

# HONG KONG BAPTIST UNIVERSITY

## COURSE OUTLINE

1. **Course Title**  
Critical Discourse Analysis and Public Policy Engagement
2. **Course Code**  
LANG 7700
3. **No. of Units**  
3 units
4. **Offering Department**  
MA in Language Studies Programme
5. **Prerequisite**  
Nil
6. **Medium of Instruction**  
English
7. **Aims & Objectives**  
In modern society, consumers of public discourse have played increasingly active roles in shaping the debate of social issues as “prosumers”, who assume dual roles of producers and consumers, through writing letters to the editor and making online comments. The course introduces students to a set of theoretical approaches and concepts in critical discourse analysis (CDA) useful for analyzing and participating in the discourses on social issues and public policies. Students will review how CDA researchers analyze the media discourse on current events and social issues such as public health and marketization of higher education using theories and concepts in CDA. They will learn to collect information from the Hong Kong government regarding various public policies under the Code on Access to Information to better understand the social issues and comment on the relevant public policies and government programmes through writing *letters to the editor*, a resistant genre for citizens to voice their opinions. Applying CDA concepts and techniques to the analyses of current events, students will write analytical essays on CDA research literature and opinion pieces that may be submitted to local newspapers for publication. Offering extensive opportunities for writing practices, this course provides training for students to become competent and effective members of the discourse communities on both research issues and public policies.
8. **Course content**  
(1) Review research literature on CDA critically focusing on issues on public health, higher education or others that students find interesting

- (2) Analyze and criticize existing solutions of social problems
- (3) Engage the Hong Kong government and other stakeholders in conversations on policy matters
- (4) Develop writing skills essential for joining the research community and civic society

**9. Course Intended Learning outcomes (CILOs)**

<b>CILO</b>	By the end of the course, students should be able to:
<b>CILO 1</b>	Critically review the use of key concepts and basic techniques in critical discourse analysis (CDA)
<b>CILO 2</b>	Analyze the processes of ideological propagation and resistance involving mainstream writers and prosumers of media discourse by applying the concepts and techniques in CDA
<b>CILO 3</b>	Evaluate local and global issues and related public policies facing Hong Kong and Greater China region through the analytical lens of CDA

**10. Teaching & Learning Activities (TLAs)**

<b>CILO No.</b>	<b>TLAs</b>
CILO 1	In-class discussions of CDA concepts and techniques used in journal articles examining their methodological strengths and limitations
CILO 2	Analyze how authors of CDA studies write about the news events in an academic and reflective way and relate the events to research issues in CDA
CILO 3	Select a social issue and analyze some newspaper articles on this issue applying CDA concepts and techniques; Draft and submit argumentative essays for publication in local English newspaper making insightful and original arguments on social issues

**11. Assessment Methods (AMs)**

<b>Type of Assessment</b>	<b>Weighting</b>	<b>CILOs to be addressed</b>	<b>Description of Assessment Tasks</b>
Literature Review	40%	1,2	Write an analytical essay reviewing research literature on CDA and/or social issues of students' choice
Outline of the argumentative essay	15%	2,3	Plan how the essay would be outlined and how to develop the arguments

Argumentative Essay	35%	2,3	Write an argumentative essay on a social issue and related public policies that may be submitted to local newspapers for publication.
Participation of class discussion	10%	1, 2, 3	Students will join the class discussion on the theoretical issues in CDA and analyze media discourse applying CDA concepts and techniques