

Course Title	: Language, Creativity and Technology
Course Code	: DES612
Recommended Study Term	: Term 1 or 2
No. of Credits/Semester	: 3
Mode of Tuition	: Lecture-tutorial mode
Teaching Hours	: 2-hour lecture per week 1-hour tutorial per week
Category in Programme	: Elective
Prerequisite(s)	: Nil
Co-requisite(s)	: Nil
Exclusion(s)	: Nil
Exemption Requirement(s)	: Nil

Brief Course Description

How does human language evolve with technologies? What are the impacts of technologies on language and communication? In this course, we will study the influences of major communication technologies, such as writing, telegrams, telephones, digital media, and Artificial Intelligence, on language and creativity. Do technologies afford more opportunities for creativity or degrade our languages? Does technology-mediated communication enhance or undermine our ‘humanity’? Students will be guided through a range of case studies to explore the above questions. Practical and ethical issues arising from human-machine interactions will also be discussed with reference to plagiarism, data protection and privacy, and scams. Examples will be primarily drawn from the English language, complemented with multilingual data that are closer to students’ life. By the end of the course, students will have an informed and critical understanding of the impact of technologies on language, and be equipped to foster a productive, responsible and meaningful relationship with communication technologies.

Aims

This course aims to:

1. Introduce students to a brief history of communication technologies and their workings.
2. Guide students to examine popular discourses regarding the impact of technologies on human language and communication.
3. Offer several case studies drawn from a range of contexts to facilitate students’ comparative and critical understanding of technologies’ affordances and limitations.
4. Equip students with the practical skills of using communication technologies creatively and ethically.

Learning Outcomes

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

- LO1. Summarise the evolution of technology-mediated language and communication, highlighting key developments and their cultural significance.
- LO2. Analyse and interpret popular discourses regarding the impact of technologies on human language and communication, evaluating different perspectives and their implications.

- LO3. Compare and contrast the affordances of various communication technologies, assessing how they shape the use of English in different contexts.
- LO4. Critically evaluate the strengths and limitations of machine-generated content, discussing its implications for language use and communication practices.
- LO5. Utilise various technologies to create and present texts, dialogues, performances, and presentations, demonstrating creativity and technical proficiency.
- LO6. Reflect on personal interactions with diverse communication technologies, developing a critical and ethical approach to their use in language and communication.