

<b>Subject Code</b>	ENGL318
<b>Subject Title</b>	English for the Media
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	This subject will provide students with hands-on opportunities to build connections between the analysis of English texts and the practical production of texts for the media. It will also provide an academic environment that is conducive to the generation of intellectual insights in the intertextual and multimediated nature of English language communication in the media
<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. display familiarity with the typical linguistic &amp; extra-linguistic characteristics of English media texts;</li> <li>b. show awareness of the central concerns in writing &amp; editing English texts for the media;</li> <li>c. demonstrate experience in peer review &amp; revision of English texts for multiple media presentation.</li> </ol> <p><b>Category B: Attributes for all-roundedness</b></p> <ol style="list-style-type: none"> <li>d. analyse language use in social life;</li> <li>e. seek insights in the intertextual and multimediated nature of communication in social life;</li> <li>f. engage in co-operative pursuits in a teamwork setting.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ol style="list-style-type: none"> <li>1. Inter-texts: Connecting texts &amp; contexts across media genres</li> <li>2. Interactivities: Relating media writers &amp; audiences</li> <li>3. Media communication for comprehensibility &amp; credibility</li> <li>4. Personalisation, spontaneity &amp; authenticity in media realities</li> <li>5. Variation in time, linearity &amp; narrativity in media discourses</li> <li>6. Presupposition, relevance &amp; information structure in media writing</li> <li>7. Writing stories for reporting, reviewing &amp; re-presenting/re-branding</li> <li>8. Presenting images, graphics &amp; texts in multiple media of</li> </ol>

	<p style="text-align: center;">Communication</p> <p style="text-align: center;">9. Information design for the audio, the visual &amp; the interactive media</p>								
<b>Teaching/ Learning Methodology</b>	<p>Students will engage, during the semester, in a continuous process of writing and editing their own portfolio of texts for presentation in a media format, analyzing authentic texts in related media formats, and benchmarking their own texts against those circulated in the media.</p>								
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific Assessment methods/tasks	% weighting	a	b	c	d	e	f	
	1. News analysis	30%	✓			✓	✓		
	2. Oral Presentation	20%	✓	✓	✓	✓	✓	✓	
	3. Newspaper project	40%	✓	✓	✓	✓	✓	✓	
	4. Class participation	10%	✓	✓	✓	✓	✓	✓	
	Total	100%							
	<p><b>The main purpose of the assessed tasks is to measure students’ understanding of the course and their ability to apply what they have learned to analyse and produce media texts.</b></p> <p>The news analysis is to check students’ understanding of key concepts and their ability to apply these concepts to the analysis of the practical production of media texts.</p> <p>The oral presentation aims at developing ideas for the newspaper project.</p> <p>The newspaper project is to assess students’ overall understanding of the concepts and principles learned in the subject, and develop students to edit and review media texts for print/online publication.</p> <p>The participation includes in-class discussions.</p>								
<b>Student Study Effort Expected</b>	Class contact:								
	▪ Lectures							26 Hrs.	
	▪ Seminars							13 Hrs.	
	Other student study effort:								
	▪ Private study							58 Hrs.	
	▪ Take-home assignments							29 Hrs.	

	Total student study effort	126 Hrs.
<b>Reading List and References</b>	<p>Keeble, R. (1998). <i>The Newspapers Handbook</i>. 2<sup>nd</sup> ed. London and New York: Routledge.</p> <p>Rosales, R. G. (2006). <i>The Elements of Online Journalism</i>. iUniverse.</p> <p>Garrand, T.P. (2006). <i>Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media</i>. 3rd ed. Burlington, Mass.: Focal Press.</p> <p>Kershner, J.W. (2009). <i>The Elements of News Writing</i>. 2<sup>nd</sup> ed. Boston: Pearson/Allyn &amp; Bacon.</p> <p>Lieb, T. (2009) <i>All the News: Writing and Reporting for Convergent Media</i>. Boston: Pearson/Allyn &amp; Bacon</p>	

Revised by Amy Suen, January 2017