

***Enhancing Communicative Competencies for Insurance Broking Professionals***  
***Course Code: 1110(PU)***

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**Co-organiser:** [The Hong Kong Confederation of Insurance Brokers](#)

***Presenter:***

**Prof. Winnie Cheng** - Ph.D. (Applied English Linguistics), The University of Hong Kong

***Biography of Speaker:***

Prof. Winnie Cheng is Director of the Research Centre for Professional Communication in English, The Hong Kong Polytechnic University. Her current research interests include Professional and Intercultural Communication, Discourse Intonation, Corpus Linguistics, Conversation and (Critical) Discourse Analysis, Pragmatics, Lexical Studies, Collaborative Assessment, and Online Learning and Assessment. She is currently working on compiling and analysing specialized corpora, such as the six-million-word Hong Kong Financial Services Corpus (HKFSC) and the one-million-word Hong Kong Corpus of Spoken English (HKCSE) (Prosody), and interdisciplinary collaborative projects with different professional associations and communities.

Date:	<b>11 October, 2007 (Thur)</b>
Time:	<b>4:00 pm - 6:00 pm</b>
Venue:	<b>HJ 203, The Hong Kong Polytechnic University, Hung Hom, Kowloon</b>
Duration:	<b>2 hours</b>
Fee:	<b>HK\$300</b>
Language:	<b>English</b>
Participants:	<b>21</b>

***Course Outline:***

- Professional communication competence frameworks for insurance broking professionals
- Specialised corpora and computer-mediated methodologies to study language use and meaning
- Genre analysis of insurance broking written and spoken discourses
- Ways to enhance professional communicative competence

***Photos:***

