

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. COURSE TITLE

Creative Writing and Non-Print Media

2. COURSE CODE

WRIT7040

3. NO. OF UNITS

3 Units

4. OFFERING DEPARTMENT

Master of Arts (MA) in Creative Writing for Cultural Professionals

5. PREREQUISITES

Nil

6. MEDIUM OF INSTRUCTION

Putonghua

7. AIMS & OBJECTIVES

The course provides an interdisciplinary study of creative writing and other non-print media and investigates how both traditional literary narratives and new textual genres interact with as well as are made possible by other media and arts, such as film, music, performance, visual arts, computer game, and the internet. It explores the dynamic relations between creative writing and non-print media in contemporary artistic productions. Through diverse methodological approaches to inter-medial inquiry, the course investigates multiple forms of interaction between writing and non-print media, including adaptation, appropriation, transposition, transfer, recycling, grafting, recontextualization, intertextualization, transmedialization, and transcreation. It offers perspectives to refine our understanding of how inter-medial creations engage their audiences and stimulate creative responses, and how their interaction shapes their techniques of representation, strategies of communication, and negotiate their formats, and contents. The studies of creative writing and other media examine their aesthetic, and political stakes, and search for new ways of engaging with embodiment, agency, and technology.

8. COURSE CONTENT

Course Content in Outline:

I. Theory and Practice of Intermediality

II. What's New about New Media and its Relationship with Creative Writing

III. Media and (Inter- or Re-)Mediation as Inspiring Concepts for Creative Writing

IV. Materiality, Technical Fluency, and Literary Writing

V. How Creative Writing is Made in Media Practice

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Identify the interrelationship between different non-print media and creative writing.
CILO 2	Describe the diversity of non-print media and its possibilities for creative writing.
CILO 3	Survey on the difference/ convergence between non-print media and creative writing.

10. TEACHING & LEARNING ACTIVITIES (TLAs)

CILO alignment	Type of TLA
1	Students will: Read and discuss different textual and visual materials subsumable under the various categories of non-print media with their related philosophy or media theory.
3	Participate in discussions and critiques in their experimentation of creative writing inspired by the exposures to non-print media
2, 3	Perform in-class presentations on various aspects of the theme of the course, and to engage in a group critique of the presentations by their classmates.
3	Produce an essay or creative piece in responses to the issues discussed in the course.

11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Midterm Essay	30 %	1, 2, 3	The midterm assignment can take the form of an essay that evinces attention to scholarly research concerns.
Class Presentation	20 %	1, 2, 3	The presentations should convey what the student deems stimulating in the studied

s			concepts and texts, rather than merely provide information in relation to them.
Participation	10 %	1, 2, 3	Students should respond to class presentations through discussion.
Final Essay	40 %	1, 2, 3	The final assignment can take the form of an essay or creative piece that evinces attention to the issues discussed in the course.

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