

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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