



ELS105: NEW MEDIA LANGUAGE

Course Name (English)	NEW MEDIA LANGUAGE APPROVED
Course Code	ELS105
MQF Credit	3
Course Description	This course aims to create students' awareness of new media writing. Students will be able to hone their skills in using the new media as a tool for communicating and disseminating information for various professional purposes. Through this course, students will be equipped with the knowledge and skills to write and develop professionally using new media in any relate work field.
Transferable Skills	Students will be able to implement language rules and features in developing and producing new media content by demonstrating proper information management and lifelong learning.
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Presentation
CLO	CLO1 Implement language rules and features in developing new media content. CLO2 Produce media content for various new media platforms by employing language rules and features. CLO3 Demonstrate information management and lifelong learning in developing new media content.
Pre-Requisite Courses	No course recommendations
Topics	<p>1. Introduction to New Media</p> <p>1.1) What is New Media? 1.2) Types of New Media 1.3) The Role of New Media 1.4) Principles of New Media</p> <p>2. Evolution of Internet Languages</p> <p>2.1) History of Internet Languages 2.2) Different types of Internet Languages 2.3) Exploring the Language of Cyberculture 2.4) Communicating via New Media Platform</p> <p>3. Persuasive Language in New Media</p> <p>3.1) What is Persuasive Language? 3.2) Analyzing Target Audience, Purpose and Tones 3.3) Applying Persuasive Technique in New Media: Appeal to Authority 3.4) Applying Persuasive Technique in New Media: Appeal to Reason 3.5) Applying Persuasive Technique in New Media: Appeal to Emotion 3.6) Applying Persuasive Technique in New Media: Appeal to Trust 3.7) Applying Persuasive Technique in New Media: Plain Folks 3.8) Applying Persuasive Technique in New Media: Bandwagon 3.9) Applying Persuasive Technique in New Media: Rhetorical Question 3.10) Applying Persuasive Technique in New Media: Repetition</p> <p>4. Written Communication on New Media Platforms</p> <p>4.1) Exploring Linguistic Features in Written New Media Platforms: Blogs/Websites, Facebook & Twitter 4.2) Exploring Linguistic Features in Written New Media Platforms: WhatsApp, Telegram, Short Messaging System & Digital Posters/Infographics 4.3) Exploring Linguistic Features in Written New Media Platforms: Emails, Memos, Press Conferences, Public Service Advertisements & Newspaper Articles 4.4) Strengths and Weaknesses of Written New Media Contents 4.5) Guides for Producing Effective Written New Media Contents</p> <p>5. Audio-Visual Communication on New Media Platforms</p> <p>5.1) Exploring Linguistic Features in Audio-Visual New Media Platforms: TV/Radio Announcements & Social Media Postings/Advertisements/Live Broadcasts 5.2) Exploring Linguistic Features in Audio-Visual New Media Platforms: Multimedia Messaging System & Audio-Visual Posters/Infographic/Public Service Advertisements/News Reports/Forums/Chatrooms 5.3) Strengths and Weaknesses of Audio-Visual New Media Contents 5.4) Guides for Producing Effective Audio-Visual New Media Contents 5.5) Comparing Different Language Features Between Written and Audio-Visual Communication on New Media Platforms</p> <p>6. Language in Copywriting and Content Creation</p> <p>6.1) What Is Copywriting and Content Creation?? 6.2) Effective Copywriting and Content Creation Techniques? 6.3) Citing Guide to New Media Copywriting and Content Creation ? 6.4) Integrating Linguistic and Non-Linguistic Elements in Copywriting and Content Creation 6.5) Preparing Storyboards for New Media Copywriting and Content 6.6) Creation 6.7) Exploring the Concepts of 'Viral' Contents & Social Media Influencers from the Perspectives of Language and Communication</p> <p>7. Ethics and Issues in New Media Language</p> <p>7.1) Laws Related to New Media 7.2) Best Practices in New Media Language 7.3) Issues in New Media Language 7.4) Career Prospects Related to New Media Language Experts</p>

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Based on a topic assigned by the lecturer, students (in pairs) have to conduct a mini case study.	20%	CLO3
	Group Project	Based on the idea presented in the Group Presentation, students have to materialize the idea by producing a promotional content.	40%	CLO2
	Presentation	In a group of 4-5 members, students have to present their proposal of a promotional content project.	20%	CLO3
	Test	Students are tested based on the topics covered from Week 1 to Week 5 of the semester	20%	CLO1
Reading List	Recommended Text	<ul style="list-style-type: none"> • Terry Flew 2014, <i>New Media An Introduction</i>, 4 Ed., Oxford University Press Oxford University [ISBN: 019557785X, 9] • Jaron Lanier 2013, <i>Who Owns the Future?</i>, Simon & Schuster US [ISBN: ISBN13: 97814] 		
Article/Paper List	Reference Article/Paper Resources	<ul style="list-style-type: none"> • Weiberg Tamar 2010, How to Use Facebook for Business and Marketing http://www.techipedia.com/2010/how-to-use-facebook-for-business-and-marketing/ • Crispin Thurlow 2017, From Statistical Panic to Moral Panic: The Metadiscursive Construction and Popular Exaggeration of New Media Language in the Print Media, <i>Journal of Computer-Mediated Communication</i>, 11, 34 https://watermark.silverchair.com/jjcmcom0667.pdf? • Aslihan Akkaya 2014, Language, Discourse, and New Media: A Linguistic Anthropological Perspective, <i>Language and Linguistics Compass</i>, 8, 15 https://onlinelibrary.wiley.com/doi/pdf/10.1111/lnc3.12082 • Richard K. Popp 2009, Mass Media and the Linguistic Marketplace Media, Language, and Distinction, <i>Journal of Communication Inquiry</i>, 30, 20 http://journals.sagepub.com/doi/pdf/10.1177/0196859905281888 		
Other References	<ul style="list-style-type: none"> • Book Education Services Australia 2010, <i>Evolving Pedagogies: Reading and Writing in a Multimodal World</i>, Australia • Book Lev Manovich 2001, <i>The Language of New Media</i>, MIT Press, US • YouTube Video Campsbaygirl 2016, <i>How To Start A Blog : Beginners Guide</i>, UK https://youtu.be/2y01Ahqtsiw • YouTube Video Website Learners 2017, <i>How To Make A Blog - Quick & Easy</i>, UK https://youtu.be/NdvhRtrd3Wu • Website Online article 1 https://www.theguardian.com/technology/b ooksblog/2017/dec/07/internet-online-new s-social-media-changes-language • Website Online article 2 https://www.languageservicesdirect.co.uk /social-media-changing-english-language/ • Website Online article 3 https://u3asites.org.uk/files/h/hillingd on/docs/effectofsocialmediaonlanuage.pdf • Website Online article 4 http://joell.in/wp-content/uploads/2016/ 03/INFLUENCE-OF-SOCIAL-MEDIA.pdf • Website Online article 5 https://phys.org/news/2018-10-social-med ia-impact-english-language.html • Website Online article 6 https://blogs.ntu.edu.sg/hss-language-ev olution/wiki/chapter-12/ • Website Online article 7 https://sites.google.com/site/inhaintern etlanguage/home • Website Online article 8 https://www.socialmediaexaminer.com/6-po werful-social-media-persuasion-technique s/ • Website Online article 9 http://www.easybib.com/guides/citing-gui de-to-social-media/ • Website Online article 10 https://distinctly.co/blog/the-power-of- persuasive-language-tips-and-techniques/ 			