

# The Hong Kong Polytechnic University

## Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

<b>Subject Code</b>	CBS2103P
<b>Subject Title</b>	Chinese and the Multimedia (中文與多媒體)
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite / Co-requisite/ Exclusion</b>	<p>Remarks:</p> <ul style="list-style-type: none"> <li>➤ For students entering with HKDSE level 4 or above; or</li> <li>➤ Students entering with advanced competence level as determined by the entry assessment; or</li> <li>➤ Students who have completed “Fundamentals of Chinese Communication”</li> </ul>
<b>Objectives</b>	<p>This subject introduces students to the principles and practices of multimedia design and implementation, with emphasis on the function and practice of Chinese communication in multimedia contexts. It prepares students for a convergent, multidisciplinary world by featuring writing for print, broadcast, and online media in a variety of strategic disciplines. Through a variety of designated tasks, students will learn to produce effective writing for public relations, advertising, sales and marketing in the digital age.</p>
<b>Intended Learning Outcomes</b> <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <p><b>Category A:</b> Professional/academic knowledge and skills</p> <ol style="list-style-type: none"> <li>a. Analyze linguistic and extra-linguistic features of Chinese used in multimedia contexts;</li> <li>b. Display familiarity with the unique Chinese writing conventions for multimedia;</li> <li>c. Identify the features (such as purpose, audience, media, format and design) of different strategic writing in multimedia contexts;</li> <li>d. Analyze writing situations and invoke the roles and strategies necessary to produce effective writing; and</li> <li>e. Use, adapt and evaluate various writing skills put to the use of specific rhetorical purposes in multimedia contexts.</li> </ol> <p><b>Category B:</b> Attributes for all-roundedness</p> <ol style="list-style-type: none"> <li>f. Be adaptable to the demands of techniques, technologies, culture and problems of multimedia writing in the digital age;</li> <li>g. Apply strategies for collaborating successfully and equitably with peers on developing documents; and</li> <li>h. Develop conceptual skills and critical thinking in relation to multimedia communication.</li> </ol>

<p><b>Subject Synopsis/ Indicative Syllabus</b> <i>(Note 2)</i></p>	<ul style="list-style-type: none"> <li>• Concept of human communication.</li> <li>• Typical and extra-linguistic features of Chinese media texts.</li> <li>• Characteristics of media including texts, sounds, images, graphics, videos and animations.</li> <li>• The similarities and differences between print-style writing and broadcast style writing.</li> <li>• Strategic writing in public relations:     Newsletter     Web Writing     Radio News Releases     Video News Releases</li> <li>• Strategic writing in advertising:     Print Advertisements     Radio Advertisements     Television Advertisements</li> <li>• Writing stories for magazines:     Interview Report     News Story     Feature Stories</li> </ul>																																																
<p><b>Teaching/Learning Methodology</b> <i>(Note 3)</i></p>	<p>This subject will mainly be in the form of lectures interspersed with small group discussions. By using real-life examples, a tight link between theoretical input and practical applications will be made. Students are required to work individually and in small groups to develop their own language and analytical skills.</p>																																																
<p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b> <i>(Note 4)</i></p>	<table border="1" data-bbox="520 1267 1466 1666"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="8">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> <th>g</th> <th>h</th> </tr> </thead> <tbody> <tr> <td>1. 2 short essays</td> <td>60%</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>2. 1 group project</td> <td>40%</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total (Continuous Assessment)</td> <td>100 %</td> <td colspan="8"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>100% of the assessment for this subject is based on coursework in terms of both subject knowledge and Chinese communication skills in multimedia contexts.</p> <p>60% will be based on 2 written assignments (at 30% each) which evaluate students' writing strategies and skills necessary to produce effective multimedia communication.</p> <p>40% will be based on a group project on the analysis of Chinese media text collected from multimedia communication. The group project will also include</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)								a	b	c	d	e	f	g	h	1. 2 short essays	60%	✓			✓	✓	✓		✓	2. 1 group project	40%		✓	✓	✓		✓	✓	✓	Total (Continuous Assessment)	100 %								
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	an end-of-semester oral presentation.	
<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lecture	26 Hrs.
	▪ Tutorial	13 Hrs.
	Other student study effort:	
	▪ Project and Blended Learning	87 Hrs.
	Total student study effort	126 Hrs.
<b>Reading List and References</b>	<ol style="list-style-type: none"> <li>1. 李明哲：《多媒體互動新聞寫作：理論與實務》，台北：五南，2013年。</li> <li>2. 李錦昌：《商業溝通與應用文大全》，香港：商務印書館，2012年。</li> <li>3. 賴蘭香：《傳媒中文寫作》(全新修訂本)，香港：中華書局，2012年。</li> <li>4. 馮凱等編著：《影視廣告視聽語言》，上海：上海交通大學出版社，2009年。</li> <li>5. 徐恒醇：《設計符號學》，北京：清華大學出版社，2008年。</li> <li>6. 周至禹：《思維與設計》，北京：北京大學出版社，2007年。</li> <li>7. 蔣宏、徐劍：《新媒體導論》，上海：上海交通大學出版社，2006年。</li> <li>8. 裴顯生、方延明主編：《新聞寫作教程》，北京：高等教育出版社，2005年。</li> <li>9. 宋春陽、孟德東、張志攀：《實用新聞寫作概論》，上海：復旦大學出版社，2004年。</li> <li>10. 羅鳳珠主編：《語言、文學與資訊》，新竹：國立清華大學出版社，2004年。</li> <li>11. 高志宏、徐智明：《廣告文案寫作》，北京：中國物價出版社，2002年。</li> <li>12. 黎運漢：《商業語言》，台北：商務印書館，2001年。</li> <li>13. 張道俊：《廣告語言技法》，北京：社會科學文獻出版社，1996年。</li> <li>14. 邵敬敏：《廣告語創作透視》，北京：北京語言學院出版社，1996年。</li> <li>15. David Crystal: <i>Language and the Internet</i>, New York: Cambridge University Press, 2006.</li> <li>16. Timothy Garrand: <i>Writing for Multimedia and The Web</i>, Burlington: Elsevier Focal Press, 2006.</li> <li>17. Charles Marsh, David W. Guth, Bonnie Poovey Short: <i>Strategic writing: multimedia writing for public relations, advertising, sales and marketing, and business communication</i>, Boston : Pearson Allyn and Bacon, 2005.</li> </ol>	

**Note 1: Intended Learning Outcomes**

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.