applicant / its parent organisation) and whether the funding has been secured. If not, please provide the plan to obtain the funding.)</i></p>				
<p><i>(Please provide the duty lists of manpower to be funded by this project.)</i></p>				
<b>Post</b>		<b>Duties</b>		
Project Manager (Full-time)		Coordinate and implement the whole project		
Project Assistant (Full-time)		Assist the project manager in implementing the project		
Workshop Instructors (Part-time)		Deliver cultural workshops on a regular basis		
<p><b>Project Sustainability</b>  <i>(Please estimate the amount of recurrent expenditure and describe how you will commit the resources to ensure sustainability of the project. Please put supplementary information (e.g. proof of financial support) at appendix.)</i></p>				
<p>If resources permit, Hang Seng Management College will absorb the costs of running the project including the maintenance of staff and the overheads after the completion of the proposed project. HSMC would perform the same evaluation mechanism and consider if additional resources can be deployed to expand and extend the project if need be. The College wishes to retain the staff employed in this project so that the experience gained can continue to benefit our students.</p>				