

Professional Written Communication for Engineers and Utility Specialists

Co-organisers:

- [The Hong Kong Institution of Engineers \(HKIE\)](#)
- [Hong Kong Institute of Utility Specialists \(HKIUS\)](#)

Date & Time: 11 December 2008 (Thur), 6:30 - 8:30 pm

Venue: [N001](#), The Hong Kong Polytechnic University

Objective: To be successful and efficient in their professions, engineers and utility specialists need to be highly competent communicators in English. This seminar offers engineers and utility specialists the opportunity to enhance their English language and communicative competencies and gain a competitive edge in professional communication in English. This is achieved by understanding and applying a number of practical writing strategies when planning, organising and writing different text-types in English in the professional world.

1. Choosing the right words
2. Finding the right preposition
3. Writing less: ellipsis, substitution and reference
4. Headlines and titles
5. Rhetorical functions and structuring

Speaker: Professor Winnie Cheng

Winnie Cheng is a Professor, and the Director of the Research Centre for Professional Communication in English (RCPCE), in the Department of English of The Hong Kong Polytechnic University. Her main research interests include corpus linguistics, intercultural professional communication, discourse analysis, discourse intonation, intercultural pragmatics, and outcome-based education. Her publications include *Intercultural Conversation* (2003), *A Corpus-driven Analysis of Discourse Intonation* (2008), both published by John Benjamins, and *Professional Communication: Collaboration between Academics and Practitioners* (co-edited with Kong, C.C.K., 2009) published by Hong Kong University Press. Address for correspondence: Department of English, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong, (egwcheng@polyu.edu.hk).