LT3210: ELECTRONIC PUBLISHING

Effective Term
Semester B 2022/23

Part I Course Overview

Course Title
Electronic Publishing

Subject Code
LT - Linguistics and Translation
Course Number
3210

Academic Unit
Linguistics and Translation (LT)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
CTL3210 Electronic Publishing

Exclusive Courses
Nil

Part II Course Details

Abstract
This course aims to

- use mark-up languages for electronic publishing and database modelling;
- introduce students to the basic concepts of WWW and features of Web 2.0;
- introduce students to the basic concepts of linguistic phenomenon of the use of language in the contexts of computer - mediated communication;
- enable students to analyse language data in the contexts of electronic publishing

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Organize and construct static and dynamic information for electronic publishing with various programming language		x	x	x
2	Hands-on experience in developing and design a website		x	x	x
3	Describe the history and development of WWW and features of Web2.0.		x	x	x
4	Observe and discuss language phenomenon in electronic publishing competently and creatively.		x	x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Presentation of concepts, illustrations, synthesis of readings, in-class activities. Exercises and Discussion, including: Students will use various applications for publishing information online and database editing Students will gain hands-on experience of using various technologies and programming language for developing a user-friendly website. Students will apply linguistic methodology in the analysis of language and internet	1, 2, 3, 4	
2	Reading	Several online documentations and selected articles for better understanding of each topic	1, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Project Publish a user-friendly website including static and dynamic webpages.	1, 2	30	
2	Test To test if students have mastered the concepts, theories and programming knowledge for EP.	1, 2, 3, 4	30	

Continuous Assessment (%)

60

Examination (%)

40

Assessment Rubrics (AR)

Assessment Task

1. Project

Criterion

Ability to publish a high-quality website

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

2. Test

Criterion

Ability to demonstrate mastery of the concepts, theories and programming knowledge for electronic publishing

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

3. Examination

Criterion

Ability to demonstrate mastery of the concepts, theories and programming knowledge for electronic publishing

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Electronic Publishing, User-friendly website, Static webpage, Dynamic webpage, HyperText Mark-up Language, eXtensible Mark-up Language, Java Server Pages, Cascading Style Sheet, eXtensible Style sheet Language, Schema, Language and the Internet.

Reading List

Compulsory Readings

	Title
1	Boardman, M. 2005. The Language of Website. Routledge.
2	Crystal, D. 2006. Language and the Internet. 2nd Edition. Cambridge University Press.
3	Keen, A. 2007. The Cult of the Amateur: How Today's Internet is Killing Our Culture. Doubleday Business.

Additional Readings

	Title
1	Prensky, M. 2001. "Digital Natives, Digital Immigrants." On the Horizon, vol. 9 no.5. MCB University Press.
2	Prensky, M. 2001. "Digital Natives, Digital Immigrants, Part II: Do They Really Think Differently?" On the Horizon, vol. 9 no.6. MCB University Press.
3	Shortis, T. 2001. The language of ICT: information and communication technology. Routledge.
4	O'Relly, T. 2005. "What is Web 2.0 Design Patterns and Business Models for the Next Generation of Software" http://oreilly.com/web2/archive/what-is-web-20.html
5	http://www.csszengarden.com/
6	http://www.w3schools.com/