



Task 4: Plan for Your Future

Part A: Making Your Feature Article Appealing

To help you understand how to write a feature article, Mr Timberlake has sent you the following note:

Dear Student Helpers

Please listen to a recording of a workshop on writing feature articles. While you are listening, jot down the advice provided by the workshop facilitator with the help of the note card that I've sent you. After you have completed the note card, use the notes to check if the author of the feature article enclosed has followed the suggestions given by the workshop facilitator in the recording. Here are some guidelines for you when you are reading the feature article enclosed:

- Read the enclosed feature article carefully.
- Identify the features labelled from 1 to 6.
- Identify three missing features according to the advice provided by the workshop facilitator.

Mr Timberlake



Note Card

Tips for Writing a Feature Article

1. Select a topic that is _____.
2. Make sure that the topic chosen can arouse _____.
3. Make use of different sources like _____, _____, _____ and _____ to gather relevant information.
4. Pay attention to the _____ of your article because good beginnings can attract readers.
5. Start your article by creating a scene which allows readers to _____, or by asking a _____ question, or even by stating _____.
6. Start writing your content by _____ of the topic.
7. Address the areas you would like to cover _____ with _____ and _____.
8. Write your article from a specific angle.
9. Do not mention too many content areas.
10. Use _____ and _____ language to make reading your article a _____ experience.
11. Add in photos and pictures to express your ideas where _____.
12. Conclude your article by making a _____ of the key points you have mentioned and try to connect it back to the _____ in some way.



A Feature Article

(1) An Outstanding Nurse

(2) *Yesterday May Chan celebrated her 26th birthday with the best birthday present she had ever received in her life – Hong Kong's 'Nurse of the Year' Award. May is the youngest person ever to receive this award.* (3) **The award ceremony was held at Hong Kong Convention and Exhibition Centre and many people in the nursing profession were there to congratulate May on her good work.**

May Chan said when she was holding the award in her hands, (4) *"I think I should share this award with my colleagues. Without them I couldn't have stayed in the nursing profession."*

(5) **Many people think that May's career path was rather smooth, but actually it was not. When she was young, she wanted to become a nurse one day. However, as her public examination results were not very good, May had to take the full-time Higher Diploma in Nursing course at Hong Kong Polytechnic University. After graduation, she became a nurse. But she did not stop there. She spent another two years to complete her part-time Bachelor in Nursing course and has been working as a nurse since then.**

(6) *Now May is planning to take a Master of Science in Nursing course next year so that she will become a nursing officer in three years' time.*

The features found in the article:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

The features missing in the article:

- 1.
- 2.
- 3.



Part B: Writing an Appealing Feature Article

Write the feature article in the space provided on p.6 about either becoming a fashion designer or becoming a nurse, using all the notes you have jotted down and all the information you have gathered. For the fashion designer feature article, you can make use of the information from the Careers Pamphlet on "Fashion Design" (published by the Careers Advisory Service, Labour Department); for the feature article on the nursing profession, you can refer to the feature article on the previous page.

In the article, include the following:

1. What do fashion designers / nurses do?
2. How can one study to become a fashion designer / a nurse?
3. What options are available to fashion design / nursing studies graduates?
What do these options entail, in terms of the opportunities available?
4. What qualities should a fashion designer / a nurse possess?
5. What are the challenges that a fashion designer / a nurse would face?

FASHION DESIGN

(An extract from Careers Pamphlet on "Fashion Design")

Introduction

In recent years, the local clothing industry has gradually moved upmarket and established a high quality fashion image. Hong Kong is the world's second largest clothing exporter after Italy. Combined with its re-exports, Hong Kong's total exports of clothing products actually rank first in the world.

Although there is a continuing shift of labour intensive processes and lower-end production out of Hong Kong, Hong Kong remains a strong base of infrastructural supports such as fashion design, merchandising, sample making and quality control for production facilities in nearby areas. The manpower demand in the fields of fashion design and merchandising, and related activities grows constantly.

Fashion Design

Fashion Designer

A fashion designer creates designs for clothing products and supervises the production of first samples. He produces design sketches and production drawings, marks the colour schemes and specifies the use of fabrics and other accessories. To ensure that his designs are within the limits of costing, merchandising and technical requirements, frequent discussions with the management, merchandising staff, manufacturing staff and buyers are required.

He must keep himself abreast of market trends so as to make predictions about what will be salable in coming seasons. Reading fashion magazines, attending both local and overseas fashion parades and conferring with sales personnel and buyers on trade preferences are sources from which to gather new design ideas.

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He is also responsible for compiling schedules for the production of seasonal fashion collections.

An inexperienced new recruit may join the field as assistant designer. An experienced designer may be promoted to senior designer supervising a team of designers and overseeing certain lines of collections or creating label collections.

Conditions for Employment

Salary

Salary depends on personal experience and ability. It also varies from one establishment to another. Apart from basic salary, employees receive allowances for business trips out of Hong Kong. End-of-year bonuses ranging from one to a few months' salary are payable.

Senior fashion designers who co-operate with garment manufacturers in producing designer label collections share commission on the total sales of garment products.

Qualities and Qualifications

Sensitivity to fashion market trends, awareness of production problems and tactfulness in dealing with people are essential qualities. Moreover, a good command of spoken and written English is a must since interactions with overseas buyers, suppliers, manufacturers and designers are frequent.

Fashion designers should have artistic sensitivity and creative talent.

Training

The general academic requirement for entry into the profession is Secondary Five, but appropriate training in related disciplines is required.

A variety of courses in fashion design are offered by local training institutes for those who are interested in joining the profession. The Hong Kong Polytechnic University offers degree, higher diploma and higher certificate courses in fashion design. One may also choose to attend the higher diploma courses offered by the Hong Kong Institute of Vocational Education (Kwai Chung). Graduates are usually employed as assistants or trainees.



Feature Article