



For immediate release  
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## Seminar to Promote Business Putonghua

The teaching of business Putonghua will be the focus of a seminar held in Hong Kong and Shanghai through the collaborative efforts of the Chinese Department of East China Normal University and the Language Center of the Hong Kong University of Science and Technology.

"As economic cooperation between the Chinese Mainland and Hong Kong intensifies, there is a need for Putonghua teaching and learning to be more business-oriented," says Tam Shing Chu, language instructor at HKUST and Hong Kong organizer of the event.

"A general knowledge of Putonghua is not enough. You need to know how to communicate effectively in a business context, using the right word with the right tone."

Linguists, language instructors and textbook publishers will meet to share their experiences with business Putonghua. Topics to be explored include curriculum design, compilation of textbooks, teaching methods, and tailor-made programs for business groups.

Survey results on the use of business Putonghua among university students, and of 'Hong Kong-style' Chinese in business correspondence, will be released.

The seminar will convene at HKUST on 8-9 June, and in Shanghai on 11-12 June. Details of the opening ceremony are as follows:

**EVENT:** Seminar on Business Putonghua

**DATE:** Monday, 8 June 1998

**TIME:** 9 am

**VENUE:** Citibank Lecture Theatre (LTA), HKUST, Clear Water Bay, Kowloon

**OFFICIATING GUESTS:** Prof Shain-Dow Kung, Vice-President for Academic Affairs, HKUST; Prof Pang-Hsin Ting, Dean of Humanities and Social Science, HKUST

**LANGUAGE:** Putonghua

**Note to Editors:**

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