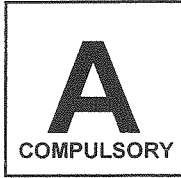




2022-DSE
ENG LANG

PAPER 3
PART A



HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2022

ENGLISH LANGUAGE PAPER 3

PART A

Question-Answer Book

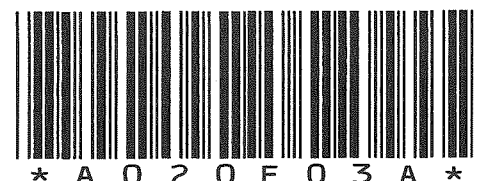
GENERAL INSTRUCTIONS

- (1) There are two parts (A and B) in this paper. All candidates should attempt **ALL** tasks in Part A. In Part B, you should attempt either Part B1 (easier section) OR Part B2 (more difficult section). Candidates attempting Parts A and B2 will be able to attain the full range of levels, while Level 4 will be the highest level attainable for candidates attempting Parts A and B1.
- (2) Write your Candidate Number and stick barcode labels in the spaces provided on the appropriate pages of Part A Question-Answer Book and both Part B Question-Answer Books.
- (3) Write your answers clearly and neatly in the spaces provided in the Question-Answer Books. Answers written in the margins will not be marked. You are advised to use a pencil throughout Part A.
- (4) For multiple-choice questions, you are advised to blacken the appropriate circle with a pencil and make sure that wrong marks are completely erased with a clean rubber. Mark only **ONE** answer to each question. Two or more answers will score **NO MARKS**.
- (5) All listening materials will be played **ONCE** only.
- (6) Supplementary answer sheets will be supplied on request. Use separate supplementary answer sheets for Part A and Part B. Write your Candidate Number, mark the question number box and stick a barcode label on each sheet and fasten them with string **INSIDE** the relevant Question-Answer Book.
- (7) The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.
- (8) No extra time will be given to candidates for sticking on the barcode labels or filling in the question number boxes after the 'Time is up' announcement.
- (9) The two Question-Answer Books attempted by candidates (one for Part A and one for Part B) will be collected together at the end of the examination. Fasten the two Question-Answer Books together with the green tag provided.
- (10) The other unused Question-Answer Book for Part B will be collected separately at the end of the examination. This will not be marked. Do not write any answers in it.

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Please stick the barcode label here.

Candidate Number



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Answers written on this page will not be marked.

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Part A

Situation

Charlie Lau, Fatima Alami, Greta Wai and Keaton Ramos have just set up a tour company for tourists in Hong Kong called Hidden Hong Kong Tours. They also have their own YouTube channel. You will hear several conversations related to Hidden Hong Kong Tours.

In Part A, you will have a total of four tasks to do. Follow the instructions in the Question-Answer Book and in the recording to complete the tasks. You will find all the information you need in the Question-Answer Book and the recording. You now have two minutes to familiarise yourself with Tasks 1- 4.

Task 1 (13 marks)

Charlie and Fatima are meeting to finalise the details for a tour. Listen to their conversation and complete the information in the spaces below. The first one has been provided as an example. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Cultural tour details

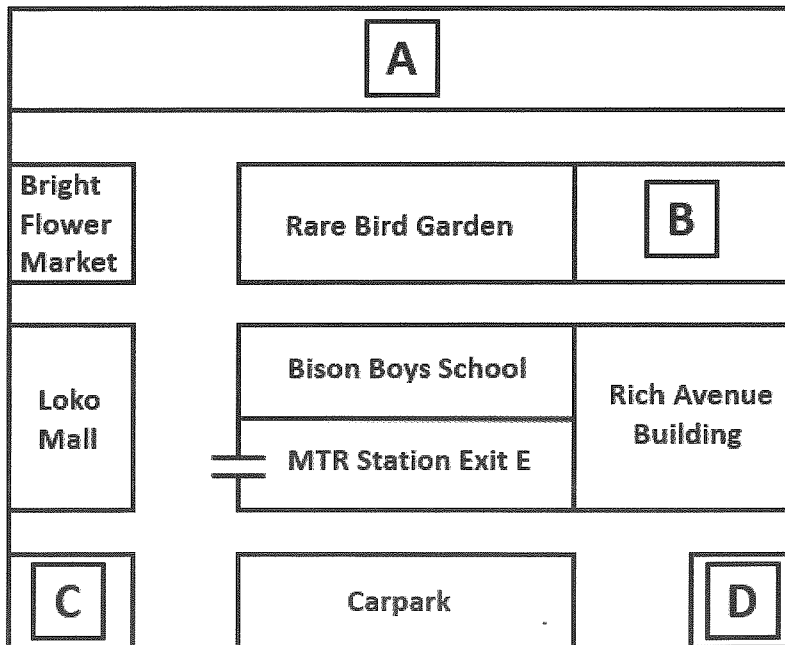
Location: Henry's Umbrella Store (example)

Starting month: (1) _____

Frequency: (2) _____

Timeslots: (3) _____ and (4) _____

Address: (5) _____



(6) Look at the map above. Where is Henry's Umbrella Store?

