

Subject Code	FH6053
Subject Title	New Media
Credit Value	3
Level	6
Pre-requisite / Co-requisite/ Exclusion	N/A
Objectives	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> 1. Understand the emerging nature, role, functions, benefits and constraints of new media, including social networks, online news, blogs and videos. 2. Learn the theory, models, content design and analysis relating to new media that are essential to effecting influence and gathering information pertaining to organizations, products and services in the increasingly competitive market. 3. Apply different linguistic approaches and theories, including critical discourse analysis and multimodal discourse analysis, in the analysis of the complex process of meaning creation in new media forms. 4. Identify, plan and align academic, social and professional objectives that leverage on specific elements of new media to strategically reach target audience and achieve objectives.
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> (a) describe new media in terms of nature, role, functions, opportunities and threats and understand the evolving needs and strategies to integrate elements of new media; (b) describe different types of new media and their social feedback cycles; (c) investigate and critically review the pros and cons of various new media channels and their effectiveness in creating different and multiple levels of influence and to promote a culture of participation, interaction, persuasion and influence among users. (d) analyze various new media options and multimodal semiotic choices for meaning making, and align these options with academic, social and professional objectives. (e) develop analytical reasoning, critical thinking, and problem solving skills: <ul style="list-style-type: none"> • <u>analytical reasoning</u>: to think in a logical manner, supporting ideas with well-reasoned arguments, analytical frameworks and evidence

	<ul style="list-style-type: none"> • <u>critical thinking</u>: to evaluate information and evidence critically, able to recognize flaws or inconsistency in an argument • <u>problem solving</u>: to understand the problem, explore plausible answers, and select the most appropriate decision/solution for the problem <p>(f) develop teamwork and leadership skills for future career development</p>																																						
<p>Subject Synopsis/ Indicative Syllabus</p> <p>(Note 2)</p>	<ol style="list-style-type: none"> 1. Introduction to new media: how it compares to traditional media, including nature, role, functions, opportunities and threats; an important means for promoting a culture of participation, interaction, persuasion and influence among users, marketing, and harnessing collective intelligence 2. Different types, forms and purposes of new media in different contexts 3. Critical and functional approaches to multimodal discourse analysis of new media 4. Visual image analysis for new media 5. Attitudes and emotions in new media 6. New media advertising and promotional discourse 7. Digital humanities: New media art and storytelling 																																						
<p>Teaching/Learning Methodology</p> <p>(Note 3)</p>	<p>Teaching is reflective and reflexive, involving jointly problematising issues and challenges relating to new media and learning with students. Learning involves reflection and practice-led research into new media by means of discovering and exploring knowledge and resources. Learning also involves developing teamwork skills for future career and professional development.</p>																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p> <p>(Note 4)</p>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</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>Participation</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>Project presentation (individual, each presentation lasts for 15 minutes)</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>Literature review paper</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	Participation	10%	√	√	√	√			Project presentation (individual, each presentation lasts for 15 minutes)	20%	√	√	√	√	√	√	Literature review paper	20%	√	√	√		√	
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	(individual, 1,500 words +/- 20%)							
	New media research report (individual, 5,000 words +/- 20%)	50%	√	√	√	√	√	
	Total	100 %						
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Participation (10%): Student are expected to attend the class and participate in class activities proactively.</p> <p>Written literature review paper on a topic (20%): A literature review paper (1,500 words) on a chosen topic in new media.</p> <p>Project presentation (20%): The student individually leads a project presentation on a chosen topic in new media, followed by a Q&A session. The topic can be the same from that in the literature review paper.</p> <p>Written report on a new media study (5,000 words) (50%): The topic of the new media research study can be connected with the presentation and literature review.</p>								
Student Study Effort Expected	Class contact:							
	• Lectures	26 Hrs.						
	• Seminars	13 Hrs.						
	Other student study effort:							
	• Reading, discussion and writing	81 Hrs.						
	Total student study effort		120 Hrs.					
Reading List and References	<p>Alexander, B. (2011). <i>The new digital storytelling: Creating narratives with new media</i>. Santa Barbara, CA: Praeger.</p> <p>Allan, S. (2006). <i>Online news: Journalism and the internet</i>. Maidenhead and New York: Open University Press.</p> <p>Aneesh, A., Hall, L., & Petro, P. (Eds.) (2012). <i>Beyond globalization: Making new worlds in media, art, and social practices</i>. New Brunswick, N.J.: Rutgers University Press.</p> <p>Creeber, G. & Martin, R. (Eds.) (2008). <i>Digital culture: Understanding new media</i>. Oxford: Oxford University Press.</p> <p>Dobrin, S. (Ed.) (2010) <i>Ecology, writing theory, and new media: Writing ecology</i>. New York: Routledge.</p> <p>Forceville, C. (1996). <i>Pictorial metaphors in advertising</i>. London: Routledge.</p>							

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Jones, R. H., Chik, A., & Hafner, C. A. (Eds.) (2015). *Discourse and digital practices: Doing discourse analysis in the digital age*. London & New York: Routledge.

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[Syllabus revised by William Feng, 27 June 2022]