

The Hong Kong University of Science and Technology (Guangzhou)

Course Syllabus

Course Title: Chinese Communication Essentials: Written and Oral

Course Code: UCUG1077

No. of Credits: 3

Any pre-/co-requisites: No

Exclusions: UCUG 1070-1074

Name of Course Coordinator: HAO Tun

Email of Course Coordinator: tunhao@hkust-gz.edu.cn

If you have any questions, your first point of contact should be your section instructor. Please find the email address on Canvas.

Office Hours of Course Coordinator: Available by appointment only.

Course Eligibility

According to the HKUST(GZ) undergraduate Common Core framework, all undergraduates must complete three credits of Chinese communication courses. Chinese communication courses are divided into two categories based on students' language backgrounds.

- UCUG1077 is intended for native or near-native Chinese speakers. This includes students who grew up speaking Chinese at home, attended schools where Chinese was the medium of instruction, or took public Chinese language exams (e.g., Gaokao Chinese, HKDSE Chinese, or other standardized tests).
- UCUG1070–1074 are designed for second language learners. These courses target students with no or limited background in Chinese, including those who do not speak Putonghua (Mandarin) or any Chinese dialect (e.g., Cantonese, Hakka, Min, etc.).

Course Description

Targeting students from the Chinese mainland, Hong Kong, Macao, Taiwan, and international students with native or near-native proficiency, this course is designed to develop comprehensive communication skills in standard Chinese. This course aims to develop students' skills in both oral and written Chinese communication. It will enable students to demonstrate effective, appropriate, and persuasive oral communication skills in Putonghua and produce accurate, standard, and persuasive written communications in simplified Chinese. Students will learn to analyze and critically evaluate Chinese communications for clarity, coherence, and effectiveness. Ultimately, students will be able to apply their Putonghua and simplified Chinese communication skills effectively in multilingual environments within and beyond the Greater Bay Area for academic and professional purposes.

Intended Learning Outcomes (ILOs)

By the end of this course, students should be able to:

1. Demonstrate effective, appropriate, and persuasive oral communication skills in Putonghua
2. Produce accurate, standard, and persuasive written communications in simplified Chinese
3. Analyze and critically evaluate Chinese communications for clarity, coherence, and effectiveness
4. Utilize multimodal tools to enhance the effectiveness of Chinese presentations
5. Apply Putonghua and simplified Chinese communication effectively in multilingual environments within and beyond the Greater Bay Area for academic and professional purposes

Course Outlines

Module	Topics
1 Introduction	Multilingualism: Realizing the diversity in the linguistic environment
2 Critical thinking in communication	Skills for critical understanding, speaking and writing
3 Chinese oral communication: From language training to practical application	3.1 Phonology of standard Chinese: Practicing standard pronunciation 3.2 Vocabulary of standard Chinese: Selecting appropriate words 3.3 Grammar of standard Chinese: Choosing correct grammar forms 3.4 Chinese oral communication in academic settings 3.5 Chinese oral communication in the workplace
Midterm assessment: presentation	
4 Chinese written communication: From language training to practical application	4.1 Vocabulary of standard Chinese: Analysis of synonyms 4.2 Chinese characters 4.3 Chinese punctuation norms 4.4 Chinese written communication in academic settings 4.5 Chinese written communication in the workplace

Assessments:

Assessment Task		Contribution to Overall Course Grade (%)	Due Date
In-class participation and attendance		15%	Spread through course
Presentation	Presentation outline	35%	Approx. week 6*
	Final presentation		Approx. week 8*
Literature review	Outline and first page draft	50%	Approx. week 11*
	Final literature review		Approx. week 13*

*Specific due dates are posted on Canvas.