- A B C D

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Please stick the barcode label here.

The tour will include the following activities:

- (7) _____
- (8) _____
- (9) _____

Items provided for participants (10)

Items	(Tick (✓) TWO)
Umbrella with store logo	
Traditional Chinese tea	
QR code for audio tour	
Leaflets	
English breakfast tea	
Bottled water	

How to advertise tour

Idea	Reason
Social Media	(11) _____
(12) _____	(13) _____

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 1

Task 2 (12 marks)

Keaton is interviewing TY Chow for Hidden Hong Kong Tours YouTube channel. TY is the owner of a porcelain factory in Hong Kong. Listen to the interview and complete the information in the spaces below. The first one has been provided as an example. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Factory name: Guang China Works (example)

Founded in: (14) _____

Famous for: (15) (Tick (✓) TWO)

Unique materials

Bright colours

Plain design

Painting techniques

History of porcelain factory

Time Period	Situation
1920s	Hired (16) _____.
1970s	Opened (17) _____.
1990s	Downsizing caused by (18) _____.
Present	Facing (19) _____.

Reasons for the decline

Reason	Explanation
Factories moved to Mainland	(20) _____ _____
(21) _____	(22) _____ _____

Main customers in 1990s

(23) _____

(24) _____

Answers written in the margins will not be marked.

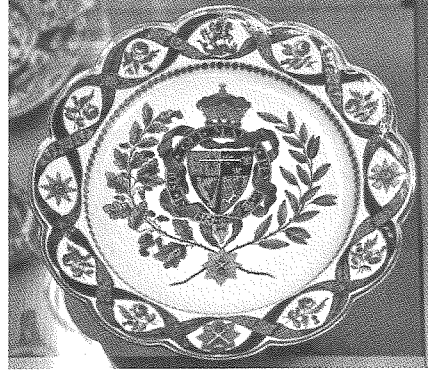
Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Popular patterns nowadays: (25) (Tick (✓) TWO)



Answers written in the margins will not be marked.

END OF TASK 2

Task 3 (14 marks)

Charlie and Greta are making a YouTube video at an exhibition at Bolin Medicine's factory in Hong Kong. Listen to their conversation and complete the information in the spaces below. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Target consumer: (26) _____

Target illnesses: (27) (Tick (✓) TWO)

Fever

Stomachache

Difficulty sleeping

Sore throat

(28) Bolin Medicine won the Shoener Finances Award for ...

- A. being socially responsible.
- B. being environmentally friendly.
- C. using natural ingredients.
- D. making a large profit.

A	B	C	D
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bolin Medicine's Manufacturing Process

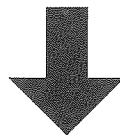
Stage 1: Sourcing

Source of ingredients: (29) _____

(30) Substance which is prohibited:

- A. Ginseng
- B. Peanuts
- C. Pearls
- D. Shark fin
- E. Turmeric

A	B	C	D	E
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

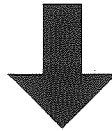
Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Stage 2: Preparation

Preparation of ingredients

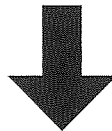
Condition	Reason for maintaining this condition
(31) _____	(32) _____
(33) _____	(34) _____
(35) _____	(36) _____



Stage 3: Processing

Process used: (37) _____

Reason for use: (38) _____



Stage 4: Packaging

Characteristics: (39) (Tick (✓) TWO)

Airtight

Biodegradable

Homely

Handmade

Answers written in the margins will not be marked.

END OF TASK 3

Task 4 (13 marks)

Fatima is telling Charlie about an interview she had with Albert Wan, a retired toy factory worker in Hong Kong. Listen to their conversation and complete the answers below. Please note that you do not need to answer in complete sentences. You now have 30 seconds to study the task. At the end of the task, you will have three minutes to tidy up your answers.

Why did Albert go to Shanghai?

(40) _____

How did Albert and his friends end up in Hong Kong?

(41) _____

Albert's salary package

	Salary	Additional Benefits
When he started working	(42) _____	<ul style="list-style-type: none"> • (43) _____ • (44) _____
Later	(45) _____ because _____ _____	(46) _____

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

What it was like to work in the factory

Positive things	Negative things
(47) _____ _____	(49) _____ _____
(48) _____ _____	(50) _____ _____
_____	_____

According to Charlie and Fatima, why did Albert say that he didn't remember any accidents?

(51) _____

How do you think Albert felt when the factory closed down? Explain your answer.

(52) He must have felt _____ because

Answers written in the margins will not be marked.

END OF TASK 4

End of Part A

Now go on to Part B

Sources of materials used in this paper will be acknowledged in the *HKDSE Question Papers* booklet published by the Hong Kong Examinations and Assessment Authority at a later stage.

Do not write on this page.
Answers written on this page will not be marked.

