



Multimodality: Narrative and Context in Different Media Formats

Multimodalitet: Narrativ och kontext i olika medieformat

15 credits

15 högskolepoäng

Ladok Code: C3MMM1

Version: 1.0

Established by: Committee for Education in Librarianship, Information, and IT 2023-09-19

Valid from: Spring 2024

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Information Science (A1F)

Disciplinary Domain: Social sciences

Prerequisites: Bachelor's degree in information science 180 credits, and the element *Written assignment: Structuring data*, 2 credits, of the course *Datalogical Thinking* (C3MDT1), with at least a passing grade.

Subject Area: Library and Information Science

Grading Scale: Seven-degree grading scale (A-F)

Content

The purpose of the course is to provide students with an understanding of how digital objects in various media formats can be created, adapted, analyzed, and interpreted. The course covers text-based, image-based, sound-based, and audiovisual materials to investigate how the format can be understood in relation to theoretical concepts such as multimodality related to narrative, metadata, and remediation.

During the course, students will develop skills to apply the theoretical concepts of the course in practice by remediating a digital object to a new media format and contextualizing it through the application of structured data. The technical aspects build on what students have previously learned in the course "Datalogical thinking". The course also allows students to critically discuss the skills and knowledge they have acquired in a broader disciplinary context by relating to issues of sustainable development and accessibility.

Learning Outcomes

After passing the course the student should be able to, concerning:

Knowledge and understanding

- 1.1 define underlying theories and concepts for individual and combined modalities in relation to narrative, metadata, and remediation.
- 1.2 present principles on how metadata can contextualize digital objects of different production modalities and media formats.

Competence and skills

- 2.1 create and adapt digital objects for various media formats.
- 2.2 create and adapt metadata descriptions for digital objects of various production modalities.
- 2.3 adapt machine-readable descriptions between modalities and media formats.
- 2.4 analyze and evaluate digital objects of multiple media formats with theories and concepts for individual and combined modalities.

Judgement and approach

- 3.1 compare and assess theories and current research to criticize digital objects in relation to sustainable development and accessibility.
- 3.2 critically reflect on technical and material possibilities and challenges in the creation and adaptation of digital objects.

Forms of Teaching

Tuition is conducted through:

- Lectures
- Workshops
- Seminars

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Seminar: Image

Learning outcomes: 1.1, 2.2

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Seminar: Text

Learning outcomes: 1.1, 2.2

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Seminar: Audiovisual

Learning outcomes: 1.1, 2.2

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Seminar: Remediation

Learning outcomes: 1.2, 2.4, 3.2

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Project: Media adaption (group assignment)

Learning outcomes: 1.1-1.2, 2.1-2.3

Credits: 3

Grading scale: Seven-degree grading scale (A-F)

Seminar: Project presentation

Learning outcomes: 1.2, 2.4, 3.2

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

Written assignment: Critical essay

Learning outcomes: 1.1-1.2, 2.4, 3.1-3.2

Credits: 4.5

Grading scale: Seven-degree grading scale (A-F)

To acquire E on the entire course the grade E is required on both tasks. Higher grades are based on the tasks *Project: Media adaption (group assignment)* and *Written assignment: Critical essay* as follows:

The grade on each task is transformed to a numerical value, E = 1, D = 2, C = 3, B = 4, A = 5, and multiplied with the number of credits for the task. The two numbers are added together and the total is divided by 7.5 and transformed back to the closest value on the seven-grade scale.

To ensure individual examination, each student must submit documentation of the completed work in the project.

In the event of changes in course plans students who wish to complete courses can be examined on the basis of the most recent version of the course plan. For courses that are no longer running, students who wish to complete such courses can read all or part of an equivalent course.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for

the University of Borås.

Literature and Other Teaching Materials

The course literature is in English.

Hiippala, T. (2015). The Structure of Multimodal Documents: An Empirical Approach. Routledge. [Electronically available]

Siapera. (2018). Understanding New Media (2nd ed.). SAGE Publications. [Electronically available]

Ledin, & Machin, D. (2020). Introduction to multimodal analysis (2nd ed.). Bloomsbury Academic.

Number of pages: approx. 850

Other sources: approx. 170 pages

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is part of Master's programme in information science: digital environments.

This syllabus is a translation from the Swedish original.