

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; and
- 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)

CILO alignment	Type of TLA
CILO 1	Apply knowledge learnt regarding the various semiotic resources in the assignment and exam
CILO 2	Apply knowledge learnt regarding multimodal frameworks and models in the assignment and exam
CILO 3	Explore the various linguistic tools that can analysis multimodal texts, and relate them in the assignment and exam
CILO 4	<ul style="list-style-type: none"> - Collect multimodal texts for analysis - Explore the relationship between multimodality and genres in the research project - Explore the relationship between multimodality and identity in the project
CILO 5	<ul style="list-style-type: none"> - Collect multimodal texts for analysis - Explore the relationship between multimodality and genres - Explore the relationship between multimodality and genres in the research projectg - Explore the relationship between multimodality and identity in the project

11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Coursework	20 %	1, 2, 3	Individual assignment.
Coursework	40 %	4, 5	Mini project: to gather and analyse multimodal texts (25%) + presentation (15%).
Examination	40 %	1, 2, 3	The final examination assesses students' abilities to demonstrate linguistic awareness.

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