

The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	ENGL2BN02
Subject Title	New Media: New Meanings
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	
Cluster Area	<p>Please check the box(es) below to indicate the cluster area(s) the subject contributes in a major way:</p> <p><input type="checkbox"/> Human Nature, Relations and Development</p> <p><input checked="" type="checkbox"/> Community, Organization and Globalisation</p> <p><input type="checkbox"/> History, Cultures and World Views</p> <p><input type="checkbox"/> Science, Technology and Environment</p>
Requirements intended to fulfil	<p><input type="checkbox"/> China-Study Requirement (CSR) - More than 60% CSR-related content</p> <p><input checked="" type="checkbox"/> Eligible for “English Writing” (EW) designation - include an extensive piece of writing (1,500 – 2,500 words) AND “English Reading” (ER) designation - include a reading of an extensive text (100,000 words or 200 pages)</p> <p><input type="checkbox"/> Eligible for “Chinese Writing” (CW) designation - include an extensive piece of writing (2,000 – 3,000 characters) AND “Chinese Reading” (CR) designation - include a reading of an extensive text (100,000 characters or 200 pages)</p> <p><input type="checkbox"/> Others _____</p>
Medium of Instruction	<p>Please check the appropriate box:</p> <p><input checked="" type="checkbox"/> English <input type="checkbox"/> Cantonese <input type="checkbox"/> Putonghua <input type="checkbox"/> Others (Please specify: _____)</p>
Objectives	<p>New media describes the emergence of digital communication technologies, which involves interactive forms of communication through the Internet. Some examples of new media include websites, chat rooms, web advertising, etc. The advent of new media communication has changed every aspect of modern life. The ability to communicate complex information to a mass audience in digital environments is critical to success in today’s global community.</p> <p>The subject aims to develop students’ critical understanding of the forms, meanings, and use of language in new media; their knowledge and skills to apply appropriate theories for analysing and discussing new meaning-making in action; and their ability to reflect on the effects of new media which extends the capabilities of communication.</p>

<p>Intended Learning Outcomes (Note 1)</p>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> demonstrate an understanding of new media from a technical perspective, and how new media impacts meaning-making; critically apply and discuss theories and frameworks to analyse meanings in new media; develop a critical awareness of how to best utilise new media for effective communication; and develop a more global, socially responsible, and creative perspective to maximize the potential of new media 																																		
<p>Subject Synopsis/ Indicative Syllabus (Note 2)</p>	<ol style="list-style-type: none"> What are new media? The characteristics of new media, change and continuity. Language use in new media <ul style="list-style-type: none"> Formation of new vocabularies Internet slangs The language of email Speech acts in online communication Metaphors on the Internet Visual communication in new media <ul style="list-style-type: none"> Emoticons Photographs in digital communication Globalization and culture in new media texts New media and e-commerce Storytelling in new media Advantages and disadvantages of new media 																																		
<p>Teaching/Learning Methodology (Note 3)</p>	<p>Basic examples, concepts, theories, and analytical tools are explained in the lectures, illustrated by research findings and case studies based on real-world new media contexts. Interactive activities are provided to enable students to develop insights into the technology behind new media, and the challenges of meaning-making in new media settings. Students are encouraged to share their own experiences of new media and to critically analyse these experiences.</p>																																		
<p>Assessment Methods in Alignment with Intended Learning Outcomes (Note 4)</p>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> </tr> </thead> <tbody> <tr> <td>1. Quiz</td> <td>20%</td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>2. Oral presentation</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>3. Final Paper</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Class participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td><input type="checkbox"/></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a	b	c	d	1. Quiz	20%	✓		✓		2. Oral presentation	30%	✓	✓	✓		3. Final Paper	40%	✓	✓	✓	✓	4. Class participation	10%	✓	✓	✓	<input type="checkbox"/>
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3. Final Paper	40%	✓	✓	✓	✓																														
4. Class participation	10%	✓	✓	✓	<input type="checkbox"/>																														

	Total	100 %	
	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Task 1 (Quiz) is assessing intended learning outcomes (a) and (c). This task checks students' understanding of the new media concepts learned in the first half of the semester. It requires student to identify and interpret major issues in new media texts so as to be more aware of the emerging features in new media communication.</p> <p>Task 2 (Oral Presentation) is to assess intended learning outcomes (a), (b) and (c). It is a group oral task, which students are required to work on a lecture topic and present their ideas to audience interactively. Students have to draw to theories to discuss new media phenomenon and offer recommendations for effective communication.</p> <p>Task 3 (Final Paper) is assessing intended learning outcomes (a), (b), (c) and (d). Task 3 is an extended writing task, which involves literature research, application and evaluation of theories, new media data analysis, and critical discussion on how to maximize new media potential in communication.</p> <p>Task 4 (Class Participation) is assessing intended learning outcomes (a), (b), (c) and (d). It includes weekly in-class discussion activities. These tasks reinforce the understanding of new media concepts, generate critical discussion, and create new perspectives on new media communication.</p>		
Student Study Effort Expected	Class contact:		
	▪ Lecture (13x 2 hrs)		26Hrs.
	▪ Seminar (13 x 1hr)		13Hrs.
	Other student study effort:		
	▪ Assignments plus reading		90Hrs.
	Total student study effort		
Reading List and References	<p>The following reading materials fulfill the ER designation (a reading of an extensive text of 100,000 words or 200 pages) and form an integral component of the quiz and final paper:</p> <ol style="list-style-type: none"> 1. Green, L. (2010). <i>The Internet: an introduction to new media</i>. London: A&C Black Publishers Ltd. (Chapters 5-7 pp. 81-131) 2. Jenkins, H. (2008). <i>Convergence culture: where old and new media collide</i>. New York: New York University Press. (Chapters 1, pp. 25-58; Chapter 3 & 4 pp.93-168) 		

3. Lister, M., Dovey, J., Giddings, S., Grant, I., and Kelly, K. (2009) *New media: a critical introduction*. London and New York: Routledge. (Chapter 1, pp. 9-90)

Reading lists and references

- Bhatia, V. (2004) *Worlds of written discourse*. London: Continuum.
- Cheng, W. and Suen, A. (2014) Multimodal analysis of hotel homepages: A comparison of hotel websites across different star categories. [Special Issue]. *The Asian ESP Journal* 10(1) pp. 5-33.
- Creeber, G. and Martin, R. (2008). *Digital culture: understanding new media*. Oxford: Oxford University Press.
- Fuery, K. (2008). *New media: culture and image*. London: Palgrave Macmillan.
- Grundy, P. (2008) *Doing pragmatics*. London: Hodder Education.
- Kress, G. and van Leeuwen, T. (2006). *Reading images*. 2nd edition. London: Routledge.
- Logan, R. K. (2016) *Understanding new media: extending Marshall McLuhan*. 2nd edition. New York: Peter Lang.

Revised by Amy Suen, June 2018

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.