

<b>Subject Code</b>	ENGL316
<b>Subject Title</b>	Computer-mediated Communication
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	This subject introduces students to the basic concepts and major systems of computer-mediated communication for the exchange of information, including texts, images, audio and video, between persons by way of computer networks. It guides them towards a critical evaluation and analysis of linguistic features of computer-mediated communication.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>Category A: Professional/academic knowledge and skills</b></p> <ol style="list-style-type: none"> <li>a. demonstrate a critical understanding of the basic concepts of computer-mediated communication;</li> <li>b. identify and analyse the typical and extra-linguistic features in computer-mediated communication;</li> <li>c. experience and critically explore major computer application software for computer-mediated communication;</li> <li>d. analyse the language structure and use of texts produced in computer-mediated communication;</li> <li>e. critically evaluate different types of computer-mediated communication in professional contexts.</li> </ol> <p><b>Category B: Attributes for all-roundedness</b></p> <ol style="list-style-type: none"> <li>f. understand and appreciate culture differences among people all over the world communicating through computer-mediated communication;</li> </ol>
<b>Subject Synopsis</b>	<ol style="list-style-type: none"> <li>1. Major systems for computer-mediated communication</li> <li>2. Synchronous and asynchronous communication</li> <li>3. Different types of media in computer-mediated communication</li> <li>4. Features of electronic language</li> <li>5. E-mail, discussion-lists, and newsgroups</li> <li>6. IRC and instant messengers</li> <li>7. Audio and video conferencing</li> <li>8. Weblogging and Wikipedia</li> </ol>

<b>Teaching/ Learning Methodology</b>	Through lectures and seminars, students will be exposed to the current theories and concepts of computer-mediated communication. Through hands-on sessions in the computer lab, students will explore and evaluate the use of such systems from linguistic, social and cross-cultural perspectives. Through presentations and group projects, students will examine and analyze linguistic features of languages used in different virtual communities and through different media in computer-mediated communication.																																							
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="448 539 1370 1039"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weightin g</th> <th colspan="6">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> <th>e</th> <th>f</th> </tr> </thead> <tbody> <tr> <td>1. A portfolio of 3 individual or group-based tasks</td> <td>60%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. A mini-project</td> <td>40%</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p data-bbox="448 1077 1342 1149">Students are assessed in terms of both subject knowledge and generic skills in computer-mediated communication.</p> <ol data-bbox="448 1167 1398 1328" style="list-style-type: none"> <li>An assessment portfolio which includes 3 individual or group-based tasks. (60%)</li> <li>A mini-project on the analysis of language data collected from computer-mediated communication (40%).</li> </ol>		Specific assessment methods/tasks	% weightin g	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	1. A portfolio of 3 individual or group-based tasks	60%	✓	✓	✓	✓	✓	✓	2. A mini-project	40%	✓	✓		✓		✓	Total	100 %						
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<b>Reading List and References</b>	<p data-bbox="440 1883 1362 1989">Barnes, S. (2003). <i>Computer-mediated communication: Human-to-human communication across the Internet</i>. Boston, MA: Allyn &amp; Bacon.</p> <p data-bbox="440 1995 1362 2060">Crystal, D. (2001) <i>Language and Internet</i>. Cambridge: Cambridge University Press</p>																																							

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|  | <p>Ess, C. (Ed.). (1996). <i>Philosophical perspectives on computer-mediated communication</i>. Albany: State Univ. of New York Press.</p> <p>Herring, S. C. (Ed.). (1996). <i>Computer-mediated communication</i>. Philadelphia, PA: John Benjamins.</p> <p>Hutchby, I. (2001). <i>Conversation and technology: From the telephone to the Internet</i>. Malden, MA: Blackwell.</p> <p>Jacobsen, M. M. (2002). <i>Transformations of literacy in computer-mediated communication: Orality, literacy, cyberdiscursivity</i>. Lewiston, NY: Edwin Mellen Press.</p> <p>Jones, S. G. (Ed.). (1994). <i>Cybersociety: Computer-mediated communication and community</i>. Newbury Park, CA: Sage.</p> <p>Jones, S. G. (Ed.). (1997). <i>Virtual culture: Identity and communication in cybersociety</i>. Thousand Oaks, CA: Sage.</p> <p>Mayer, P. (1999). <i>Computer media and communication: A reader</i>. New York: Oxford Univ. Press.</p> <p>Walters, R. (1995). <i>Computer-mediated communications: Multimedia applications</i>. Boston: Artech House, Inc.</p> <p>Wood, A. F., &amp; Smith, M. J. (2001). <i>Online communication: Linking technology, identity, and culture</i>. Mahwah, NJ: Erlbaum.</p> |
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Prepared by Xunfeng Xu; Revised by Xunfeng Xu, June 2014