

Communicative Competence for Accountancy Professionals

Co-organisers: Hong Kong Institute of Certified Public Accountants (HKICPA)

Date & Time: 13 Sept 2006 (Wed) 6:30 pm - 8:30 pm

Venue: 37/F, Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.

Speakers: Prof. Martin Warren and Dr. Stephen Evans

*Research Centre for Professional Communication in English
English Department, The Hong Kong Polytechnic University.*

Audience: Members of HKICPA

Enrolment: 186

Objective:

1. To introduce models of professional communicative competencies.
2. To introduce advanced communication and language skills in business report writing.
3. To introduce state-of-the-art computer-mediated methodologies in researching into professional language use.

Content focus: Communicative competencies needed by professionals.

Topics included:

- ✓ Communicative competencies models for professional accountants
- ✓ Systematic ways to present your reports in writing
- ✓ Frequently used phrases in writing business reports
- ✓ The power of using approximate language (e.g. vague language)
- ✓ Web-based tools and corpora for learning how to use context-specific words.
- ✓ The concepts of semantic prosody, collocation and colligation for understanding and using English words in specific contexts of interaction