Subject Code	ENGL3004
Subject Title	English for Technical and Web-based Writing
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	This subject aims to enhance students' linguistic and computer literacy. The students learn to use text and image creatively to convey information persuasively and effectively to target audience. They are expected to achieve clarity, correctness and conciseness in technical writing and develop computer skills to go beyond words using multimodal elements in professional communication.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: **Category A: Professional/academic knowledge and skills** a. display a understanding of issues related to human computer interaction b. critically analyze the discourse features, principles and characteristics of online documents and technical writing and be able to incorporate these features into the written production of such document; c. creatively apply multimodal elements in technical and web-based writing; d. produce creative, effective and functional technical documents and web pages to meet audience needs; **Category B: Attributes for all-roundedness** e. creativity in writing and design and ability to work independently and within a team. f. development of a global outlook and an awareness of cultural diversity in technical writings and websites.
Subject Synopsis/ Indicative Syllabus	1. Style in workplace writing to the general public 2. Description, definition and procedural texts in technical writing. 3. Understanding multimodal elements in writing, such as typology, colour, tables, charts, illustrations, and pictures.

	4. Application of a variety of computer software for multimodal composition such as posters, invitation cards, brochures, leaflets, and user manuals. 5. Introductory web writing and webpage design.
Teaching/ Learning Methodology	The course is composed of task-based seminars catering for workplace needs of future professionals. Students learn to analyse the discoursal and semiotic features of various technical writing text types such as posters, leaflets, brochures and user guides and web pages. By undertaking step-by-step tasks from project planning, audience analysis, drafting, editing to publishing, students will gain the maximum benefit from this subject to bring text and image together.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b	c	d	e	f
1. A set of worksheets	20%	✓	✓	✓		✓	
2. Team project	30%	✓	✓	✓	✓	✓	✓
3. Website Project	50%	✓		✓	✓		✓
Total	100 %						

In-class worksheets will build up linguistic and computer skills in technical writing.

In the team project, students will analyze a piece of technical communication and present their findings. The presentation should demonstrate their understanding of the features, principles, and characteristics of effective technical communication.

Students will create a website that showcases their ability to produce introductory and promotional web text with multimodal elements. Students will also be asked to present their website.

Student Study Effort Expected	Class contact:	
	▪ Seminars	39 Hrs.

	Other student study effort:	
	▪ Private study	58 Hrs.
	▪ Take-home assignments	29 Hrs.
	Total student study effort	126 Hrs.
Reading List and References	**Books** Alley, M. (1996). *The Craft of Scientific Writing* (3rd ed.). New York: Springer. Burnett, R. E. (2001). *Technical Communication* (5th ed.). Boston: Heinle. **Holloway, B. (2008). *Technical Writing Basics: a guide to style and form.*** Upper Saddle River, N.J.: Pearson/Prentice Hall. Gerson and Gerson (2006). *Technical Writing, Process and Product.* 5th ed. N.J.: Pearson/Prentice Hall. Peat, J. et al. (2002). *Scientific Writing: Easy when you know it.* BMJ. Pfeiffer, W.S. (2006). *Technical Writing: A Practical Approach*, Upper Saddler River, N.J: Prentice Hall. Reep, D. (2009). *Technical Writing : principles, strategies, and readings* . New York : Pearson/Longman. Woolever, K. R. (2002). *Writing for the Technical Professions.* New York: Longman. **Useful websites:** *Online Technical Writing* http://www.io.com/~hcexres/textbook/ *Plain English Campaign* http://www.plainenglish.co.uk ***Gary Conroy's Technical Writing Website*** http://www.gary-conroy.com/library/weekly/aa033199.htm *Professional Writing* http://owl.english.purdue.edu/handouts/pw/#sub6 *10 ways to Improve your Technical Writing* http://www.smartbiz.com/sbs/arts/bly10.htm *Technical writing models* http://www.io.com/~hcexres/textbook/models.html

Revised by Rickey Lu Dec 2021