



Case Example from HKU

Subject area: English Language

Course title: Great Speeches: Rhetoric and Delivery

Course code: CAES 9921

Page: <https://caes.hku.hk/home/courses/undergraduate-courses/?code=CAES9921>

Drawing on a wide range of worldwide speeches on social thoughts and political movements, the teacher helps students acquire insights into rhetorical devices and language choices while also nurturing their global perspectives. In class, the teacher played some short video clips to show students exemplary speeches, such as those made by Martin Luther King and motivational speakers such as Nick Vujicic, and helped students deepen their understanding of the contexts of the speeches. In order to create an inclusive assessment task, the teacher set a broad global issue – social inequality – as the theme of the written speech and allowed students to choose a specific topic themselves. As such, students could compose a speech with reference to examples with which they are familiar so that non-local students will not be disadvantaged. Before writing, students were also encouraged to consider their target audience’s demographic features, prior knowledge and nationalities and adjust their speeches accordingly. This analysis exemplifies Dr Lee’s emphasis of writing a ‘culturally appropriate’ speech. According to her, stories, jokes and examples introduced by the speaker should be universally known so that the speech could resonate well with both local and international audience.



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