Subject Code	ENGL3019
Subject Title	Fundamentals of Media Communication
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	This subject will introduce the students to a range of basic concepts related to media communication, familiarize them with some of the major perspectives to mediated communication in the information society, and guide them towards a critical appraisal of the multiple cultural roles of the media in everyday communication.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: **Category A: Professional/academic knowledge and skills** a. display knowledge of the basic concepts of and perspectives to mediated communication; b. identify the cultural roles and competing meanings of messages in media communication; c. reflect on personal experiences in media communication. **Category B: Attributes for all-roundedness** d. investigate the nature of the information society; e. critically understand the multiple roles of the media in cultural life; f. empathize with efforts to enhance effectiveness in communicative interactions.
Subject Synopsis	1. Basic axioms & models of human communication 2. The communicative co-construction of community 3. Communication media: old & new 4. The medium as the message in mediated communication 5. Language as media: the spoken, the written & the visual 6. Culture as media: the oral, the literate & the digital 7. Technology as media: the interpersonal, the mass & the interactive 8. Multimedia, multimodal discourse & multi-literacies 9. Mediamorphosis, the information society & global communication

Teaching/Learning Methodology	The learning and teaching activities of this subject will mainly be in the form of lectures interspersed with small-group student discussions, student-led critiques of set texts in seminars, and critical exploratory analyses of selected aspects of media communication in group and individual assignments.

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. Quiz	40%	✓	✓			✓	
2. Presentation/ discussion	20%	✓	✓		✓	✓	
3. Term paper	30%	✓	✓	✓	✓	✓	✓
4. Participation	10%	✓	✓	✓	✓	✓	✓
Total	100%						

The assessments are designed to strengthen the concepts of media communication and enable students to understand its cultural and social roles.

The mid-term quiz will assess students' mastery of the units covered and see if they are able to re-capture any important concepts if necessary. The presentation/discussion aims at developing and finalizing ideas for the term paper, which is an integrated report on the analysis of a media product. The participation includes both online and in-class discussions.

Student Study Effort Required

Class contact:	
▪ Lectures	39 Hrs.
▪ Seminars	0 Hrs.
Other student study effort:	
▪ Private study	58 Hrs.
▪ Take-home assignments	29 Hrs.
Total student study effort	126 Hrs.

| Reading List and References | Straubhaar, J.D. & La Rose, R. (2008). *Media now : understanding media, culture, and technology.* Belmont, Calif. : Thomson Wadsworth

Chapman, N. & Chapman J. (2009) *Digital Multimedia.* Wiley

Lee, P.S.N., Leung, L. & So, C.Y.K. (2004) *Impact and Issues in New Media: Toward Intelligent Societies.* Cresskill, NJ: Hampton Press.

van Leeuwen, T. (2005) *Introducing Social Semiotics.* New York: Routledge.

Logan, R.K. (2004) ***The Sixth Language: Learning a Living in the Internet Age.*** 2nd ed. Caldwell, NJ: The Blackburn Press. |

Revised as of August 2017