

# LT3210: ELECTRONIC PUBLISHING

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## Effective Term

Semester A 2025/26

## 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.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture and reading	Students will learn concepts with illustrations in lectures. Students will read several online documentations and selected articles for better understanding of each topic.	1, 2, 3, 4

2	Class activities and exercises	<p>Students will participate in activities and complete exercises.</p> <p>Students will use various applications for publishing information online and database editing</p> <p>Students will gain hands-on experience of using various technologies and programming language for developing a user-friendly website.</p> <p>Students will apply linguistic methodology in the analysis of language and internet.</p>	1, 3, 4	
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**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?	
1	Project Publish a user-friendly website including static and dynamic webpages.	1, 2	30	<p>Students can use GenAI tools to brainstorm, gather information, solve problems, format references, and edit language. Students should give proper acknowledgment to all the content from GenAI tools that they incorporated into the assignment and keep a journal of their GenAI conversations. Students should not present texts generated or translated by GenAI tools as their own original work.</p>	Yes

2	Test To test if students have mastered the concepts, theories and programming knowledge for EP.	1, 2, 3, 4	30	This is a summative assessment task.	No
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**Continuous Assessment (%)**

60

**Examination (%)**

40

**Examination Duration (Hours)**

2

**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" <a href="http://oreilly.com/web2/archive/what-is-web-20.html">http://oreilly.com/web2/archive/what-is-web-20.html</a>
5	<a href="http://www.csszengarden.com/">http://www.csszengarden.com/</a>
6	<a href="http://www.w3schools.com/">http://www.w3schools.com/</a>