Three teachers have had their enthusiasm and unique teaching methods rewarded with this year’s Teaching Excellence Awards. Ms Penny Akers, English Enhancement Course Tutor from the English Language Centre, Dr Annis Fung Lai-chu, Assistant Professor from the Department of Applied Social Studies, and Dr Mei-yung Leung, Assistant Professor from the Department of Building and Construction, collected the coveted awards for 2009.

As well as having worked at the English Language Centre for 11 years, Ms Akers has many years of teaching experience in different countries including the UK, Japan and Argentina. She is the second English tutor to win the award, following in the footsteps of her husband, Mr Dean Fisher, who last year became the first from the centre to receive the honour.

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Focus  
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Ms Akers said the award was gratifying recognition of her teaching philosophy and dedication. With a strong belief in student-oriented learning, she has strived to arrange varied activities such as role play, contests and audio-visual recordings to generate student interest in English language. “Hong Kong students learn English from a very young age. The important thing is to encourage them to think in English more often. They need encouragement, which is something I focus on to boost their confidence. To keep in close contact, I often communicate with the students via email,” she said.

Dr Fung joined CityU four years ago. She expressed her gratitude for the support and encouragement provided by colleagues and the department head that enabled her to claim the award. She added that she was deeply moved by the hundred-plus graduates who nominated her and formed groups to discuss her teaching methods. “Everyone has his or her blind spot, so it’s important to solicit student feedback. Obtaining this sort of input helps me to better understand students’ needs,” said Dr Fung.

Like a fighter willingly taking up the gauntlet, Dr Fung enjoys her work teaching counselling skills to students studying social work and teachers with counselling experience. Since her students have practical counselling experience, Dr Fung asks them to analyse real cases in small groups and arranges for them to visit different counselling service organisations to acquire more interactive learning experience.

With 10 years of teaching experience, Dr Leung said the award represented recognition for her students, colleagues and teaching philosophy. Dr Leung makes no apologies for her demanding approach, with late-comers to class being subjected to her stern but effective approach to discipline. “Students need to concentrate in class in order to learn. Late-comers not only disturb other students but may also develop a bad work attitude. How will employers tolerate an employee who is always late for work?” said Dr Leung, who denies late-comers entry to her classes.

Dr Leung often asks questions during her lectures to prompt students to think and integrate their knowledge. She also works hard to develop their potential and help them gain a sense of satisfaction from their studies to build up their confidence. Dr Leung believes that university education should not only impart knowledge in a particular discipline but, most importantly, help students develop an appropriate attitude towards dealing with people and work.
A survival guide for exponents of public relations went on sale in Hong Kong in early June. Public Relations in Asia Pacific: Communicating Effectively Across Cultures has quickly become a big hit among PR practitioners in Asia. The book, which contains nuggets of wisdom about working in different Asian contexts, was written by two westerners, including Dr Anne Peirson-Smith from the Department of English.

Dr Peirson-Smith came to Hong Kong almost two decades ago and witnessed the early growth years of the industry in Asia. She worked for global PR firm Burson-Marsteller’s Hong Kong office, where she provided public relations consultancy and management skills training to international clients in government and industry. It was during this stint that she met Mary M. Devereux, the co-author of her book. She later joined Hong Kong Baptist College (now Hong Kong Baptist University) and then CityU, where she taught PR, advertising, commercial communications, and continued with her communication research.

Dr Peirson-Smith believes that PR has come of age. “Everyone is doing PR these days. Everybody has to have an understanding of it. Say you are looking for a job, or working on a brochure or website, you need to get the key messages across. PR is about getting the right message to the right people at the right time to acknowledge the achievement of the organisation and build a reputation over time.”

People from all sectors are realising the value of PR, as observed by Dr Peirson-Smith. “In the old days, people did have questions about its worth. But now they see the significance of public relations and are savvy about why they are communicating with stakeholders who are critical to the future of an organisation.”

The book examines the rapid expansion of the professional public relations industry in the Asia Pacific region. It discusses the skills and experience required to navigate the cultural and geographical differences within the region in order to communicate effectively with stakeholders. Each chapter is supplemented with real-life examples and award-winning case studies.

When talking about PR practice in Asia, Dr Peirson-Smith said it was more about collective interest than individual achievement. “PR initiatives have to appeal to the greater good of the community because Asians are very attached to their specific community and need to feel a part of it.”

Back at CityU, Dr Peirson-Smith has never stopped doing PR. She helped the department promote programmes and arrange internships for students through her extensive industry network. From time to time students come to her for advice on entering the PR profession.

“PR is a challenging, varied and high-pressure job - perfectly suited to young people!” said Dr Peirson-Smith. She said students from any discipline could join the profession because they could get involved in publicity through a range of clients or businesses. It is very important for the students to have the right attitude, be proactive and prepared to learn, she said.

