

**City University of Hong Kong**  
**Information on a Course**  
**offered by Department of English**  
**with effect from Semester A in 2010 / 2011**

This form is for completion by the Course Co-ordinator. The information provided on this form will be deemed to be the official record of the details of the course. It has multipurpose use: for the University's database, and for publishing in various University publications including the Blackboard, and documents for students and others as necessary.

Please refer to the Explanatory Notes attached to this Form on the various items of information required.

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**Part I**

Course Title: Multimodal and Mediated Discourse Analysis

Course Code: EN5317

Course Duration: One Semester

No. of Credit Units: 3

Level: P5

**Medium of Instruction: English**

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

**Part II**

**1. Course Aims:**

The purpose of this course is to develop students' understanding of multimodal and mediated discourse and its place in the study of applied linguistics. Students explore how the use of different kinds of media and modes affects language use and the construction of social identities, relationships and social practices. Students learn how to conduct ethnographic research on how people use discourse through various media to perform concrete actions in their daily lives, and they learn to analyze multimodal texts and interactions and discover how different modes work together with spoken and written language.

## 2. Course Intended Learning Outcomes (CILOs)

*(state what the student is expected to be able to do at the end of the course according to a given standard of performance)*

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	<b>Explain</b> the central principles, terms and analytical tools in mediated discourse analysis, multimodal discourse analysis and multimodal interaction analysis including the grammar of visual design, mediated action, mediational means, sites of engagement, interaction orders, modes and modal density.	
2.	<b>Analyze</b> situations involving mediated and multimodal communication and discuss how the affordances and constraints of media and modes affect communication and interaction.	
3.	<b>Analyze</b> multimodal texts, discussing how graphics, video, sound and language work together to make meaning.	
4.	<b>Analyze</b> the use of non-verbal modes such as gesture, posture, gaze, and object handling in face to face interaction.	
5.	<b>Evaluate</b> and critique multimodal and mediated communication for different purposes.	

## 3. Teaching and learning Activities (TLAs)

*(designed to facilitate students' achievement of the CILOs)*

ILO No.	TLAs
CILOs 1-5	Teacher delivers <b>interactive lectures</b> in which students are introduced to the principles and practices of mediated and multimodal discourse analysis and work together with the teacher to analyze illustrative texts and interactions.
CILOs 1-5	Students engage in the analysis of texts in <b>small group discussions</b> with their peers.
CILOs	Students work in groups to <b>conduct a study</b> of mediated/multimodal discourse which they collect texts and/or

1 & 2	interactions around a particular theme or type of communication
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#### 4. Assessment Tasks/Activities

*(designed to assess how well the students achieve the CILOS)*

ILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
CILOS 1 - 5	Students conduct a study of multimodal/mediated communication in groups in which they collect texts or examples of interaction for analysis and give a <b>group presentation</b> on their findings.	30%	
CILOS 1 - 5	Students write a <b>report</b> (individual assignment) in which they provide background for and report the findings of their study and evaluate the communication in the context/s of the situation/s and/or genre/s they have studied.	50%	
CILOS 1 - 5	Students take weekly quizzes in which they define explain and apply the concepts covered in the readings and lectures	20%	

#### Part III

##### Keyword syllabus

1. Mediated discourse analysis and nexus analysis 2. Mediated action 3. Cultural tools/mediational means 4. Time and space in mediated communication 5. Social groups and social practices in mediated communication 6. Sites of engagement and discourses in place 7. Attention and cognitive processing 8. Agency 9. The grammar of visual design

10. Analyzing film and video 11. Analyzing multimedia communication 12. Computer mediated communication 13. Non-verbal communication and multimodal interaction analysis

### Grading of Student Work

Grading pattern: Standard (A+, A, A-....F). Grading is based on student performance in assessment tasks/activities.

Grading Criteria

#### Group Presentation

A	Students clearly present the methodology, data and findings in an effective, multimodal presentation that exhibits superior methodological rigour, analytical insight and teamwork.
B	Students clearly present the methodology, data and findings in an effective, multimodal presentation that exhibits good methodological rigour, analytical insight and teamwork.
C	Students clearly present the methodology, data and findings in an effective, multimodal presentation that exhibits adequate methodological rigour, analytical insight and teamwork.
D	Students present the methodology, data and findings in an multimodal presentation which may exhibit some methodological or analytical flaws or poor presentation skills.
F	Students are unable to present the methodology data or findings in a clear and/or effective way or the study may exhibit serious flaws.

#### Report

A	Student is able to produce a superior academic research report on a study of multimodal/mediated communication which includes an good review of the relevant literature, an appropriate methodology, clearly presented findings and a well argued discussion and conclusion in appropriate academic style with a minimum of errors.
B	Student is able to produce a good academic research report on a study of multimodal/mediated communication which includes an adequate review of the relevant literature, an appropriate methodology, clearly presented findings and a moderately well argued discussion and conclusion in the appropriate style.
C	Student is able to produce an adequate academic research report on a study of multimodal/mediated communication which includes a review of the relevant literature, an appropriate methodology, clearly presented findings and a discussion and conclusion in the appropriate style. There may be some flaws in the study design or the way the findings are presented or interpreted and/or problems with the language or organization of the report.
D	Student is able to produce an academic research report on a study of multimodal/mediated communication which includes a review of the relevant literature, an appropriate methodology, findings and a discussion and conclusion. There may be serious flaws in the study design or the way the findings are presented or interpreted and/or serious problems with the language or organization of the report.
F	There are serious flaws in the design of the study and/or the

	interpretation of the data as well as serious problems with language and/or organization.
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### **Required Reading**

Kress, G. and van Leeuwen, T. (1996) *Reading images: The grammar of visual design*.

Norris, S. (2004) *Analyzing multimodal interaction: A theoretical framework*. London: Routledge.

Norris, S. and Jones, R. (2005) *Discourse in Action: Introducing mediated discourse analysis*. London: Routledge.

### **Recommended reading**

Jewitt, C. (2009) *The Routledge Handbook of Multimodal Analysis*. London: Routledge.

LeVine, Philip, and Ron Scollon (2004). Discourse and technology: Multimodal discourse analysis. Georgetown University Round Table on Languages and Linguistics: . Washington, DC: Georgetown University Press.

O'Halloran, K. (2004) *Multimodal discourse analysis: Systemic functional perspectives*. New York: Continuum

Rowe, C. and Wyss, E. L. (2009) *Language and new media*. Cresskill, NJ: Hampton Press.

Scollon, Ron (1998) *Mediated discourse as social interaction: An ethnographic study of news discourse*. London: Longman.

Scollon, Ron (2001) *Mediated discourse: The nexus of practice*. London: Routledge.

Scollon, Ron and Suzie Wong Scollon (2003) *Discourses in place: Language in the material world*. London: Routledge.

Scollon, Ron and Suzie Wong Scollon (2004) *Nexus analysis: Discourse and the emerging Internet*. London: Routledge.

Scollon, Ron. (2008) *Analyzing public Discourse: Discourse analysis in the making of public policy*. Abingdon, Oxon: Routledge.

Van Leeuwen, T. and Jewitt, C. (2001) *Handbook of visual analysis*. Sage.

### **Returned by:**

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