COURSE DETAIL

TRANSLATION AND SOCIAL MEDIA
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Film & Media Studies Communication Chinese
UCEAP Course Number 68
UCEAP Course Suffix
UCEAP Official Title TRANSLATION AND SOCIAL MEDIA
UCEAP Transcript Title TRANSL & SOCL MEDIA
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines the role of translation in social media communication. It contemplates how wide-ranging multilingual digital contents are circulated on social media via translation, how genres, user experiences, visual styles, business models and technologies harnessed by digital enterprises and platforms are impacting on legacy media and traditional means of mediated communication, and where the diverse user-generated content continue to innovate and transform social media communication.

Language(s) of Instruction
English

Host Institution Course Number
CHIN2368

Host Institution Course Title
TRANSLATION AND SOCIAL MEDIA

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2022-2023

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