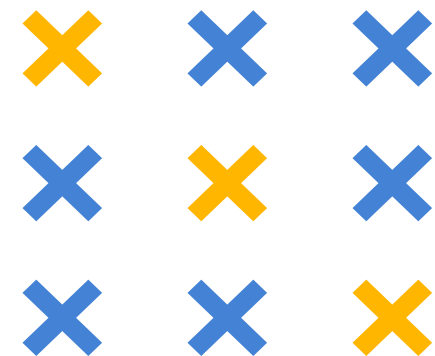
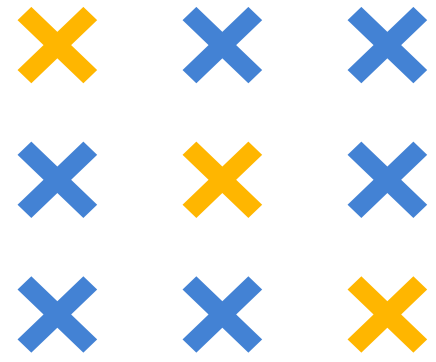






At HKU, you do more than study—you grow. Dive into leadership roles, tackle real-world problems, sharpen your critical thinking, and connect across cultures through vibrant out-of-class experiences.

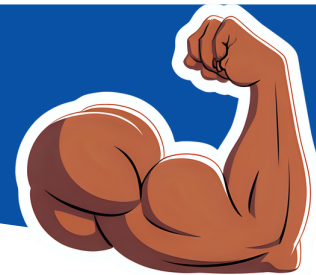
These **Communication-Intensive Experiences** are where your talents take flight.

This guide teaches you to wield communication (oral/written/digital/visual) with purpose:

- **lead,**
- **solve problems,**
- **think critically,**
- **communicate inter-culturally.**

Lead with Impact: Using Digital & Visual Literacy for Leadership

Showcase your leadership in
Communication-Intensive Experiences by
leveraging digital and visual tools



Using Digital & Visual Literacy for Leadership means leveraging technology and design skills to inspire, guide, and mobilize a team.

Key Behaviours

- **Inspire with Vision:** Use digital design tools (Canva, Adobe) to create a compelling vision board or project proposal that motivates your team.
- **Delegate & Manage:** Utilize project management platforms (Trello, Asana) to assign tasks, track progress, and hold team members accountable.
- **Amplify Your Message:** Lead social media campaigns or create digital content (videos, infographics) to promote your team's work and expand its reach.
- **Facilitate Collaboration:** Use cloud-based platforms (Google Drive, Notion) to create a central, organized hub for team resources and collaborative work.

Sample Experiences

- **Student Organization Executive Role:** Designing the recruitment flyer and managing the group's social media calendar.
- **Part-Time Retail Job:** Creating a visually engaging digital training guide for new hires.
- **Charity Fundraiser Intern:** Producing a short, impactful video to showcase the charity's mission and drive donations.
- **Research Project Assistant:** Developing a clear and persuasive PowerPoint deck to present the team's findings.

How to Talk About It?

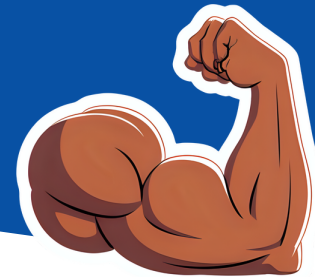
- Led a team of 5 volunteers for a charity 5K by managing all task delegation and deadlines through Trello, resulting in a 15% increase in participant registration.
- Directed the social media strategy for a student business club, creating visual content that grew our following by 200+ members in one semester.*
- Designed and presented a digital portfolio of our internship project outcomes to company leadership, securing continued funding for the program.

Bridge Cultures: Using Oral & Written Literacies for Intercultural Communication

Navigate and connect across cultures in professional or community settings



Using Oral & Writing Skills for Intercultural Communication is the ability to adapt your speaking and writing to connect effectively and respectfully with people from diverse cultural backgrounds.



Key Behaviours

- **Practice Active Listening:** Focus on understanding, not just responding, especially when language or cultural norms differ.
- **Adapt Your Communication Style:** Adjust your tone, formality, and examples to be inclusive and clear for diverse audiences.
- **Clarify and Confirm:** Use thoughtful questions and paraphrasing in both speech and writing to ensure mutual understanding.
- **Show Cultural Respect:** Learn and use key greetings and phrases; be mindful of nonverbal cues in conversation and professional emails.



Sample Experiences

- **Volunteer ESL Tutor:** Simplifying complex language concepts and providing clear, written feedback.
- **International Non-Profit Intern:** Writing inclusive email newsletters and assisting with translating community outreach materials.
- **Campus Tour Guide:** Orally presenting university history to prospective families from varied backgrounds, adapting stories to be relatable.



