Subject Code	ENGL401
Subject Title	English Text & Images
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	It would be an advantage if students who are going to take this subject have done some basic Systemic Functional linguistic subject(s) in years 2 & 3.
Objectives	This subject aims to extend from discourse analysis into multimodal discourse analysis. The subject would bring students analysis beyond linguistic text and move into image text in ranges of media, such as text books, magazines, catalogue, children's picture books, etc. It also enables students to critically examine and investigate the extent to which the use of language and images in text represent and construct social, cultural and ideological meanings. In addition, students will apply critical multimodal analytical skills to various contexts. They will present their analysis and interpretation of texts which will involve a synthesis of theoretical understanding and textual analysis of the combination of language and image elements.

Intended Learning Outcomes	Upon completion of the subject, students will be able to:
	
	Category A: Professional/academic knowledge and skills
	
	   f. Identify the characteristics of a text
	   g. apply image and text analysis in the study of meanings
	   h. understand the interrelationship between language and images in texts
	   i. construct effective communication materials in multimodal form
	
	Category B: Attributes for all-roundedness
	
	   j. develop an awareness of the role of images in knowledge sharing and acquisition
	   k. manipulate language & images in meaning construction

Subject Synopsis	This study area sets out to bring participants from the arena of monomodal communication to the forum of multimodality. It hopes to develop a kind of thinking that different forms of texts are communicating with a vast array of integrated modes in action. The following topics will be covered: 1. Texture of a text 2. Critical discourse analytical tools for text and image analysis 3. Range and extent of Multimodal texts 4. Exploring integrated modes in meaning making

Teaching/Learning Methodology	The subject will be conducted in both lectures and seminars. The assignments will involve presentations, a mid-term quiz and an analytical essay (totally 2000 – 2500 words). Students are expected to study and evaluate range of verbal & image texts and authentic examples in relation to multimodal features in all ongoing discussion sessions. Each assessment activity requires good deal of theoretical framework knowledge and analytical skills.

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. Ongoing Discussion	30%	✓		✓			✓
2. Mid-term Quiz	25%	✓	✓				
3. Analytical Essay	35%		✓	✓	✓	✓	
4. Participation	10%	✓	✓	✓	✓	✓	✓
Total	100 %						

The ongoing group discussions are designed to be the continuation of the previous lecture's content but in a more interactive mode. The discussion together with given readings would help students to understand the theories and concepts better. The quiz and term papers aim to address the understanding of the analytical tools and theoretical frameworks introduced in the subject. The materials, text with images, to be discussed and analysed in these assessments are authentic materials so as to keep track with the real world.

Student Study Effort Required	Class contact:	
	▪ Lecture	26 Hrs
	▪ Seminar	13 Hr
	Other student study effort:	
	▪ Assignments and Presentation preparations	26 Hrs
	▪ Research & Self-study	60 Hrs
	Total student study effort	125 Hrs

Reading List and References	Hodge, R. & Kress, G. 1988. *Social Semiotics*. Cambridge: Polity Press. Kress, G. & van Leeuwen, T. 1996. *Reading Images: The Grammar of Visual Design*. London: Routledge. Kress, G. & van Leeuwen, T. 2001. *Multimodal Discourse: The Modes and Media of contemporary Communication*. London: Arnold. Martin, J.R. and Rose, D. 2003. *Working with Discourse*. London

Continuum.

Norris, S. & Jones, R.H. 2005. *Discourse in Action: Introducing Mediated Discourse Analysis*. London: Routledge.

Norris, S. 2004. Multimodal Discourse Analysis: A conceptual Framework. In Levine, P & Scollon, R. eds., *Discourse & Technology: multimodal discourse analysis*, 101-115. Washington, D.C.: Georgetown University Press.

Norris, S. 2004b. *Analysing Multimodal Interaction: a methodological framework*. London and New York: Routledge.

O'Toole, M. 1994. *The Language of Displayed Art*. England: Associated University Presses.

Van Leeuwen, T. & Jewitt, C. 2001. *Handbook of Visual Analysis*. London: Sage

Van Leeuwen, T. 1999. *Speech, Music, Sound*. London: Macmillan.

Van Leeuwen, T. 2005. *Introducing Social Semiotics*. London: Routledge.

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