SENSORVEILEDNING

Emnekode:	SFE20816
Emnenavn:	Multimodal Texts
Eksamensform:	Skriftlig og muntlig (der muntlig eksamen kan virke justerende på endelig karakter ett trinn opp eller ned på karakterskala A-F)
Dato:	Skriftlig oppgave leveres 28. november Muntlig eksamen fullføres 17. og 19. desember
Faglærer(e):	Daniel Lees Fryer
Eventuelt: Det er arbeidskrav i emnet. Fagansvarlige godkjenner det i fagpersonweb.	

This document has been produced in accordance with Universitets- og høyskolelovens § 3-9 (2) og § 5-3 (3) (see https://lovdata.no/dokument/NL/lov/2005-04-01-15). It is intended to provide examiners with an overview of course content and aims, students' expected learning outcomes, and the requirements for grading students' spoken and written work.

This document is divided into three parts: course overview, assessment, and grading.
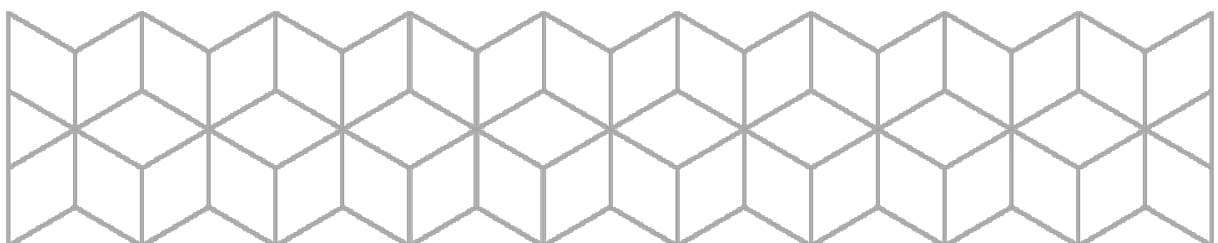
Course Overview

A full course description is available at
https://www.hiof.no/english/studies/courses/oss/2018/autumn/sfe20816.html

From the course description:

The student's learning outcomes after completing the course

Knowledge

The student has knowledge of how to analyze multimodal texts.

Skills

The student can use certain theoretical models to examine multimodal texts and to discuss the social/cultural contexts in which those texts are produced and used.

General competence

The student understands the importance and general pervasiveness of multimodal texts in societies, and how those texts are interpreted and valued by different social groups.

[…]

Examination

Individual written assignment and oral exam

A written assignment (minimum 3000 words) on a topic chosen in consultation with the lecturer; the assignment should be analytical, research based, and clearly referenced.

The written assignment has to be approved for a pass result before the oral exam.

The oral exam (c. 30 mins) is based primarily on the final written assignment, but also the course more generally.

The oral exam may adjust the final result by one step up or down on the A-F grading scale.

Course Overview, Autumn Semester 2018

Wk	Room	Topic (+ key terms)	Reading (suggested order)
35	E1-065	Introduction What is a text? What is a mode? What is multimodality? *Analysis*: war poster	-
36	E1-065	The multimodal turn? Defining mode/modality Three approaches to multimodality *Analysis*: bring along a multimodal text – whatever you like	1. Bateman 2017 ch 1 2. Jewitt 2016 ch 1
37	E1-065	Multimodality: the basics Stuff (materiality), senses, semiotics, society Metafunction *Analysis*: news reports	1. Serafini 2014 ch 4 (Canvas) 2. Bateman 2017 ch 2 3. Serafini 2014 case (Canvas)
38	E1-065	Multimodality and language Or why text is more than 'just' language *Analysis*: interview, advertising (bring along a print or online ad)	1. Jewitt 2016 ch 2 2. Serafini 2014 case (Canvas)
39	E1-065	Layout The page as a multimodal unit, grids *Analysis*: school textbooks (*Explore*), posters Deadline assignment 1	1. Bateman 2017 ch 10
40		AUTUMN BREAK, reading week (**no lecture**)	
41	Online, Adobe/Canvas	Workshop 1: Choosing a topic for your final assignment Group discussion	1. Jewitt 2016 ch 7
42	E1-065	Diagrams, infographics *Analysis*: IKEA assembly instructions, news infographics [Gothic assignment]	1. Bateman 2017 ch 11
43	E1-065	Cartoon strips and graphic novels Analysis: Calvin and Hobbes, The Adventures of Jimmy Corrigan, Smartest Kid on Earth	1. Bateman 2017 ch 12 2. Serafini 2014 case (Canvas)
44	E1-065	Film, TV, video games Analysis: Twin Peaks, Miss Fozzard Finds Her Feet, Minecraft [Adaptation assignment]	1. Bateman 2017 ch 13 2. Serafini 2014 case (Canvas)
45	E1-065	Websites, social media, memes *Analysis*: Kahoot, Twitter, memes Deadline assignment 2	1. Bateman 2017 chs 15, 16 2. Serafini 2014 case (Canvas)
46	E1-065	Smell ya later!	