How to Talk About It

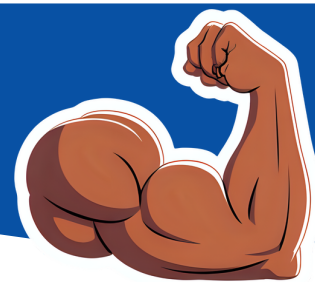
- Facilitated weekly conversation groups for international students, adapting discussion topics to be culturally relevant and inclusive.
- Translated key service announcements into plain language for a community shelter, ensuring clarity for all residents.
- Resolved customer service issues for a global client base via email and phone, demonstrating patience and cross-cultural communication skills.

Solve Smarter: Using Digital Skills to Tackle Problems

Become a solution-oriented professional by effectively leveraging technology.



Using Digital Skills to Tackle Problems means leveraging technology to diagnose, analyze, and solve challenges efficiently.



Key Behaviours

- **Analyze & Diagnose:** Use data analysis tools (Excel, Google Sheets) to identify trends, pinpoint root causes, and understand the scope of a problem.
- **Research & Innovate:** Conduct efficient online research to benchmark solutions and explore new technologies (AI, software) that can address the challenge.
- **Visualize the Solution:** Create flowcharts, diagrams, or data visualizations to map out processes and proposed solutions for stakeholders.
- **Implement & Automate:** Leverage digital tools to streamline repetitive tasks, freeing up time for more complex problem-solving.



Sample Experiences

- **Part-Time Office Assistant:** Creating a new digital filing system in SharePoint to reduce time spent retrieving documents.
- **Intern at a Startup:** Using CRM software (like Salesforce) to analyze customer data and identify common pain points.
- **Charity Event Volunteer:** Using a simple website builder (Wix, Squarespace) to create a more efficient online donation portal.
- **Library Student Worker:** Troubleshooting basic computer and printer issues for patrons and reporting recurring technical problems to IT.



How to Talk About It

- Solved a recurring inventory tracking issue by designing a streamlined Excel spreadsheet, reducing count errors by 25%.
- Researched and implemented a new project management software for a student organization, improving on-time project completion.
- Automated the social media posting schedule using a digital scheduler, increasing engagement and saving 5 hours per week.

Think Critically, Communicate Clearly

Using Digital & Written Literacy to Analyze,
Evaluate, and Form Judgments



Using digital and written literacy skills to think critically means leveraging technology and the written word to analyze information, evaluate its credibility, and form evidence-based conclusions.



Key Behaviours

- **Investigate & Synthesize:** Use digital research tools to gather information from multiple sources, then synthesize your findings in a written summary to identify patterns and biases.
- **Analyze & Visualize Data:** Use spreadsheets (Excel, Google Sheets) to organize data and create charts/graphs that reveal underlying trends and support your conclusions.
- **Evaluate Credibility:** Critically assess the reliability of online sources and use clear, written explanations to justify why a source is or isn't trustworthy.
- **Form & Defend Arguments:** Structure logical, evidence-based arguments in written reports or digital presentations, anticipating and addressing counterarguments.



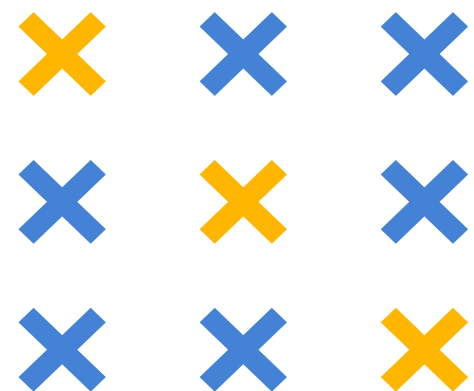
Sample Experiences

- **Research Assistant:** Conducting literature reviews, analyzing data sets, and summarizing findings in a formal report.
- **Part-Time Office Admin:** Comparing vendor prices in a spreadsheet and writing a recommendation memo for the most cost-effective choice.
- **Charity Event Planner:** Researching successful fundraising campaigns online and drafting a written proposal for a new event strategy.
- **Content Creation Intern:** Writing a critical analysis of competitor social media campaigns to propose a more effective content calendar.



How to Talk About It

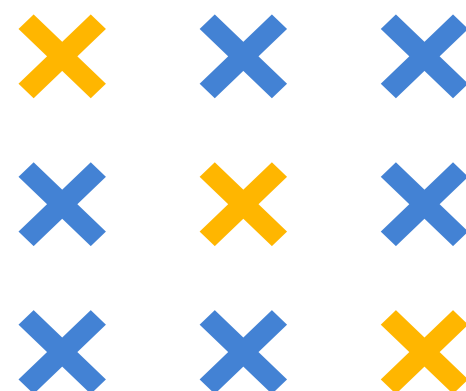
- Researched and compiled a benchmark analysis of 10 competitor products, resulting in a written report that informed the team's development strategy.
- Analyzed customer feedback data in Excel and authored a summary identifying three key areas for service improvement.
- Evaluated the credibility of potential grant sources for a non-profit and drafted a successful funding proposal.
- Critically assessed inventory data to identify discrepancies and wrote a new standard operating procedure to prevent future errors.



Learn more:

HKU Distinguished Communicator Award

www.cic.hku.hk



 **Communication
Intensive Courses**