



## **How can you benefit from GE3108 Language in Arts, Invention and Inspiration?**

GE3108 Language in Arts, Invention and Inspiration does more than studying language in texts. The course explores with you how powerful language is across various disciplinary fields. You don't need to be a linguist or a poet to understand the beauty of language; the course gives you the tools to admire how great a speech is, to solve puzzles and mysteries in a poem, and to comprehend why a research article you read is abstract and 'dense'. Therefore, this course is relevant to you, whichever field you're in, so that you can benefit from taking the course:

**Humanities:** The power of language we explore in this course empowers you to strategically motivate people, appreciate the art of making meaning, create values and even develop cultures.

**Creative media:** The power of language brings you knowledge about and strategies for persuading people such as in advertising and copyediting, expressing sincere emotions and messages in the theatre, creating fantastic texts to promote your work, and so on.

**Sciences and technology:** Language, the powerhouse of producing scientific knowledge, helps you 'distil' experiences and phenomena in scientific observations, and equips you with resources to name new knowledge and theories, and explain them clearly.

In GE3108 Language in Arts, Invention and Inspiration:

*We help you appreciate the power of language.*

*We help you unleash the power of language for better writing.*

## **如何在 GE3108 Language in Arts, Invention and Inspiration 有所得益？**

GE3108 Language in Arts, Invention and Inspiration 能做的豈止是爬文章、咬文嚼字這麼簡單。這課程透過互動、實作，和你發掘語言如何在不同的學科中展現威力。你不必先成為語言學家或者詩人才能領略語文的美；這課程提供你需要的工具，讓你明白為何一篇演說聽來特別動人，讓你可以拆解詩中的謎題，更讓你了解為何學術文章讀起來何其抽象艱深。所以，這課程與你息息相關；不論你來自哪個學系，也能在修完此課程後有所得益。以下是其中數例：

**人文學科：**語言的威力使你能運用文字策略來打動激勵受眾，欣賞製造意義的藝術，討論和創造價值，甚至發展獨有的文化 (如網絡爆紅事物 Internet Memes)。

**創意媒體：**語言的威力帶給你策略和知識，讓你可以廣告文案說服客戶、有效運用語言在電影及舞台表達情感和訊息，撰寫文本伴隨並宣傳你的作品等。

**科技：**作為生產科學知識的「發電廠」，語言幫助你「蒸餾」科研經驗及現象，讓你有資源為新的知識和理論命名及作清楚解析。

總而言之，GE3108 Language in Arts, Invention and Inspiration

讓你讚歎語言的威力，

也讓你釋放它的威力，

更讓你寫得更好！