HONG KONG BAPTIST UNIVERSITY
COURSE OUTLINE

1. **COURSE TITLE**

Writing for New Media

2. **COURSE CODE**

WRIT3007

3. **NO. OF UNITS**

3 Units

4. **OFFERING DEPARTMENT**

Department of Humanities and Creative Writing

5. **PREREQUISITES**

Nil

6. **MEDIUM OF INSTRUCTION**

English

7. **AIMS & OBJECTIVES**

This course examines how the digital technological changes create impacts on the practice of writing and explores various methods of writing for new media, such as websites, blogs, wikis, social networking sites, text messages, videos, and other converged media. While studying how technology shapes our use of networked communication, the course also investigates the emerging practices of writing and questions what it means to write in the new media context.

8. **COURSE CONTENT**

- Knowledge creation and dissemination with networked media
- Theories in the field of new media
- Understanding the relations between writing and new media
- How new media technologies enable and constrain different types of writing
- Rethinking the meanings of writing through new media
- Multimedia storytelling and various methods of writing for new media
- Writing exercises with images, videos, and codes

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Describe various theories in the field of new media.
CILO 2	Explain how knowledge is created and disseminated in the networked media.
CILO 3	Produce their own online works that can respond to the changing demands of the networked media.
CILO 4	Apply their knowledge of new media writing for practical and academic purposes.

10. TEACHING & LEARNING ACTIVITIES (TLAs)

CILO alignment	Type of TLA
1, 2	Students will investigate various theories of new media by analyzing and discussing their meanings, and present them in an organized manner, with their own generalizations and articulation.
3	Students will learn how to write with the use of current and emerging technologies, and express themselves with the elements of multimedia narrative.
1, 2, 3	Students will learn about the various theories and methods and use them to develop the sensitivity, expressiveness and effectiveness of their own writing projects thtough discussion.
4	Students will analyze the meanings of new media writing and identify the most appropriate media for a given purpose through reading and discussion.

11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
3 assignments	45 %	1, 2, 3, 4	Some of the assignment questions are writing exercises, where students have to articulate their ideas with an interactive audience, and evaluate with the help of the knowledge they learn in the course; other questions will deal with theoretical issues, requiring students to think and write critically about them.
Oral presentation	10 %	2, 3, 4	Students will make a presentation in which they analyse certain topics of their choice.
Participation	5 %	1, 2, 3, 4	Based on the students' participation in class

			discussions.
Term project	40 %	1, 2, 3, 4	A combination of a writing piece for some practical purpose and a detailed academic investigation of a particular topic in relation to new media, requiring data collection, analysis and argumentation.

Last Update: 2019-06-11
Published Date: 2022-12-23

*** END ***