

LANG1405: Mediated Me: An Introduction to Digital Literacy

No prerequisites

Course Outline

LANG1405 is an introductory course that helps students explore the impact of digital media texts (such as podcasts, wikis, and social media like YouTube) on academic, professional and social communication practices. The course will enable students to be: critical of current digital communication practices; reflective of their communication and participation through digital media; aware of how digital communication can impact language delivery; and reflective of their English language development. To achieve this, the course guides students in developing basic knowledge of digital literacy theories and practices and to produce their own digital media texts for English communicative purposes. Students will undertake authentic tasks related to their academic and future careers that enables them to achieve the necessary communication skills in a digital world.

Course Intended Learning Outcomes (CILO)

By the end of this course, you will be able to:

1. Describe basic terms, concepts and theories related to digital literacies
2. Identify possibilities and constraints of communicating through digital media texts
3. Analyze and evaluate current digital communication practices within academic and professional contexts
4. Use digital tools, such as video editing, audio creation and editing, and wikis, for English communicative purposes across disciplines
5. Produce digital artefacts (text, audio and video) in English to communicate ideas for academic and professional purposes

Assessment Tasks

Task	Weighting	Description	CILO	CAs
Quiz x 4	10%	Open book online quizzes spaced evenly throughout the semester to demonstrate understanding of key concepts and theories.	CILO-1, CILO-2	SU MM
Group discussion lead	10%	Devise a discussion prompt based on concepts and theories learned in the course and facilitate a group discussion for an assigned week.	CILO-1, CILO-2, CILO-3	IN SU
Discussion participation	15%	Active participation in the weekly group discussions to demonstrate online communication competencies and understanding of concepts and theories, assessed at the end of semester.	CILO-1, CILO-2, CILO-3	IN SU
Define Problem/Scenario + Rationale	5%	Choose a specific context or scenario within the Hong Kong community. Justify the topic choice,	CILO-1 CILO-5	SU WL

		incorporating theories and techniques from the course.		
Meme assignment	20%	Produce a multimodal meme by combining images with texts for a specific audience and purpose, and write an analysis (800 words) justifying the design of the meme.	CILO-4, CILO-5	MM SU WL
Video + rationale	20%+20%	Produce an influencer video segment (4-6 minutes) on a self-chosen topic related to your local community, and write a rationale (1200 words) justifying the design.	CILO-3, CILO-4, CILO-5	MM SL + MM SU WL

Course Schedule

Week	Topic	Description of topic	CILO
1	Defining digital literacies	How literacy can be defined and how meaning is made, with first introduction to communication theories. Students articulate their expectations for the course and their current understanding of digital literacies.	CILO-1
2	Multi-literacies and multi-modality	How definitions of literacies have expanded from traditional 'reading and writing' to multi-literacies. Students discuss how multimodal elements interact and the importance of the interpretive lens.	CILO-1
3	Multi-literacies and multi-modality	How digital tools have affordances and constraints, enhancing or containing communication. Students analyse multimodal elements in different works (infographic, cartoon, video) and consider their impacts.	CILO-1, CILO-2
4	Meaning-making through digital media	How to analyse and evaluate digital media texts, considering how multimodality strengthens meaning-making. Students create a digital storyboard telling the story of a character, considering affordances and constraints of different modes, e.g. infographics vs animation vs video live stream.	CILO-2, CILO-3
5	Re-mixing and mash-ups	How digital tools allow new forms of expression through use of others' content, analysing impacts of social practices on copyright and ethics. Students critique each other's pre-class work critiquing a mash-up to recap features of academic writing.	CILO-2, CILO-3
6	Hyper-reading and hyper-writing	How digital texts call for new reading and writing strategies. Students experiment with digital tools to create an artefact with hypertext.	CILO-3, CILO-4, CILO-5

7	Online language	How English language is changing through digital media texts and an evaluation of the process. Students analyse social interactions online and offline in light of the affordances and constraints of different mediums and create guidelines for online communication.	CILO-3, CILO-4, CILO 5
8	Critical digital literacy	How digital texts manipulate, empowering or disempowering people depending on how they read. Students design a multimodal advert targeting the HK consumer, applying theories of persuasion.	CILO-3, CILO-4
9	Online cultures	How digital environments enhance or constrain learning, with consideration of social learning theories and online social network theories. Students identify the hallmarks of a range of different social media platforms and an infinity space of their choosing, analysing how its online culture is formed.	CILO-3, CILO-4, CILO 5
10	Digital practices: Storyboarding and editing	How to approach creating a digital artefact, theme and storyboarding. Learning about tools that can be used during the process to produce a video. Students consult with group members and the teacher on themes and production.	CILO-3, CILO-4, CILO 5
11	Digital practices: learning and literacy, collaborative communication	How digital environments enhance or constrain learning, with consideration of social learning theories and online social network theories. The potential for the metaverse in education is also explored. Students argue for or against mandatory study of digital literacy in high school, considering learning theories. How digital media texts impact on collaborative communication, with reflection on previous topics.	CILO-3, CILO-4, CILO 5
12	Digital practices: literacies at work	How digital literacy practice impacts in professional workplace settings, with reflection on previous topics. Students recommend strategies to introduce internal social tools and platforms in a company to enhance productivity.	CILO-3, CILO-4, CILO 5
13	Brave new World	How digital literacies might evolve in the near future and the impact of digital communication practices on higher education and the workplace. Students reflect and make predictions in class discussion and articulate their own takeaways from the course.	CILO-2, CILO-3

Teaching and Learning Activities

There are two components to this course: online out-of-class work and face-to-face lessons.

- Online out-of-class work: Each week, you are required to complete the out-of-class work before coming to the lesson. Out-of-class work may include videos, readings, discussion forum questions, study questions, and prep work. It is important that you complete this work because you will need to refer to it throughout the lesson. A prep poll will also be administered at the beginning of class to check your understanding of the materials.
- Face-to-face lesson: You can expect each lesson to follow a format similar to the outline below. (Depending on the lesson goals, there may be one or two activities.)

Introduction	Learning objectives are introduced.
Prep poll	Students submit a poll response to demonstrate their understanding of the online out-of-class work before the lesson.
Activity 1 - Introduction	Activity goals are explained.
Activity 1 – Breakout	Students are randomly assigned a group to complete an activity.
Activity 1 – Discussion	The entire class reflects on and discusses the outcome of the activity.
Activity 1 – Closure	Closing comments on the outcome of the activity are discussed.
Wrap up	Wrap up discussion about the learning outcomes of the whole lesson.
Reflection poll	Students submit a poll response to reflect on the lesson’s learning objectives.