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2022

ENGLISH LANGUAGE PAPER 3

PART B1

DATA FILE

GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

INSTRUCTIONS FOR PART B1

- (1) The Question-Answer Book for Part B1 is inserted into this Data File.
- (2) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 5 – 7) **OR** those in Part B2 (Tasks 8 – 10).
- (3) You are advised to use a pen for Part B.
- (4) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.
- (5) Hand in only **ONE** Question-Answer Book for Part B, either B1 or B2, and tie it with the Question-Answer Book for Part A.

Part B

Situation

You are Nico Lin. You work for Shiny Diamond Lighting Ltd, a company that designs, makes and sells neon lighting products and services. Your work involves writing and editing texts for company use. Your boss, Floyd Mann, has asked you to do some tasks.

You will listen to a podcast of *Wish You Were Here*, an arts and culture radio programme on Hong Kong Radio. On the podcast you will hear Julia Din interview Pris Fong, owner of Shiny Diamond Lighting Ltd, and her chief designer and neon artist Rick Lai.

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarise yourself with the situation and the tasks.

Complete the tasks by following the instructions in the Question-Answer Book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording. As you listen you can make notes on page 3 of the Data File.

You now have five minutes to familiarise yourself with the Question-Answer Book and the Data File.

Contents

	Page
1. Listening note-taking sheet for the <i>Wish You Were Here</i> podcast	3
2. Email from Floyd Mann to Nico Lin	4
3. Customer Comments on the Shiny Diamond Website.....	5
4. Messages from the Shiny Diamond Management WhatsApp Group – Chat 1	6
5. Messages from the Shiny Diamond Management WhatsApp Group – Chat 2	7
6. Inventory from Previous Stock Take	8
7. Shiny Diamond Company Handbook (Extracts).....	9
8. Interview with Neon Master Rick Lai in <i>Hong Kong Arts and Crafts Magazine</i>	10

Interview with Neon Master Rick Lai in *Hong Kong Arts and Crafts Magazine*

We spoke with Rick Lai, Hong Kong's top lighting designer, who works for the award-winning Shiny Diamond Lighting Ltd.

Hong Kong Arts and Crafts: What do you enjoy most about your work?

Rick Lai: There are many aspects to the job I enjoy but what I love most is taking a customer's design and turning it into a neon sign. It's quite a complicated process. Basically, in the planning stage, when we receive the design, we use a grid.

Hong Kong Arts and Crafts: Why do you do that?

Rick Lai: We use it to decide how many glass tubes we need. That's all before we start making the sign using a machine called the Glass Heater.

Hong Kong Arts and Crafts: What does that do?

Rick Lai: We use it to bend the glass tubes. We then have another machine which cleans the glass tubes.

Hong Kong Arts and Crafts: How does it get them clean?

Rick Lai: It uses electricity. Shocking, right? Also, whenever we move the glass tubes, they can be broken very easily so we have to be very, very careful with them. That's the boring part for me, because I like to work quickly! Finally, we are also very careful to test if the tubes are working before we move on to the display stage. One time, a customer returned a faulty sign. It was so embarrassing!

Hong Kong Arts and Crafts: What is the future for lighting design in Hong Kong?

Rick Lai: It's very bright! We are looking for trainees at the moment, so if any of your readers are interested, please apply to be a trainee.

Hong Kong Arts and Crafts: How can they apply?

Rick Lai: The instructions will be in recruitment emails we are sending out soon. One thing to pay attention to, though: applicants must send us 4 or 5 photos of their previous work. That way, we can really get a feel for their ability.

THIS IS THE LAST PAGE OF THE PART B1 DATA FILE

Sources of materials used in this paper will be acknowledged in the *HKDSE Question Papers* booklet published by the Hong Kong Examinations and Assessment Authority at a later stage.

Listening note-taking sheet for the *Wish You Were Here* podcast

Listen to this arts and culture podcast hosted by Julia Din, with guests Pris Fong and Rick Lai.

Awards









Products and Services of Shiny Diamond Lighting Ltd

History of Shiny Diamond Lighting Ltd

Jobs at Shiny Diamond Lighting Ltd

3D Projections and Neon

Email from Floyd Mann to Nico Lin

File		Message					
 Junk	 Delete	 Reply	 Reply All	 Forward	 Move ▼	 Mark Unread ▼	 Follow up ▼
To: Nico Lin From: Floyd Mann Subject: Things to do				Sent: April 26 2022 10:18 AM			
<p>Dear Nico,</p> <p>Busy week I'm afraid. As Public Relations Officer, can you apply your magic with words and get onto the following things ASAP?</p> <p>First, write an email to the students at the Hong Kong Design School to encourage them to apply to join Shiny Diamond Lighting Ltd as trainees. Write it so that it gets their interest and is clear about how they should apply. Listen to the <i>Wish You Were Here</i> podcast, and look at the company handbook and Rick Lai's interview in the <i>Hong Kong Arts and Crafts</i> magazine for details.</p> <p>Next, Pris wants us to make a how-to leaflet to be given out to customers when they visit our neon light factory. I have put in the pictures, but you will need to finish the text. Use full sentences and don't use bullet points! Take a look at the company handbook and Rick Lai's interview in the <i>Hong Kong Arts and Crafts</i> magazine.</p> <p>Finally, we need to update the webpage for our products. Look at the inventory from the previous stock take and the company handbook. Rick Lai and Pris Fong also discuss some product details on the <i>Wish You Were Here</i> podcast.</p> <p>I've noticed customers discussing our products in the Customer Comments section of our website. That might help you with some of these tasks. Rick Lai and Pris Fong were also discussing all of these tasks on the Management WhatsApp group – I'll forward the messages to you.</p> <p>Don't blow a fuse!</p> <p>Floyd Mann General Manager</p>							

