

LANG1421 Chinese Communication in the Digital Era

1. Course information

LANG1421 is a Chinese communication common core course, which is offered in Fall and Spring semesters. The course targets all students who have a background in Chinese, and with a strong interest in the use of Chinese in digital media. It aims to develop and enhance students' abilities to use Standard Written Chinese and Putonghua effectively in the context of digital media for social, professional and academic purposes. It will also help raise students' awareness of the new linguistic demands of living and working in a contemporary Chinese community. In terms of knowledge, the course will increase students' understanding of Chinese digital media and allow them to discuss digital media-related topics in depth in Chinese. Students can improve their Chinese communication competencies as well as develop their digital literacy related to Chinese communication from the three perspectives of cognition, awareness and application.

2. Pre-requisites and co-requisites

N/A

3. Exclusions

LANG1411, LANG1412, LANG1413, LANG1414, LANG1415, LANG1120-1127 (prior to 2022-23)

4. Aims of the course:

Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students are expected to be able to:

- Critically analyze information obtained from worldwide sources of Chinese digital media.
- Propose and promote digital media-based innovative communication activities using multimodal approaches.
- Speak on digital media platforms in clear and accurate Putonghua by making full use of sophisticated speaking skills and body language.
- Communicate ideas through digital media by using effective and appropriate Standard Written Chinese.

Common Core Sub-competencies covered

- Language Form and Accuracy (CM01)
- Language Meaning (CM02)
- Language Use (CM03)
- Mode of Communication (CM04)
- Lifelong Learning (PDO2)
- Evaluation of Information and Sources (PS03)

5. Course assessment

Assessment	Description	Weighting	CILOs covered	CLE Core Areas for Learning (CAs) assessed
1. Public Speaking (week 6)	Students participate in a webinar and deliver a prepared individual speech (~4 minutes) on a chosen topic to a specific audience.	20%	a, b, c	Substance (SU), Spoken Language (SL), Interaction (IN)
2. Blog Article (week 8)	Students write a blog article (1000-1200 Chinese characters) to critique a specified	20%	a, b, d	Synthesis (SY), Substance (SU), Coherence (CO), Written Language (WL)

	impact on society by digital media.			
3. Group Project (week 11)	Group Webcast Group members conduct a webcast (~15 minutes) on a live video platform to promote their charitable project supported by digital media.	20%	a, b, c	Substance (SU), Spoken Language (SL), Interaction (IN)
(week 13)	Individual Social Media Post Students publish a post (~1000 Chinese Characters) on a social media platform to show how they implement their group charitable project as a participant.	20%	a, b, d	Substance (SU), Coherence (CO), Written Language (WL), Multimodality (MM)
4. Reflective Essay (week 13)	Students submit an essay (~500 Chinese characters) to reflect on their achievements both in Chinese communication and digital literacy by taking this course.	10%	a, d	Effective Learner (EL)
Peer Evaluation		5%		N/A
Engagement		5%		N/A

6. Course content

Module	Week	Course Topics
One: Diversification, flexibility, and attraction - express ideas with rich use of skills and creativity	1	• Digital media communication mode
	2	• Advanced presentation techniques in PTH communication
	3	• Distinguishing between spoken and written Chinese styles
Two: Attitude and approach to life in the digital age - realize personalized communication	4	• Social media and personalized sharing
	5	• Challenges faced by the digital media
	6	• Webinar
	7	• Promote academic Chinese communication via blog and podcast
Three: Innovation-based social connectivity model: gather the strength of people	8	• Planning and preparing charitable projects supported by digital media
	9	• Audience analysis and webcast language
	10	• Expressing ideas logically and sensitively
	11	• Webcast
	12	• Creative writing for a social media post
	13	• Digital literacy and Chinese communication