Mapping of Course ILOs to Assessment Tasks

Assessed Task	Mapped ILOs	Explanation
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In-class participation and attendance	ILO1, ILO2, ILO3, ILO4, ILO5	Class activities such as questioning, interactive Q&A, and practical exercises run through all course content. They provide opportunities to demonstrate effective oral communication in Putonghua (ILO1), produce accurate and persuasive written Chinese (ILO2), critically evaluate communication for clarity and coherence (ILO3), apply multimodal tools during in-class tasks (ILO4), and use Putonghua and simplified Chinese in multilingual contexts (ILO5), especially those related to oral interaction and contextual application (ILO1, ILO5).
Group presentation	ILO1, ILO3, ILO4, ILO5	The group presentation requires students to demonstrate persuasive oral communication in Putonghua (ILO1), analyze and evaluate content for clarity and persuasiveness (ILO3), integrate multimodal tools to enhance delivery (ILO4), and apply Chinese communication effectively in multilingual settings (ILO5).
Literature review	ILO2, ILO3, ILO5	The literature review assesses the ability to produce accurate, standard, and persuasive written communication in simplified Chinese (ILO2), critically evaluate Chinese communications for clarity and coherence (ILO3), and apply such written communication effectively in multilingual contexts for academic and professional purposes (ILO5).

Grading Rubrics

Detailed rubrics for assignments will be provided on the Canvas. Students can refer to the rubrics to find out how their work will be assessed.

Final Grade Descriptors:

Grades	Short Description	Elaboration on subject grading description
A	Excellent Performance	The student has demonstrated comprehensive and consistent achievement of all five ILOs, showing excellent proficiency in oral and written Putonghua communication (ILOs 1 & 2), critical analysis skills (ILO3), effective use of multimodal tools (ILO4), and the ability to apply communication skills effectively in multilingual contexts (ILO5). Performance is clear, persuasive, and professional across all assessed tasks.

B	Good Performance	The student has achieved most of the ILOs well, with strong oral and written communication skills, satisfactory critical evaluation, appropriate use of multimodal tools, and competent application of communication in multilingual environments. Minor gaps may exist but do not significantly hinder overall effectiveness.
C	Satisfactory Performance	The student meets the basic requirements for all ILOs, demonstrating acceptable proficiency in communication skills and critical analysis, with some inconsistencies in multimodal tool usage and application in multilingual contexts. Performance is adequate but lacks depth or polish.
D	Marginal Pass	The student shows limited achievement of the ILOs, with frequent errors or gaps in oral and written communication, weak critical evaluation, minimal use of multimodal tools, and insufficient adaptation to multilingual contexts. The performance barely meets the minimum standards.
F	Fail	The student fails to meet the intended learning outcomes, demonstrating inadequate communication skills, poor critical thinking, lack of effective multimodal tool usage, and inability to apply skills in multilingual contexts. Overall performance is insufficient for passing.

Academic Integrity

Students are expected to adhere to the university's academic integrity policy. Students are expected to uphold HKUST(GZ)'s Academic Honor Code and to maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct. Please refer to Regulations for [Academic Integrity](#) and [Student Conduct](#) for the University's definition of plagiarism and ways to avoid cheating and plagiarism.

Course AI Policy

When employing GenAI as a novel learning tool and resource, students are expected to adhere to the standards outlined in the [HKUST\(GZ\) Undergraduate Student Handbook](#) and the *Pillar of Language Education Academic Integrity Handbook* to ensure academic integrity. The following uses are permitted only if declared in writing and within task-approved boundaries:

- **Brainstorming ideas** – Using AI to generate potential topics or arguments for inspiration; final content must be the student's own.
- **Practising conversation** – Using AI chatbots to rehearse dialogues or simulate roleplay; AI responses may not be copied verbatim into assessed work.
- **Grammar and spell checks (declared)** – Using tools to correct surface-level language errors. Substantive rewriting without attribution is not permitted.
- **Short-phrase translations** – Translating words or short phrases; translating large sections or entire works requires approval.
- Any other AI use must be checked with the course instructor. Unapproved or undeclared use may be considered misconduct.

Late Submission and Extension Policy

Late submission will incur a penalty of 5% of the total mark per calendar day, up to a maximum of 7 days. After 7 days, a mark of 0 will be recorded unless an approved extension is in place.

For extensions of up to 3 days, students should submit relevant evidence and seek approval from the Course Instructor in advance where possible. For extensions longer than 3 days, approval from the Pillar Assessment Coordinator is required. In exceptional circumstances, students may be directed to the University's formal procedures.

Required Texts and Materials

- 1) 施春宏（2018）《汉语纲要（上、下）》，北京：北京语言大学出版社。
- 2) 国家语委普通话与文字应用培训测试中心（2022）《普通话水平测试实施纲要》，北京：语文出版社。
- 3) 中国社会科学院语言研究所词典编辑室（2016）《现代汉语词典（第七版）》，北京：商务印书馆。