

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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