

Course Title	Advances in Digital English Linguistics
Course Code	DES602
Recommended Study Term	Term 1 or 2
No. of Credits	3
Mode of Tuition	Sectional approach
Class Contact Hours	3 hours per week
Category	Elective
Prerequisite	Nil
Co-requisite	Nil
Exclusion	Nil
Exemption Requirement	Nil

Brief Course Description

Over the last two decades, digital media has exerted huge impacts on our daily lives and has even transformed our modes of communication. Combining linguistic, semiotics, and sociological perspectives, this course will focus on the interplay of the English language, technology, and social context. Students will be introduced to the features of the digital English language and its historical evolution and will be trained to extract data from webpages using various web scraping tools. They will learn how to use a myriad of linguistic toolkits to analyse discursive representation, identity construction, interpersonal interactions, and social movements in cyberspace. Throughout the course, students will engage in hands-on exercises, collaborative projects, and critical discussion on various issues, such as ethical issues during data collection. By the end of this course, students will be equipped with the analytical skills to navigate their own research in digital English linguistics and beyond.

Aims

The aims of this course are (1) to equip students with the theoretical knowledge for interpreting digital linguistic phenomena; (2) to encourage students to reflect on the ethical issues in conducting digital linguistic research; (3) to familiarise students with AI tools for collecting mass data from webpages; and (4) to provide students with methodologies to analyse multimodal texts both qualitatively and quantitatively.

Learning Outcomes (LOs)

On completion of this course, students will be able to:

1. Adopt interdisciplinary perspectives and deploy appropriate theories to understand and situate digital phenomena in a broader social context;
2. Identify ethical issues arising from big data research;
3. Utilise web scraping tools to collect mass digital data;
4. Utilise the qualitative coding software NVivo;
5. Analyse data using both qualitative and quantitative approaches;
6. Conduct small-scale research projects individually and collaboratively.