2. Overview of Production Process (Customer Design)

2.1 Planning the sign – process:

- Download customer design
- Give it to the lighting designer

2.2 Making the sign – machines used:

- The Glass Heater
- The cleaning machine

2.3 Displaying the sign:

- Fix the glass tubes onto a solid surface

...

6. Training and Recruitment

6.1 Trainee Applicants

- Experience in sculpture needed
- Must provide evidence of previous work

6.2 Interviews

- Successful applicants will be shortlisted
- These will be invited to an interview

Inventory from Previous Stock Take

Product	Stock	Notes
Don't Panic	0	<ul style="list-style-type: none"> • Very popular: sold super-fast • Red writing with blue outline, available in 50cm by 35cm - keep using this design • 2 found broken
UFO	43	<ul style="list-style-type: none"> • Popular and fast seller
Hong Kong Skyline	0	<ul style="list-style-type: none"> • 200 to be made • Availability date to be confirmed
Signs You Design <ul style="list-style-type: none"> • Weddings • Birthdays • Shop Signs 	<ul style="list-style-type: none"> • 40 • 23 • 67 	<ul style="list-style-type: none"> • Could be selling more shop signs. Remind customers we make products for the following businesses: <ul style="list-style-type: none"> ○ bakeries ○ fashion stores ○ restaurants

Customer Comments on the Shiny Diamond Website

LA2019AD:

Thank you so much Shiny Diamond. You're the best! Our wedding photos were such a success because of the neon sign background. I'd recommend everyone to have a neon sign in the background when taking photos.

Replies

SpinnerBoy: Totally agree. Excellent photo backgrounds.

TyrellsNeice: Thumbs up!

Voidkompf:

what I love most about these neon signs is that you can place them on a table.

Replies

AlanLaddJr: Brilliant idea.

DaveG: I've got two signs on my table at home.

Messages from the Shiny Diamond Management WhatsApp Group – Chat 1

Floyd: Hi Nico! These are the messages about the **Recruitment Email** and the **How-to Leaflet**.

Rick: We're asking Nico to write the trainee recruitment email. What's a good way to start the email? I mean, how can we attract the most creative candidates?

Pris: Begin with a question. Get them curious.

Rick: What kind of question?

Pris: How about asking them if they enjoy making things with their hands?

Rick: Great idea. That will make a big impact, right at the beginning of the email. And how do they apply?

Pris: They can simply reply to the recruitment email.

Rick: Of course! We should definitely include that. I have another question about the How-to Leaflet.

Pris: Shoot.

Rick: Should we mention where customers can hang their signs? In the "display" section, I mean.

Pris: Sure. They can hang the signs on a wall. Wait: where else do customers place their signs?

Rick: Let me check the Customer Comments.

Messages from Shiny Diamond Management WhatsApp Group – Chat 2

Floyd: Nico – these are the messages about the **Webpage for Products**. Thanks.

Pris: On the webpage, I've added a 10% discount on the Hong Kong Skyline design.

Rick: Are you sure you want to do that?

Pris: Yes – we need to get more interest in the product.

Rick: OK, we can. But it'll reduce our profit.

Pris: Good point. How about we only have the discount for the first 20 orders? That'll get people more interested, but allow us to make money later.

Rick: OK, sounds good. Get Nico to add that to the section on price.

Pris: Speaking of which, did you get Nico to add an example answer for the FAQ on what messages customers can write?

Rick: Not yet. Was it "Love lives forever!" we were going to use?

Pris: Yes, that's right. It's our most popular message by far. Another FAQ is about the delivery time. Are we down to 1 month now?

Rick: Even better - we can deliver in around 3 weeks.

Pris: One more thing on the customer-designed signs. Does the webpage state which file format customers should use to upload their design?

Rick: I wasn't sure, so I left it blank. It should be JPEG files, right?

Pris: Yes, and PNG files too.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

25

30

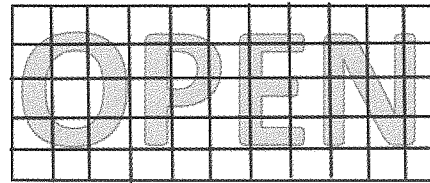
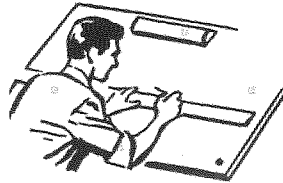
END OF TASK 5

Task 6: How-to Leaflet (18 marks)

Complete the leaflet using information from the B1 Data File. Write around 120 words.

