

Course: DMED 540 English for Digital Media I
Term: Fall semester 2022
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Course Description

In this course, you will get accustomed to the current language practices in different context-based situations, approached from a digital media perspective. The classes are designed on the principles of **lexical banks**; therefore, the main objective is to restructure and enhance your vocabulary skills in authentic contexts. The materials and vocabulary items will cover various topics, subject to change, filtered through the jargon of Digital Media. We will zoom in on the new digital trends in practical Agile teamwork, app description and critical reviews, game storytelling, reviews, social media and many other authentic technical vocabulary contexts. This course's main objective is to offer you the opportunity to identify/clarify/use specialized language **in context** and apply critical thinking when operating with the terminology mentioned above. The course will focus a lot on **reading and listening** practice and will cover three stages as follows:

- A. The field of app design, UI/UX;**
- B. Story-telling, game reviews, walkthroughs, pitching your story ideas;**
- C. Teamwork and time management vocabulary in a project simulation.**

*Covid-19 amendments and curriculum changes (in case of online classes)

Considering the current situation, the format of the present course has been carefully amended to also suit an e-learning environment and provide students with various activities designed to enhance self-study and research techniques. We aim to create an engaging pre-MDM community where students can follow and measure their progress through regular feedback. Courses are designed to be delivered both on Zoom and in person, and written assignments will be completed in Google docs/Google drive and shared with the teacher and the IAs (when necessary); our communication will be mostly face-to-face, on Zoom, email, Google Drive, canva.com for

some presentations, and our WhatsApp group. You will receive the materials for the course each week before the start of the class.

Course Objectives

Throughout this course, you will:

- Acquire a wide range of employable vocabulary related to media, digital and otherwise;
- Practise using lexical items by generating contexts on your own through weekly journal entries; generate stories, and incorporate folklore into a story pitch;
- Develop a specific communicative set of skills necessary for the job market in an English-speaking country;
- Have a better understanding of your abilities to operate with terminology in various fields;
- Correctly use new lexical items related to contemporary digital media environments by applying the language during class and out-of-class activities;
- Gradually improve your self-study, research and bibliography collecting skills, and your abilities to state reasons and objectives for a structural study.

Students' goals:

Note: This part will be completed in class during our first week. You will discuss your personal goals and needs related to this course and articulate five additional goals you would like to achieve throughout the semester.

- 1.
- 2.

- 3.
- 4.
- 5.

Course Format

The course will run for 13 weeks with 3-hour weekly synchronous* modules. Given the Covid-19 situation, the instructor is prepared to switch from in-person to online at any time during the semester. *This is not a lecture-based course, it is a practical language; therefore, the materials and activities planned for a class are communicative and involve active learning. The course doesn't intend to teach hard skills and focuses on the operating language in the authentic materials.*

***Synchronous e-learning means** that the instructor and the students in the course engage with the course content and each other simultaneously, but from different locations, through online platforms.

****Asynchronous e-learning** includes various forms of digital and online learning. The courses are not being delivered in person, and in real-time, and the schedule is more flexible. Students receive tasks and activities to complete independently, and the instructor offers feedback and error-correction (for language instruction).

Course pre-requisites

A minimum of intermediate English proficiency is required to take this course. (i.e. IELTS academic overall - 6.5). You should also have an intermediate ability to operate with Digital Media terms.

Tips for successful completion of the course

- The motivation, participation and attendance grade (20%) should be taken seriously throughout the semester. Your published journal entries will also count towards the final grade.
- We will be designing structural word maps each class, so using these maps outside the classroom in informal conversations will help you solidify the understanding and the correct usage of the new terms;
- As far as assignments are concerned, they must be handed in due time. You will have the possibility to extend **one** assignment **per semester**, and extensions will only be granted for medical and emergency reasons for which you will have to provide written proof.

Note!

Each week, you will receive an assignment covering the topic discussed. You will complete graded and ungraded formative and mandatory assignments, plus a mandatory journal entry with your reflections/ideas about digital media trending topics. The formative assignments are optional, which means you don't have to complete them, but I advise you to finish and send them in because they are designed to re-structure and strengthen the knowledge you have received throughout the week. All assignments are linked with the previous and future topics, contributing to a good learning flow.