Dr Peirson-Smith’s recent focus has been on her research on cosplay, short for costume roleplay. She first encountered this cultural trend a few years ago when her students presented cosplay studies during her fashion culture and communication class.

“The culture really interests me. These young people take cosplay very seriously and are very professional in what they do,” said Dr Peirson-Smith. “Cosplay is popular in Japan, Korea, Taiwan, Hong Kong and has taken root in mainland China. Although sharing similar origins, cosplay cultures vary in each city because the cosplayers add local flavour to it.”

Dr Peirson-Smith received a grant of more than HK$500,000 for her research titled “Cosplay and the Dressing-up Box in the Spectacular Presentation of Selves in Hong Kong”. She has already been to the source of cosplay in Japan where she filmed and talked to cosplayers during inter-university cosplay festivals. She will prepare a documentary on cosplay and share her findings at a CityU conference later this year.
Spotlight

Are you looking to live the life of a university student within a stimulating residential community that embraces diversity, participation and education? You now have that opportunity.

The Student Residence is available for let during the University’s summer holiday period. Student societies, internal departments and outside organisations may also apply to use the facilities for functions such as camps, workshops, gatherings, conferences, seminars, research activities or retreats.

The summer letting programme has been well-received. In the past year, around 3,000 people from more than 100 CityU administrative units, academic departments or external organisations, such as youth centres, secondary schools, tertiary institutes, churches and non-governmental organisations, have enjoyed summer at CityU’s Student Residence. A wide spectrum of activities were held, including training workshops, congresses, a children’s choir festival, exchange camp, summer English course and study mission.

Dr Elaine Au Liu Suk-ching, Associate Professor of the Department of Applied Social Studies, is a frequent user of the Student Residence. She considers it the ideal venue for events on a range of scales. For two years, she rented the Student Residence to accommodate more than 400 delegates of the International Conference on Youth Empowerment.

“Dr Au’s comments were echoed by Mr Theseus Leung Siu-tong, Senior Counsellor of Student Development Services, who found the accommodation service supportive and stimulating. “CityU is co-organiser of the Student Leadership Conference held in early June. Having accommodation on campus allows us to really demonstrate our hospitality,” said Mr Leung, who was in charge of the conference. According to Mr Leung, the Student Residence has provided a one-stop service for the event. Activities ranging from check-in and check-out, orientation and cultural nights with an outstanding catering service were conducted within the Student Residence, while conferences were held on the nearby main campus.

“It is value for money for delegates who come from 28 universities around the world to reside in the CityU hostel located in central Kowloon next to one of the most prestigious parts of the city,” Mr Leung added.

The China Synergy Programme, co-organised by eight Hong Kong universities including CityU, was held at the Student Residence for three years. Mr Julius Lui, Project Manager of the China Synergy Programme, commended the hostels for their convenience and the support services. “I was impressed by the cleanliness. There are also sufficient services such as internet and laundry. It is definitely a great venue for student and youth activities,” Mr Lui said.

The Student Residence in Cornwall Street was completed in 2002–05. It consists of 9 residential halls, providing more than 110 double rooms and 500 single rooms. It is just 10 minutes from the Kowloon Tong MTR station and Kowloon’s landmark shopping arcade, Festival Walk, and five minutes from the University’s main campus.

All double rooms are equipped with two single beds, writing desks, chairs, bookshelves, wardrobes, an internet phone and air conditioning. Two adjacent rooms share a washroom with shower and toilet facilities. Four single rooms form a self-contained flat with shared pantry, shower and toilet facilities. A common room is located on each floor, adorned with sofa, dining table and chairs, TV and cooking facilities. Tenants can also use other campus resources including classrooms, lecture theatres, swimming pool, sports facilities and library.

Visitors affiliated with CityU can enjoy a special room rate. Interested parties please visit http://www.cityu.edu.hk/sro/htm/e_apply5_sl1.htm.
The Department of Applied Social Studies launched a new non-credit-bearing course “Project X” (full name: “Project for Learning Excellence”) in the past academic year to help students enhance their personal development, interpersonal skills and academic competence. It also encourages bonding between students in the department to create an interactive learning atmosphere. Promoting this culture of holistic development is a group of enthusiastic colleagues with the same goal.

With a commitment to holistic education, the department introduced in 2006–07 and 2007–08 an out-of-discipline course ‘Learning and Personal Growth’, which is the basis of Project X. Building on its previous success, the department decided to fully implement Project X in 2008-09. The course is specially designed for Year 1 and Year 3 students, with the objective of helping Year 1 students enjoy a smooth transition from secondary school to university. It helps Year 3 students prepare for work upon their graduation,” explained Dr Alice Chong Ming-lin, Associate Professor of the department and coordinator of Project X.