*Have you ever wondered how a neon sign is made?
Find out below!*

Planning the sign



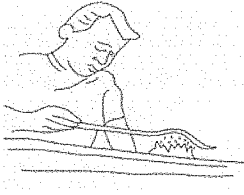
5

10

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Making the sign

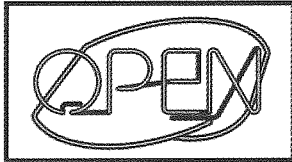


15

20

25

Displaying the sign



30

35

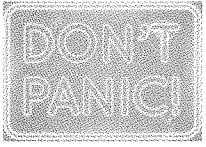

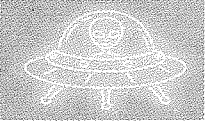


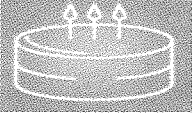

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 6

Task 7: Webpage for Products (17 marks)

Complete the webpage using information from the B1 Data File and your notes.

Shiny Diamond Lighting Ltd 1. Winner of _____				
Our Popular Indoor Neon Light Designs				
	Colour(s)	Price	Size	Availability
 “Don’t Panic!”	2. _____ _____	\$400	3. _____ _____	Sorry! Just sold out. 
 U.F.O.	Available in 4. _____ or _____	HK\$900 (large) 5. HK\$ _____ (small)	95 by 65cm (large) 6. _____ _____ (small)	In stock – order now!
 Hong Kong Skyline	Buildings are orange, pink and purple.	HK\$2000 7. 10% Discount _____	200 by 120cm	8. Date available: _____
We can make YOUR design				
	Weddings 9. These are perfect to use as _____ _____			
Birthdays 10. On the cake we will put _____ _____ of the birthday boy or girl.				
	Shops 11. We make signs for _____ _____			
Frequently-Asked Questions (FAQs)				
What message can I write?	<i>A popular example is:</i> 12. _____			
When will it be delivered?	<i>Usually it takes around</i> 13. _____			
Upload your design here (Format: 14. _____ files)				

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 7

END OF PART B1

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2022

ENGLISH LANGUAGE PAPER 3

PART B2

DATA FILE

GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

INSTRUCTIONS FOR PART B2

- (1) The Question-Answer Book for Part B2 is inserted into this Data File.
- (2) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 5 – 7) **OR** those in Part B2 (Tasks 8 – 10).
- (3) You are advised to use a pen for Part B.
- (4) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.
- (5) Hand in only **ONE** Question-Answer Book for Part B, either B1 or B2, and tie it with the Question-Answer Book for Part A.



Part B

Situation

You are Nico Lin. You work for Shiny Diamond Lighting Ltd, a company that designs, makes and sells neon lighting products and services. Your work involves writing and editing texts for company use. Your boss, Floyd Mann, has asked you to do some tasks.

You will listen to a podcast of *Wish You Were Here*, an arts and culture radio programme on Hong Kong Radio. On the podcast you will hear Julia Din interview Pris Fong, owner of Shiny Diamond Lighting Ltd, and her chief designer and neon artist Rick Lai.

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarise yourself with the situation and the tasks.

Complete the tasks by following the instructions in the Question-Answer Book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording. As you listen you can make notes on page 3 of the Data File.

You now have five minutes to familiarise yourself with the Question-Answer Book and the Data File.

Contents

	Page
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11. Meeting Minutes of the Shiny Diamond Management Committee	11

Meeting Minutes of the Shiny Diamond Management Committee

Friday 22nd April 2022, 2pm

Main Conference Room

In attendance:

Ms Pris Fong

Mr Bati Khatoon (Installation Team Leader)

Mr Rick Lai (Chief Designer)

Mr Floyd Mann (General Manager)

Item 1 – Response to the Wan Yuen Estate Residents’ Association

Ms Fong asked Mr Khatoon whether the concerns expressed about the Fortune Phoenix Towers display by the Wan Yuen Estate Residents’ Association had any merit.

Mr Khatoon pointed out that Shiny Diamond seemed to have been unfairly blamed for something which was not our fault and, quite frankly, out of our control. He asked if the Association had not realised that by law all outdoor lighting displays had to be dimmed by the building’s management by 11pm, among other relevant regulations.

Mr Lai said that since the incident Shiny Diamond now worked closely with each building’s management office to ensure regular maintenance was carried out. ✓

Ms Fong suggested that these two facts should be highlighted in any response, and that Shiny Diamond should offer to meet members of the Wan Yuen Estate Residents’ Association. She insisted that it be stressed that the company cared deeply about residents living near our lighting displays. She also recommended avoiding Mr Khatoon’s language about “fault” and “blame”.

Item 2 – The commercial use of drone displays

Ms Fong stated that it was important for Shiny Diamond to consider offering drone displays as an alternative to neon. She distributed printed copies of the *Emily Plays* travel blog for the Committee’s consideration.

Mr Lai agreed with the overall message of the blog, although the display had been impressive.