Stages	Week	Focus	Assignment	Due
Stage 1 Describing apps, UI/UX vocabulary in context	1	App design language	Journal entry (JE) Reading/listening task	Week 2
	2	UI/UX - vocabulary you will use when describing app design - scenarios and practical lexical chunks	JE mandatory Reading/listening task	Week 3
			Instructions for final stage assignment	Week 12

Stages	Week	Focus	Assignment	Due
	3	Business and Finance in the Digital Age - lexical banks in context	JE mandatory	Week 4
	4	Pitching app ideas - lexical banks in context	JE mandatory	Week 5
Stage 2 Story-telling, game reviews, walkthroughs, pitching your story ideas	5	Literature and narratives	JE mandatory Storytelling activity - mandatory	Week 6

Stages	Week	Focus	Assignment	Due
	6	Oral History in the Digital Age	JE mandatory Group project mandatory	Week 7
	7	Vocabulary for game reviews/description	JE mandatory	Week 8
	8	Critical thinking and game choices	JE mandatory Individual presentations - mandatory	Week 9

Stages	Week	Focus	Assignment	Due
Stage 3 Teamwork and time management vocabulary in a project simulation.	9	Speaking Agile (contextual lexical banks)	JE mandatory Reading and Listening tasks	Week 10
	10	Giving feedback with finesse	JE mandatory Digital art gallery group task - mandatory	Week 11
	11	Teamwork and conflict management - practical vocabulary in work scenarios	JE mandatory Reading and Listening tasks	Week 12
	12	Describing your contribution in a team-based project (lexical bank in context)	JE mandatory	Week 12

Stages	Week	Focus	Assignment	Due
	13	Composition week (to cover extra materials)	Final assignment and feedback Conclusion	N/A

Evaluation

Improving your **vocabulary** in any field can be a very demanding task. To a greater extent, in the area of Digital Media, the lexical banks cover arguably almost every field of study, all of which are undoubtedly affected by the new media and technologies. This is why this course aims to briefly touch on as many domains as possible and create a balance between lexical banks deriving from multiple areas and the ones that stemmed from the new digital trends. The following methods of evaluation have been incorporated to offer a wide range of assessments:

Motivation, participation and attendance 20%

Throughout the semester, you will be graded according to your willingness to participate to discussions, peer reviews, error correction, and attitude towards your instructor and

peers. You should limit your device time to in-class activity requirements (during synchronous teaching sessions) and be present and active at all times (for both synchronous and asynchronous activities).

Journal entries 30%

You will have to write one journal entry (JE) weekly, starting the second week of the semester, and share it with our IAs and blog administrators. The writing specifications will be explained to you in the first week of class. The entry will be published online on the pre-mdm blog (<https://blogs.thecdm.ca/premdm/>) under a category of your choice after a brief peer-editing session. The weekly digital media topic will be your choice (examples: Social Media and Influencers, Life in pre-MDM, Student Wellness and Self-care, etc.)

Final Assignment 50%

The final **written assignment** will require individual and group work and will be graded according to task achievement, effective command of the language, fluency, accuracy, coherence, cohesion, and critical thinking. Detailed criteria will be given to you during the semester.

**The rest of the assignments are formative, and they will not receive a grade per se. They will, however, be accounted for on the base of completion.*

Total 100%

Grading System

A+	95-100
A	90-94
A-	85-89
B+	80-84
B	75-79
B-	70-74
C+	65-69
C	60-64
F	0-59

Policies

The student and academic policies of the Masters of Digital Media Program and of Simon Fraser University apply to this course. Relevant SFU policies can be found at:

- Graduate General Regulations

http://students.sfu.ca/calendar/for_students/grad_regulation.html

- Academic Honesty and Student Conduct Policies

<http://www.sfu.ca/policies/Students/index.html>

- Teaching and Instruction Policies

<http://www.sfu.ca/policies/teaching/index.htm>

- University Policies (complete site)

<http://www.sfu.ca/policies>