There are three levels of training provided by Project X: (1) personal development such as self-management, time management and dealing with pressure and adversity; (2) interpersonal skills such as teamwork and problem-solving techniques, leadership and community relationships; and (3) academic and professional development, such as job application skills, career planning and alignment of study and work. Through various activities including study groups, seminars, workshops, outward bound and community projects, students are encouraged to fully understand the issues closely related to themselves, especially the needs of various local communities.

The most unique feature of Project X is the “Study Community” currently prevalent in American universities, in which students take the lead in determining how to study and solve common problems faced by fellow students in the same major programme.

To ensure the success of Project X, the department has allocated more resources and recruited additional staff to form an 11-member team to develop and deliver the course. Some of the core members include graduates and former teachers of the department.

“The current job requirements of CityU’s instructors are quite different from those in the past,” said Ms Katty Ho Pui-kay, Associate Coordinator of Project X. “As my research area is career psychology, teaching this course has enabled me to understand students’ personal interests and help them identify their future career. Chatting with students and having meals with them has become part of my job. Sometimes, they even share their personal problems with me,” she said. The positive and enthusiastic response of students is her source of motivation.

Besides Ms Ho, instructors Ms Stephanie Lai Fung-ye and Mr Remus Kwok Kai-chun and researcher Mr Cheung Shiu-ting are also on the team coordinating and teaching the new course. They are all energetic young people who fulfil the initial goal of the department to bring in new ideas from a young team who understand the students’ needs. As Project X has been granted funds for only one year, Ms Ho hoped that with the support of students and the University it could become a regular course.

“We hope students improve their skills outside the classroom through this course and learn to be responsible, appreciate lifelong learning and enhance their competitiveness. All these are of equal importance to academic study,” said Dr Chong.
**How did you spend the Tuen Ng Festival holiday?**

**Are there any other days or festivals you would suggest be added as public holidays?**

**Ms Eva Kwan Wan-chong, Human Resources Office**

人力資源處關媛莊女士

看電影 , 陪女兒溫習功課 , 與家人吃晚飯。

**自己的生日。**

**Dr Dung Chau-hung, Chinese Civilisation Centre**

中國文化中心董就雄博士

與家人在家吃糭子 , 收看電視直播龍舟賽節目。

**冬至。**

**Ms Megan Tsang Pui-yuk, School of Creative Media**

創意媒體學院曾佩玉女士

早 上 打 羽 毛 球 ,下 午 看 電 影 。

**冬至。**

**Ms Shirley Lam Yuen-ping, Office of the Vice-President (Research & Technology)**

副校 長 室 (研究及科技) 林婉萍女士

與家人吃荷葉飯。

**母親節和父親節補假。**

**Ms Mandy Chan Yuen-she, Office of the Provost**

學務副校長室陳婉舒女士

吃糭子、與家人外出飲茶、參觀新樓盤。

**Children’s Day. 兒童節。**

**Ms Pheony Tsang Yee-ping, Alumni Relations Office**

校友聯絡處曾綺萍女士

與家人一起吃糭子, 看電視直播龍舟競賽。

**母親節和父親節合併為一天公眾假期。**

**Ms Susanna Siu Wai-man, City University of Hong Kong Press**

城市大學出版社蕭慧敏女士

Yum Cha with siblings and went to Discovery Bay to watch dragon boat racing.

與姐妹外出飲茶, 後來到愉景灣觀賞龍舟比賽。

**Winter Solstice。冬至。**

**Ms Wendy Yau Wan-ling, Run Run Shaw Library**

圖書館游韻玲女士

整理家居 , 與家人共進晚餐。

**農曆的年三十晚 、 西曆的平安夜 ,還有冬至。**

**Ms Wendy Yau Wan-ling, Run Run Shaw Library**

圖書館游韻玲女士

Chinese New Year Eve, Christmas Eve and Winter Solstice.

**Children’s Day. 兒童節。**

**Mr Andy Wong Wai-leung, Facilities Management Office**

物業及設施管理處黃偉亮先生

Watched the movie Night at the Museum 2 with my family, ate rice dumplings.

與家人觀賞電影《翻生侏羅館2》、吃糭子。

**Winter Solstice。冬至。**

**Ms Phoe Hy Tsang Yee-ping, Alumni Relations Office**

校友聯絡處曾綺萍女士

Ate rice dumplings with my family and watched live broadcast of dragon boat races on television together.

與家人一起吃糭子，看電視直播龍舟競賽。

**母親節和父親節合併為一天公眾假期。**

**Ms Shirley Lam Yuen-ping, Office of the Vice-President (Research & Technology)**

副校 長 室 (研究及科技) 林婉萍女士

Ate rice wrapped in lotus leaves with my family.

與家人吃荷葉飯。

**母親節和父親節補假。**

**Ms Pheony Tsang Yee-ping, Alumni Relations Office**

校友聯絡處曾綺萍女士

Ate rice dumplings with my family and watched live broadcast of dragon boat races on television together.