Mr Khatoon expressed further concerns over drones’ safety issues that meant their use would be limited. When asked, he clarified that they required good weather conditions. Finally, he advised Committee members to view the most recent Customer Survey, which demonstrated the nature of neon lights’ lasting appeal. This should therefore be the continuing focus of the company.

Ms Fong agreed and brought the meeting to a close.

THIS IS THE LAST PAGE OF THE PART B2 DATA FILE

Sources of materials used in this paper will be acknowledged in the *HKDSE Question Papers* booklet published by the Hong Kong Examinations and Assessment Authority at a later stage.

Flash! Bang! Wallop!

Hong Kong, 21st March 2015

Harold Tsang got the shock of his life last Wednesday morning when he found his car crushed under a 5-metre-high lighting display.

“I saw this flash outside my window, then heard a terrific bang and wallop. I looked out the window and saw my car totally smashed up with a huge sign sticking out its roof,” said Mr Tsang.

The display, which ironically advertised accident insurance, had come loose and broke off the North Dragon Gardens rooftop. No one was hurt.

Rick Lai, on behalf of Shiny Diamond Lighting Ltd - the company which installed the display, stated that the early theory about the accident was that it was due to poor maintenance.

Eddie Bong, the leader of an independent team of engineers investigating the incident, later confirmed this, stating that the original installation had passed all safety checks.

“We’re all lucky that no one was hurt,” said local resident Carol Bodega. “Anyone could have been crushed under the display. Terrible!”

North Dragon Gardens building management declined to give any comment.

Listening note-taking sheet for the *Wish You Were Here* podcast

Listen to this arts and culture podcast hosted by Julia Din, with guests Pris Fong and Rick Lai.

Awards

last year 2021 Neon Awards

very very proud of

use for light

Products and Services of Shiny Diamond Lighting Ltd

UFO — so green also yellow different sizes

the HK skyline
cover the wall

195 65
34 20

7 of June buy my HK neon
skulpture

\$600

was their sign

History of Shiny Diamond Lighting Ltd

1980. want to start

1981 set train

No.1 neon master → Rick

then found SDL

Rick trained 6 months learning and very handwork

aspir young people

Jobs at Shiny Diamond Lighting Ltd

look for trainees to become neon artists

train for 6 months you will be paid

x young people

6 months of paid training

sep start

3D Projections and Neon

huge ↑

~~friction~~ always love neon

future — 3D projections









made in the
lab of star

LGID / people love the art and
neon of neon









some
star

inside of star

Email from Floyd Mann

File		Message					
 Junk	 Delete	 Reply	 Reply All	 Forward	 Move ▼	 Mark Unread ▼	 Follow up ▼
To: Nico Lin				Sent: April 26 2022 10:18 AM			
From: Floyd Mann							
Subject: Things to do							
Dear Nico							
<p>Busy week I'm afraid. As Public Relations Officer, can you apply your magic with words and get onto the following things ASAP?</p>							
<p>First, Ms Pris Fong would like you to write a short history of the company for our website. In the history, briefly explain what inspired Ms Fong to found Shiny Diamond Lighting Ltd and give the company its name, then how she made her dream a reality and, finally, give an overview of the company's growth and recognition since 1990. Ms Fong has been very kind in sending us extracts from her diary and a newspaper clipping to help with this, so start there.</p>							
<p>Next, I'd like you to respond to the email by the Wan Yuen Estate Residents' Association. They have concerns about one of our outdoor lighting displays in their neighbourhood. Please address the issues that they raise in their email.</p>							
<p>Finally, you need to write a short speech for Ms Fong, which will be delivered at the opening of an exhibition on the future of lighting displays at the Hong Kong Art Museum. In the speech, Ms Fong would like to discuss 3D projection technology, drone displays, and the lasting appeal of neon lights. Ms Fong has already written the introduction for the speech to help you get started.</p>							
<p>I recommend listening to the <i>Wish You Were Here</i> podcast. It mentions a few things that will help you with these tasks.</p>							
<p>Don't blow a fuse!</p>							
<p>Floyd Mann</p>							
<p>General Manager</p>							

Email from Wan Yuen Estate Residents' Association

File	Message						
 Junk	 Delete	 Reply	 Reply All	 Forward	 Move ▼	 Mark Unread ▼	 Follow up ▼
To: Contact Us @ Shiny Diamond Lighting Ltd				Sent: April 20 2022 11:27 AM			
From: Eric Chan							
Subject: Concerns over Fortune Phoenix Towers Lighting Display							
To Whom It May Concern							
<p>We are a group of concerned residents who live in Wan Yuen Estate. We are aware that Fortune Phoenix Towers intends to have your company install an outdoor lighting display measuring 50 metres by 300 metres. Plans that we have acquired also show a rotating cube on top of Fortune Phoenix Towers that will project images.</p>							
<p>As residents we hold two major concerns. The first is light pollution. Surely such a large display at night will make the night become day to any apartment that faces Fortune Phoenix Towers.</p>							
<p>Our second concern is about the safety of the rotating cube. We refer to the incident where a similar moving display on a building collapsed and destroyed a car in 2015. We have attached the relevant news story to jog your memory.</p>							
<p>We look forward to a prompt response to our very serious concerns.</p>							
<p>Yours faithfully,</p>							
<p>Mr Chan Kat Yi, Eric Chairperson, Wan Yuen Estate Residents' Association</p>							

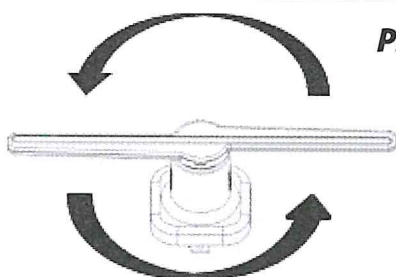
2022 Shiny Diamond Customer Survey Results

Take note: our recent customer survey speaks for itself!

