

**Research Assessment Exercise 2020**  
**Impact Overview Statement**

**University:** City University of Hong Kong |  
**Unit of Assessment (UoA):** 30 - Chinese language & literature |  
**Total number of eligible staff of the university in the UoA:** 7 |

**(1) Context**

The UoA of Chinese Language and Literature has long been active in research. In recent years, the UoA has also undertaken new research projects in Comparative Literature and Film Studies. Special emphasis is placed on enhancing cultural literacy and promoting multicultural exchanges among a general audience, including (but not limited to) university students, secondary school students, and secondary school teachers.

**(2) Approach to impact**

To align with the University's mission of "enlarging capacity for knowledge transfer", our unit promotes positive impact on cultural and education sectors both within Hong Kong and beyond at an international level, building a platform that encourages cultural exchanges across multiple communities.

For work carried out by the Department of Chinese and History and the Chinese Civilisation Centre, since 2014, the two have held 410 cultural exchange activities and events, including public lectures, art performances, exhibitions of original creative works, and recorded creative works. The events were immensely popular and highly regarded, and they attracted thousands of attendees, including secondary school teachers, who not only benefitted from these enrichment exercises themselves but can also generate further impact among an even wider public.

Faculty members of the Department of Chinese and History are socially engaged and their work has had considerable impact on audiences in and beyond academia. In order to continue and expand such impact, we have been fundraising. In 2018, the department received 1.5 million from the Tin Ka Ping Foundation for promoting Chinese language education and research. The donations provided our department with sufficient resources to organize various cultural events and lectures for a general audience. These cultural activities helped us reach our target audience and attract a large number of participants.

Another strategy that enables us to increase our impact is through collaboration with various organizations such as the Education Bureau. The department has co-organized a series of lectures for secondary school teachers since 2016. To date 469 local teachers have attended the lectures.

These events not only allow us to communicate directly with secondary school teachers, but also help promote our cultural and history tours. The department has organized a tour to Quanzhou, Xiamen, Kinmen, and Kulangsu, with funding provided by the Tin Ka Ping Foundation. Thirty teachers joined the tour, as did Dr. Sun Lichuan, Director and Chief Editor of Cosmos Book Ltd., as cultural specialist. The insight and knowledge that the teachers gained from the tour is believed to be useful and will be passed on to their students.

In our efforts to promote literary and creative writing, the department held the "Hong Kong and Taiwan Writers Lecture Series," "One Asia Lecture Series," among other international conferences. Prominent writers from Hong Kong and Taiwan as well as leading academics were invited to speak at these events. In 2016, the department held a territory-wide "sudden fiction" writing competition, which also featured writing workshops and lectures. A total of 693 primary, secondary, and tertiary students took part in these activities. These events encourage original creative work and promote the love for literature among the general public.

In relation to the promotion of Chinese culture, undergraduate students of the department have organized annual exhibitions since 2018. The theme of their 2019 exhibition was "Inventing Traditions: Discoveries and Innovations in Everyday Life in Imperial China." Topics covered include

the dying art of mahjong tile carving, handmade erhu, and tie dye. Through these exhibitions, students learned to educate the public about traditional Chinese culture in innovative and impactful ways. In the same vein, Vivian Lee organized “Envision Hong Kong: Exhibitions and Workshops,” a project supported by the Teaching Development Fund. The exhibitions focused on Hong Kong’s urban development and were held at public libraries and three branches of the Joint Publishing Bookstores. They were also accompanied by student-led community workshops. |

### **(3) Strategy and plans**

|In response to the issuing of the first CityU Statement on Knowledge Transfer by the College of Liberal Arts and Social Sciences, together with the Excellence in Knowledge Transfer Awards (EKTA) and the Research Impact Awards (RIA), conferred by the College Research Impact Committee (CRIC), the UoA has plans to participate in more inter-disciplinary works that resonate with such strategic plans to strengthen the university’s inter-disciplinary and team-based research output. We are planning to collaborate with colleagues in the Department of Social Work and Psychology at CityU to design Chinese language learning materials for students of ethnic minorities in Hong Kong so that they will be able to keep up with the requirements of Chinese language courses in primary and secondary schools, thereby enhancing their interest in Chinese culture and becoming more integrated into Hong Kong society. In return, we use this opportunity to implement an in-depth study of their culture and conduct cultural exchanges.

Another strand of our strategy is to encourage faculty members to bid for training programmes in government departments or aided organizations, and to design learning materials for the general public. All these impact plans emphasize inter-disciplinary teamwork and interactions between the teaching curricula and research. They are aligned with CityU’s educational mission of a Discovery-Enhanced Curriculum.

In order to support and strengthen impact, the department has made every effort to develop and maintain relationships with stakeholders that include government departments, schools, non-governmental organizations, professional communities, and stakeholders in and beyond academia. For this purpose, the department has set up an external advisory board. Members include a senior official of the Home Affairs Bureau, a senior professor of Chinese language education, a secondary school principal, and the president of a renowned publishing firm. They provide valuable advice on publishing, attracting students, and responding to the needs and interests of the public. We will maintain close ties with relevant stakeholders and seek more opportunities to develop our research in Chinese language education.

Aligning themselves with CityU’s mission to enlarge capacity for knowledge transfer and entrepreneurship, faculty members actively participate in academic advisory and consulting work for various academic institutions. Notably, Professor Zhang Longxi has been a member of the Advanced Grants Committee, European Research Council, and External Faculty Group member of the Stevanovich Institute on the Formation of Knowledge, the University of Chicago. Professor Kwok Pang Fei served as External Advisory Board Member, as well as MA and BA Programme external examiner for the universities in Hong Kong. Members are on the editorial boards of international journals, including *KNOW: A Journal on the Formation of Knowledge*, *Modern China*, *Zhongguo Jinxue*, *Nan Ren Journal*, The Global Directors series, Edinburgh University Press, *Journal of Chinese Cinemas*, and *New Asia Journal*. |

### **(4) Relationship to case studies**

|The UoA’s strategic development is epitomized by the impact case study based on Professor Zhang Longxi’s research. The case study revolves around a televised lecture on East-West cultural encounters that was broadcast to a massive audience. This embodies the UoA’s focus on multicultural exchange in their research and impact strategies and demonstrates the success of their approach to delivering impact through cultural exchange activities. |