與家人一起吃糭子，看電視直播龍舟競賽。

**母親節和父親節合併為一天公眾假期。**

**Ms Shirley Lam Yuen-ping, Office of the Vice-President (Research & Technology)**

副校 長 室 (研究及科技) 林婉萍女士

Ate rice wrapped in lotus leaves with my family.

與家人吃荷葉飯。

**母親節和父親節補假。**

**Ms Shirley Lam Yuen-ping, Office of the Vice-President (Research & Technology)**

副校 長 室 (研究及科技) 林婉萍女士

Ate rice wrapped in lotus leaves with my family.

與家人吃荷葉飯。

**母親節和父親節補假。**

**Ms Shirley Lam Yuen-ping, Office of the Vice-President (Research & Technology)**

副校 長 室 (研究及科技) 林婉萍女士

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**母親節和父親節補假。**

**Ms Shirley Lam Yuen-ping, Office of the Vice-President (Research & Technology)**

副校 長 室 (研究及科技) 林婉萍女士

Ate rice wrapped in lotus leaves with my family.

與家人吃荷葉飯。

**母親節和父親節補假。**
How many teachers were rewarded with Teaching Excellence Awards this year? 本年度共有多少位教師獲得傑出教學獎?

答案 Answer: ____________________________  姓名(全名) Full Name: ____________________________  部門 Department: ____________________________  電話 Tel: ____________________________

截止日期為8月10日。每人只限提交一份參加表格影印本，參加者將有機會獲得價值HK$50的禮券，幸運兒由抽籤決定。

Write your answer and send a photocopy of this form to Linkage, c/o CPRO, by 10 August. Each participant is allowed to submit one entry only. HK$50 gift vouchers will be awarded by lottery.

Lucky draw results for Linkage quiz in issue 278 *

Au Kam-hung (CIO)  江錦強 (COO)
Cheng Chan Yuen-man (BC)  鄭家源男 (BC)
Fung Shu-fan (IAUD)  方淑貞 (IAUD)
Lam Shuk-nga (BCH)  林淑娜 (BCH)
Lee Bik-wa (MS)  李碧華 (MS)
Leung Suk-han (FMO)  吳淑漢 (FMO)
Poon On-li (LBJ)  潘安莉 (LBJ)
Tsang Sui-ching (IS)  曾素清 (IS)
Wong Siu-ki (MA)  港思奇 (MA)
Yuen Che-hung (LIB)  袁哲宏 (LIB)

*得獎者須於8月20日前領取禮券，逾期作廢。  *Winners should redeem the voucher on or before 20 August. Late redemption will not be accepted.

When did you start working at CityU? 15 June 1995.  請問你何時加入城大?

可否用三個詞語形容你自己？ 穩重、務實、快樂。

假若有機會當一個星期的香港特首，你會做些甚麼？ 推行一套明智的教育制度。

你的床頭櫃上，放的是甚麼讀物？ 羅蘭巴特的《戀人絮語》。

可否推薦一家你心愛的餐廳？ 《茹絲葵牛排餐廳》。

最喜愛的菜餚？ 意大利菜——加很多芝士、火腿、羅勒的那種。

上一次感到恐懼是何時？ 懷孕期間患上市全併發症。

假若流落荒島，你希望有哪一張唱片作伴（假定島上有電源及播放機）？ Connie Talbot的《Over the Rainbow》。

甚麼樣的假期最完美？ 休假期間患上併發症。

假若有可能，你想做哪一位超級英雄？ 前線醫護人員。

甚麼樣的假期最完美？ 度假期間不拘，只要是與家人同往。

假若流落荒島你會選哪一種唱片作伴（假定島上有電源及播放機）？ Connie Talbot的《Over the Rainbow》。

最喜歡香港哪一處海灘或郊野？ 南丫島。

甚麼音樂樂輯CD會你會心愛的香港哪一處海灘或郊野？ 南丫島。

工作之餘，如何紓解壓力？ 烹煮。

假若現在坐以待斃，你會想用甚麼方式代替？ 烹煮。

你希望將來給人留下甚麼印象？ 賀妻良母、好女兒、好姐妹、好朋友、好員工。

If you could retire now, what would you do to keep yourself occupied? 3. 假若現在即可退休，你會如何保持自己有事做？

Write a novel...

If you could be a superhero, who would it be? 4. 假若你有可能成為超級英雄，你會選擇哪位？

A frontline medical practitioner.

Describe your perfect holiday. 5. 請問你對理想假期的憧憬。

Anywhere with my family.

Name your favourite HK Kong beach or countryside location. 6. 請問你最喜愛香港哪一處海灘或鄉村景色？

Lamma Island.

How do you unwind away from work? 7. 你在工作以外如何紓解壓力？

Cook.