

# COM3508: EMERGING TECHNOLOGIES IN MULTIMODAL COMMUNICATION

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## Effective Term

Semester A 2024/25

## 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 (e.g. Parameter for GenAI use)
1	Attendance and participation	1, 2, 3	15	
2	Quiz: Students will take a quiz to demonstrate their understanding of the course contents	1, 2	20	
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	
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	

**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

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**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

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**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

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**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). <i>Emerging media: Uses and dynamics</i> . New York, NY: Routledge.
2	Sundar, S. S. (2015). <i>Handbook on the psychology of communication technology</i> . 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.