

COM3508: EMERGING TECHNOLOGIES IN MULTIMODAL COMMUNICATION

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Emerging Technologies in Multimodal Communication

Subject Code

COM - Media and Communication

Course Number

3508

Academic Unit

Media and Communication (COM)

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

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course provides an introduction to emerging communication technologies, such as mobile and wearable devices, drones, Internet of Things, social networking sites, and virtual reality, and examines how individuals interact with and communicate using the technologies, with a focus on their varying impacts on communication processes and outcomes. Specific goals of this course are:

- To provide a sense of backgrounds, histories, origins, characteristics, functionalities, and unique properties of new(er) communication technologies
- To develop critical thinking and analysis skills for examining the impact of emerging technologies and predicting their future developments
- To apply existing communication theories, research findings, and gained knowledge to research areas of emerging technologies and develop hypotheses regarding the technologies' positive and negative impacts on communication and communicative behavior
- To have students engage in a series of hands-on exercises that are designed to familiarize them with new technologies

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify unique features and affordances of emerging technologies and analyze how they contribute to influencing communication processes and outcomes	35	x	x	
2	Explain the social, psychological, and industrial implications of emerging communication technologies	35	x	x	
3	Develop basic technical and hands-on skills for using new communication technologies and putting knowledge into practice	30		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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures, workshops, tutorials	Students will participate in formal lectures to gain knowledge about the uses, effects, and developments of emerging communication technologies	1, 2, 3	Throughout the semester
2	Individual assignments	Students will engage in a series of short individual assignments	1, 2	Throughout the semester

3	Group assignments	Students will explore and analyze current issues in emerging communication technologies	1, 2, 3	Throughout the semester
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Attendance and participation	1, 2, 3	15	-	No
2	Quiz: Students will take a quiz to demonstrate their understanding of the course contents	1, 2	20	-	No
3	Short papers: Students will write a series of reflection/reaction papers on the topics covered by invited speakers and industry experts	1, 2	30	-	Yes
4	Long paper: Students will work in groups to identify the current trends and issues in emerging communication technology and propose innovative and practical solutions for future developments and directions	1, 2, 3	35	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Attendance and participation

Criterion

- Class attendance
- Active and voluntary participation in class discussion and activities

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

Quiz

Criterion

Satisfactory understanding of the course contents

Excellent (A+, A, A-)

Strong

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Short papers

Criterion

Satisfactory understanding of the hands-on skills and topics covered by invited experts

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

Long paper

Criterion

- In-depth evaluation and analysis
- Appropriate use of information and ideas
- Logical conclusions and/or recommendations
- Organization, writing, and presentation

Excellent (A+, A, A-)

Strong

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

Characteristics, affordances, psychology, and implications of new communication technology; emerging media; mobile communication; wearable technology; virtual reality; social networking; pervasive technology; human-technology interaction

Reading List**Compulsory Readings**

Title	
1	Li, X. (2016). Emerging media: Uses and dynamics. New York, NY: Routledge.
2	Sundar, S. S. (2015). Handbook on the psychology of communication technology. Hoboken, NJ: Wiley-Blackwell.

Additional Readings

Title	
1	Additional readings from book chapters and journal/news articles will be assigned and provided by the instructor throughout the semester.