

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. COURSE TITLE

Analyzing Multimodal Communication

2. COURSE CODE

ENGL4025

3. NO. OF UNITS

3 Units

4. OFFERING DEPARTMENT

Department of English Language and Literature

5. PREREQUISITES

ENGL2005 Introduction to the Study of Language

6. MEDIUM OF INSTRUCTION

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7. AIMS & OBJECTIVES

- 1) To introduce the different frameworks of multimodality;
- 2) To examine the interactions of words and visuals;
- 3) To examine how linguistic tools can be utilized in the study of visuals;
- 4) To examine how a multimodal corpus can be built.

8. COURSE CONTENT

- I. Frameworks and models of multimodality
- II. Linguistic tools and multimodality
- III. Multimodality and genres
- IV. Multimodality and identity
- V. Multimodal corpus

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Explain the semiotic functions of visuals

CILO 2	Evaluate the interconnections of visuals and words
CILO 3	Apply linguistics tool to analyze visuals
CILO 4	Analyze texts from multimodal perspectives
CILO 5	Conduct research in multimodal documents

10. TEACHING & LEARNING ACTIVITIES (TLAs)

<u>CILO alignment</u>	<u>Type of TLA</u>
CILO 1	- Identify frameworks and models
CILO 2	- Identify frameworks and models
CILO 3	- Apply concepts about the analytic tools in assignments - Explore the relationship between multimodality and genres - Explore the relationship between multimodality and identity
CILO 4	- Apply concepts about the analytic tools in assignments - Explore the relationship between multimodality and genres - Explore the relationship between multimodality and identity
CILO 5	- Apply concepts about the analytic tools in assignments - Explore the relationship between multimodality and genres - Explore the relationship between multimodality and identity - Demonstrate a good grasp of the concepts of multimodal corpus

11. ASSESSMENT METHODS (AMs)

<u>Type of Assessment Methods</u>	<u>Weighting</u>	<u>CILOs to be addressed</u>	<u>Description of Assessment Tasks</u>
Coursework	50 %	1, 2, 3, 4, 5	Coursework may consist of short and/or long papers, reports, quizzes, and projects to enhance the understanding of taught courses. Additionally, e-pedagogy may also be used, including gathering and analyzing data via social media and/or other digital tools.
Examination	50 %	1, 2, 3, 4	The final examination assesses students' abilities to analyze multimodal communication.

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