Question: What do you love most about neon lights?	Response %
Their warm glow.	93%
They are old-fashioned.	2%

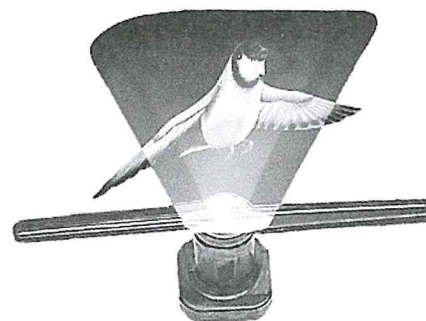
Shiny Diamond Products Brochure Page

Special Feature: Our Futuristic Lighting Products – 3D-like effects!



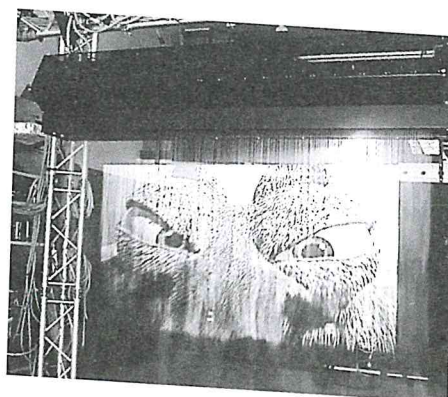
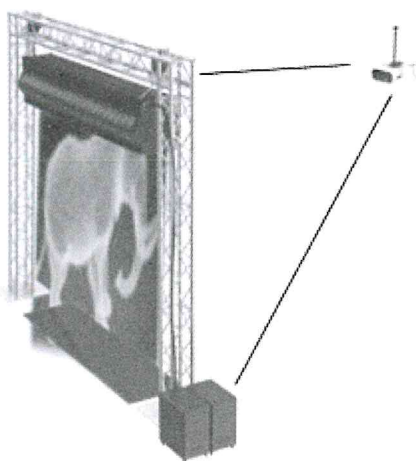
Product name: *The Breeze*

***Rotating
'blade'
of light***



Remarkable 3D-like visuals!

Product name: *The Wall*



Projection onto 'wall' of water – looks just like real 3D!

Ask in store for prices!

Lucky Escape for Hong Kong Mountaineer Inspires a New Direction

Kathmandu, 14th October 1980

Hong Kong resident Pris Fong had a close call last week when climbing Manaslu mountain. Recovering after her rescue, the lucky lady said that her adventuring days may be over.

Manaslu, meaning 'mountain of the spirit', is located in the Nepalese Himalayas. Standing at 8,163m above sea level, it is the eighth highest mountain in the world. First climbed in 1956, the mountain has developed a reputation as a place of great danger.

Injured during the climb, Ms Fong believes that the experience has given her the inspiration to start her own company, and even the company name.

Ms Fong expressed deep gratitude to her rescuers. "Mountain climbing has been a real passion of mine for so long. I thank all the people who were involved in bringing me down from the mountain, and of course the wonderful medical staff who are taking care of me here in Kathmandu hospital."

The weather forecast for the coming week on the mountain predicts stormy weather. Mountaineers are being warned to avoid the area for now.

Emily Plays Travel Blog

Tokyo 2020's World Wow Web!

Tokyo, 23rd July 2021

I looked up into the sky last night in Tokyo and saw something strange. Space invaders? Northern lights? Spirits taking flight?

None of the above. So, what was above me? Drones. Nearly 2000 of them, lighting up the night sky like a giant spider web as part of Tokyo's incredible Olympic Games Opening Ceremony.

I felt extraordinarily lucky to witness the spectacle with Peter O'Rourke, the CEO of *Flashbangs*, Asia's leading fireworks company. We were both stunned into silence by the magnificent drone display.

Mr O'Rourke is a leading expert on outdoor lighting displays. I couldn't resist asking him if what we were seeing represented the future of this industry.

His reply? "I don't think so."

Oh really, Mr O'Rourke? That didn't seem likely.

"You try programming thousands of drones to perform at once!" he snapped. I was worried I'd overstepped the mark... "It's complicated."

And expensive, too? He nodded in agreement. It seems traditional lighting displays are safe from drones for now.

We made up over a sushi buffet and some very, very nice sencha tea.