		Analysis: house viewings, He-Man action figures	1. Fryer 2019 (Canvas)
		Deadline for submission of proposal for final assignment (14 Nov)	
47	E1-065	Workshop 2: posters/presentations of final assignments	-
48		Deadline for submission of final assignment	
49		[Gothic exam?]	
50		[Adaptation exam?]	
51		Oral exam?	
52			

Readings

Bateman, John, Janina Wildfeuer, and Tuomo Hiippala. *Multimodality. Foundations, research and analysis: a problem-oriented introduction*. Berlin: Walter de Gruyter, 2017.

Jewitt, Carey, Jeff Bezemer, and Kay O'Halloran. *Introducing multimodality*. Abingdon: Routledge, 2016.

Readings marked "(Canvas)" will be posted on Canvas

Assessment

In assessing the candidate's written work, please consider the following questions.

Does the candidate provide a clear introduction and explanation of the aims of their paper?
Does the candidate's choice of material and analytic tools allow for a sufficient response to the questions or aims of the paper?
What concepts from the field of "multimodality" does the candidate use in the paper?
Are those concepts clearly defined and exemplified?
To what extent do those concepts help the candidate to answer the research questions or aims of their paper?
Additional comments: (These might include relative strengths and/or weaknesses, the originality of the paper, length, use of literature, quality of writing, conclusions, and any other points the examiner wishes to note.)

In assessing the candidate's oral exam, please consider the following questions.

What are the candidate's responses in the discussion of their paper?
What are the candidate's responses to more general questions concerning multimodality, i.e. those that go beyond the concepts and tools they have used in their paper?
Additional comments: (These might include the candidate's ability to reflect on the relative strengths and weaknesses of their paper, the candidate's comments on potential improvements to their paper, and any other points the examiner wishes to note.)

Grading

Grading is based on Universitets- og høgskolerådets (UHR) *Karaktersystem – generelle, kvalitative beskrivelser* (see https://www.uhr.no/_f/p1/i4bfb251a-5e7c-4e34-916b-85478c61a800/karaktersystemet_generelle_kvalitative_beskrivelser.pdf). The examiner is asked to assess and grade the candidate's knowledge, understanding, and application of theories and methodologies related to multimodality using UHR's general descriptors.

Grade	Description
A	An excellent performance, clearly outstanding. The candidate demonstrates excellent judgement and a very high degree of independent thinking.
B	A very good performance. The candidate demonstrates sound judgement and a high degree of independent thinking.
C	A good performance in most areas. The candidate demonstrates a reasonable degree of judgement and independent thinking in the most important areas.
D	A satisfactory performance, but with significant shortcomings. The candidate demonstrates a limited degree of judgement and independent thinking.
E	A performance that meets the minimum criteria, but no more. The candidate demonstrates a very limited degree of judgement and independent thinking.
F	A performance that does not meet the minimum academic criteria. The candidate demonstrates an absence of both judgement and independent thinking.