

Subject Code	ENGL 319
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	<p>Upon completion of the subject, students will be able to:</p> <p>Category A: Professional/academic knowledge and skills</p> <ol style="list-style-type: none"> 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. <p>Category B: Attributes for all-roundedness</p> <ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<table border="1" data-bbox="459 409 1378 994"> <thead> <tr> <th data-bbox="459 409 738 613" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="738 409 903 613" rowspan="2">% weighting</th> <th colspan="6" data-bbox="903 409 1378 546">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="903 546 979 613">a</th> <th data-bbox="979 546 1056 613">b</th> <th data-bbox="1056 546 1133 613">c</th> <th data-bbox="1133 546 1209 613">d</th> <th data-bbox="1209 546 1286 613">e</th> <th data-bbox="1286 546 1378 613">f</th> </tr> </thead> <tbody> <tr> <td data-bbox="459 613 738 685">1. Quiz</td> <td data-bbox="738 613 903 685">20%</td> <td data-bbox="903 613 979 685">✓</td> <td data-bbox="979 613 1056 685">✓</td> <td data-bbox="1056 613 1133 685"></td> <td data-bbox="1133 613 1209 685"></td> <td data-bbox="1209 613 1286 685">✓</td> <td data-bbox="1286 613 1378 685"></td> </tr> <tr> <td data-bbox="459 685 738 786">2. Presentation/ discussion</td> <td data-bbox="738 685 903 786">30%</td> <td data-bbox="903 685 979 786">✓</td> <td data-bbox="979 685 1056 786">✓</td> <td data-bbox="1056 685 1133 786"></td> <td data-bbox="1133 685 1209 786">✓</td> <td data-bbox="1209 685 1286 786">✓</td> <td data-bbox="1286 685 1378 786"></td> </tr> <tr> <td data-bbox="459 786 738 857">3. Term paper</td> <td data-bbox="738 786 903 857">40%</td> <td data-bbox="903 786 979 857">✓</td> <td data-bbox="979 786 1056 857">✓</td> <td data-bbox="1056 786 1133 857">✓</td> <td data-bbox="1133 786 1209 857">✓</td> <td data-bbox="1209 786 1286 857">✓</td> <td data-bbox="1286 786 1378 857">✓</td> </tr> <tr> <td data-bbox="459 857 738 929">4. Participation</td> <td data-bbox="738 857 903 929">10%</td> <td data-bbox="903 857 979 929">✓</td> <td data-bbox="979 857 1056 929">✓</td> <td data-bbox="1056 857 1133 929">✓</td> <td data-bbox="1133 857 1209 929">✓</td> <td data-bbox="1209 857 1286 929">✓</td> <td data-bbox="1286 857 1378 929">✓</td> </tr> <tr> <td data-bbox="459 929 738 994">Total</td> <td data-bbox="738 929 903 994">100 %</td> <td colspan="6" data-bbox="903 929 1378 994"></td> </tr> </tbody> </table> <p data-bbox="459 1032 1378 1178">The mid-term quiz will assess students' understanding of the units covered and be able re-capture any important concepts if necessary. Presentation/discussion aims at developing and finalizing ideas for the term paper. Participation includes both online and in-class discussions.</p>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	1. Quiz	20%	✓	✓			✓		2. Presentation/ discussion	30%	✓	✓		✓	✓		3. Term paper	40%	✓	✓	✓	✓	✓	✓	4. Participation	10%	✓	✓	✓	✓	✓	✓	Total	100 %															
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Reading List and References	<p data-bbox="459 1731 1378 2056">Straubhaar, J.D. & La Rose, R. (2008). <i>Media now : understanding media, culture, and technology</i>. Belmont, Calif. : Thomson Wadsworth</p> <p data-bbox="459 1843 1378 1877">Chapman, N. & Chapman J. (2009) <i>Digital Multimedia</i>. Wiley</p> <p data-bbox="459 1888 1378 1989">Lee, P.S.N., Leung, L. & So, C.Y.K. (2004) <i>Impact and Issues in New Media: Toward Intelligent Societies</i>. Cresskill, NJ: Hampton Press.</p> <p data-bbox="459 2022 1378 2056">van Leeuwen, T. (2005) <i>Introducing Social Semiotics</i>. New York:</p>																																																																						

	Routledge. Logan, R.K. (2004) <i>The Sixth Language: Learning a Living in the Internet Age</i> . 2 nd ed. Caldwell, NJ: The Blackburn Press.
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Prepared by Terence Lo and revised by Dora Wong, June 2014