Extracts from Pris Fong's Diary

7th October 1980

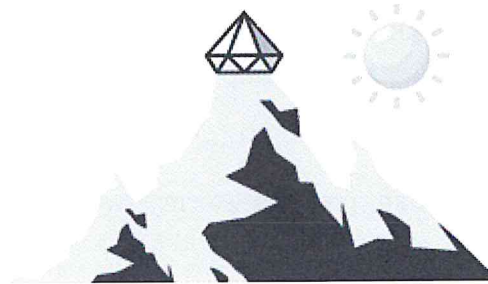
- Lucky escape on the mountain last night. I'm in agony! Not sure how I will get down. Camping here overnight, but it's freezing. All we have is sour tea and a small fire to keep warm. I hope this won't be my last diary entry.

8th October 1980

- One of the longest days of my life! Never felt so much pain for so long, but we made it down. I am indebted to my guide for carrying me. What an incredible woman she is! A true hero. She risked her life to save me when I thought all hope was lost. I'm truly grateful just to be alive.

9th October 1980

- Flown to Kathmandu hospital by helicopter today. Incredible view of Manaslu as we left. Made this sketch of what the icy peak looked like in the sun. Unforgettable!



10th October 1980

- Doctors confirmed today the ankle is badly sprained. Believe it or not, I feel lucky that's all! I'll be off my feet for a while, the doctors say. I've been thinking a lot about my future these few days. More of that as I recover, I suppose.

11th October 1980

- I can't wait to get home to Hong Kong and see everyone, of course, but after that I'm going to see what it takes to live my dream and start my own company – making neon lights! And the company name? I think my sketch says it all!

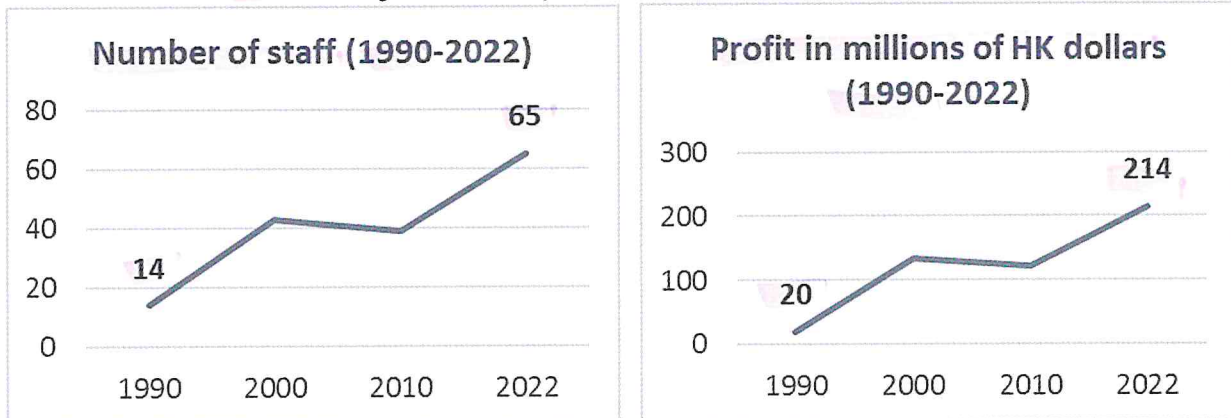
.....

30th October 1980

- Made it back to Hong Kong! Time to take the first (gentle!) step on my new 'adventure'. First things first: I need to get some training. Let's see if I can do this. The journey starts today!

Shiny Diamond Performance Report

Growth information for investors (as at 31/3/2022)



Asia's Top 5 Largest Lighting Companies

1990		2022	
Ranking	Company	Ranking	Company
1	Orion Enterprises	1	Quasar Technologies
2	Quasar Technologies	2	Shiny Diamond Lighting Ltd
3	SkyRig	3	Tyrell Corporation
4	Neon Dreams	4	Orion Enterprises
5	Synthetics	5	La Luna Darkside

Our commitment

Ethical business is good business. Shiny Diamond Lighting Ltd strictly adheres to the Light Emission Guidelines set by the Environmental Protection Department (EPD)^[1]. Our customers can relax in the knowledge that our experienced team is committed to finding the right lighting solution for you. Choose Shiny Diamond for all your lighting needs – we won't let you down!

Footnote

^[1] *EPD Light Emission Guidelines (extract)*

Section 1.8.1 Light Pollution Prevention in Outdoor Lighting Displays

Light emitted must not:

-exceed levels which interfere with human sleep

...

Section 1.8.2 Safety in Indoor Lighting Displays

Light surface temperature must:

-be within the range specified by the Fire Services Department

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END OF TASK 8



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END OF TASK 9

Task 10: Speech for Art Museum Opening (18 marks)

Complete the speech using information from the B2 Data File and your notes. The introduction has already been provided for you. Write around 180 words.

Ladies and gentlemen, it is an honour to be invited to speak to you at this, the opening of the museum's new exhibition. The title of my talk is "Lighting the way: what to look forward to in the next 10 years of lighting displays" and there are three main areas I'd like to discuss.

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
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END OF TASK 10

END OF PART B2