

Subject Code	ENGL 4010
Subject Title	New Media and Professional Communication
Credit Value	3
Level	4
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> 1. Introduce the notion of glocalization and understand how it impacts multilingual and multicultural communication in new media 2. Introduce the purpose, nature and language specific to a variety of new media communication in different corporate and professional environment. 3. Examine the intersection of new media and professional communication practice to enhance the success of corporate and professional communication and the quality of human life.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>Professional/academic knowledge and skills</p> <ol style="list-style-type: none"> a. apply the concept of glocalisation to the description of the features of multilingual and multicultural communication in new media; b. describe and analyse the purpose, features and language of various types of new media communication in different corporate and professional contexts; c. review the effectiveness of new media communication in specific professional and corporate communication contexts and suggest improvements <p>Attributes for all-roundedness</p> <ol style="list-style-type: none"> d. communicate effectively in writing and project presentation; e. learn actively from one another; and f. think and reason in a critical and creative mind, especially in doing case studies of new media communication in selected professional and corporate settings.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction of new and emerging media technologies, including blogs, YouTube, Wikipedia, Digg, MySpace, Facebook, Twitter, Second Life, podcasts, and search engine management tools. 2. The advent and impact of new media in a range of professional and corporate environment, including business and financial services, education, tourism, and mass media. 3. The functions of new media in professional and corporate environment, including public relations, persuasion, providing information, and regulation.

	4. Review of success in the use of new media in professional and corporate communication.							
Teaching/Learning Methodology	The teaching and learning approach is task-based, student-centred, interactive, and reflective. Every lecture will be followed by a seminar in the computer laboratory where students complete a variety of tasks.							
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	F
	Writing tasks (20% x 3)	60%	✓	✓	✓	✓	✓	✓
	Case study project	40%	✓	✓	✓	✓	✓	✓
	Total	100 %						
	<p>The written tasks are three pieces of writing that ask students to produce new media texts that perform the functions of, for example, public relations, persuasion, and regulations in different corporate and professional contexts.</p> <p>The group case study project involves students in conducting research on new media and professional communication and writing up the results. All the assessment methods/tasks are designed to meet the ILOs so that students apply the concepts learned to critically review the purpose, features and language of various types of new media communication in different corporate and professional contexts, and to produce texts relating to multilingual and multicultural communication in new media. The group case study report also enables students to attain Category B ILOs.</p>							
Student study effort expected	Class Contact:							
	Lecture					39 hours		
	Tutorial/Lab					0 hours		
	Other student study effort:							
	Worksheets, short papers, project					63 hours		
	Total student study effort					102 hours		
Reading list and references	<p>Hayhoe, G.F. and Grady, H.M. 2009. <i>Connecting people with technology: Issues in professional communication</i>. New York: Baywood.</p> <p>Hirst, M. 2007. <i>Communication and new media: from broadcast to narrowcast</i>. South Melbourne, Vic.: Oxford University Press.</p> <p>Hopkins, L. 2009. <i>Social media: the new business communication landscape</i>. North Sydney, NSW: Ark Group in association with Inside knowledge.</p>							

	Levinson, P. 2009. <i>New new media</i> . Boston: Allyn & Bacon.
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Revised as of August 2017