Subject Code	ENGL3037
Subject Title	English for Technical and Web-Based Communication
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Exclusion ENGL3004 English for Technical and Web-based Writing
Objectives	This subject aims to enhance students' linguistic and computer literacy. Students will learn how to use text and image creatively to convey information persuasively and effectively to a target audience. They are expected to achieve clarity, correctness and conciseness in technical writing and develop their computer skills to go beyond words using multimodal elements in professional communication. Students will also explore and consider the relationship between digital tools and technologies and language use.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: **Category A: Professional/academic knowledge and skills** a. display an understanding of issues related to human computer interaction b. critically analyze and interpret the discourse features, principles and characteristics of online and technical communication c. creatively apply multimodal elements in technical and online based communication 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 and web-based communication
Subject Synopsis/ Indicative Syllabus	1. Style in technical communication 2. Description, definition and procedural texts in technical communication. 3. Understanding multimodal elements in technical communication,

	such as typology, color, tables, charts, illustrations, and pictures. 4. Understanding the relationships between language use and technology
Teaching/ Learning Methodology	The course is composed of task-based seminars catering for workplace needs of future professionals. Students learn to analyse the discursive and semiotic features of various technical text types such as posters, leaflets, brochures and user guides and web pages. Students will also learn and consider how to analyze the discursive features of interactions on various online platforms.

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. Activities	20%	✓	✓	✓	✓	✓	
2. Group Project	30%	✓	✓	✓	✓	✓	✓
3. Final Assignment	30%	✓	✓	✓		✓	✓
4. Individual Presentation	20%	✓	✓			✓	✓
Total	100 %						

In-class activities will reinforce knowledge of technical and web-based communication.

In the group 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 consider and explore a web platform and present their findings. Students will also work on a final assignment that consolidates their knowledge of web-based communication.

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	Burnett, R. E. (2001). *Technical Communication* (5th ed.). Heinle. Crystal, D. (2008) *Txtng: the gr8 db8*. Oxford University Press. Crystal, D. (2011) *Internet Linguistics*. Routledge. Herring, S. C. (2007). A faceted classification scheme for computer-mediated discourse. *Language@ internet*, 4(1). Holloway, B. (2008). *Technical Writing Basics: a guide to style and form.* Pearson/Prentice Hall. Gee, J. P. (2005). Semiotic social spaces and affinity spaces. *Beyond communities of practice language power and social context*. Pfeiffer, W.S. (2006). *Technical Writing: A Practical Approach*, Hall. Reep, D. (2009). *Technical Writing: principles, strategies, and readings.* Pearson/Longman. Rheingold, H. (2000). *The Virtual Community*. The MIT Press. Woolever, K. R. (2002). *Writing for the Technical Professions.* Longman.

Revised by Rickey Lu, April 2023