Course Title	: Technologies of Writing: Multimodality and Meaning
Course Code	: DES606
Recommended Study Year	: Term 1 or 2
No. of Credits	: 3
Mode of Tuition	: Sectional
Class Contact Hours	: 3 hours per week
Category	: Elective
Prerequisite(s)	: Nil
Co-requisite(s)	: Nil
Exclusion(s)	: Nil
Exemption Requirement(s)	: Nil

Brief Course Description

Considering the proliferation of written texts mediated with digital technologies in contemporary society, this timely course invites students to reconsider writing: what is it? how does it differ from speech? Drawing on latest scholarship in history of writing, sociolinguistics, social semiotics and digital discourse, this course will guide students through a variety of topics, debates, and case studies regarding writing from a historical, comparative, and critical perspective. Students will be guided to examine various forms and types of materialised and mediated writing, such as calligraphy, conceptual art, shop signage, emoji-filled online posts (and books), and bullet comments, and reflect on the material, medial and semiotic differences (and interactions) between 'traditional' and digital forms of writing. Students will gain an enhanced ability to appreciate the historical and aesthetic dimensions of the multiple forms of writing that they encounter in everyday life, as well as hands-on training in analysing multimodal features of written texts.

Aims

This course aims to:

1. Introduce students to various concepts, notions, and terminologies in studies of writing and language.
2. Enhance students' historical and sociological knowledge of writing and how different writing systems are perceived and represented from a comparative perspective.
3. Demonstrate various affordances and limitations of different writing media and technologies.
4. Equip students with the skills of contextually and critically analysing a broad range of written texts.

Learning Outcomes

By the end of this course, students should be able to:

1. Explain the interrelations and differences between writing, speech, script, and language.
2. Critically consider historical representations of (non-)alphabetic languages in Western scholarship.
3. Apply analytical tools developed in recent scholarship to analyse the affordances and indexical meanings of a range of written texts.
4. Create multimodal written texts appropriate for a specific audience, purpose, and situation.
5. Reflect upon their own interactions with various writing technologies, and how they

impact on their meaning-making activities.