

University of California, Davis

Summer Programme on English and Language in Today's Mass Media

1. Programme organiser and Partner Institution:

Department of Linguistics and Translation, City University of Hong Kong
University of California, Davis (UC Davis)
Co-organiser: Gowell Eductaion

2. Programme period and date:

4 July 2020 to 31 July 2020, 4 weeks

3. Aims of the Programme:

This programme aims to:

- (a) enrich students' learning experiences with study in an international setting;
- (b) improve students' cross-cultural communication skills in English;
- (c) increase students' exposure to modern American English expressions in social media;
- (d) broaden students' horizons with the exposure to American sociolinguistic culture;
- (e) enhance students' critical thinking and problem solving skills by engaging them in learning activities;

4. Intended Learning outcomes:

On completion of the programme, students will be able to:

- (a) complete all the assessment tasks of the four courses taken at UC Davis;
- (b) critically reflect on their global learning experiences in their written work;
- (c) create a video which highlights their learning outcomes and discovery.
- (d) apply the knowledge and skills acquired from the tour to study an academic topic related to their major programme. (only for the students who take the 3-credit unit elective course, LT3399 LT Study Tour, in Summer semester)

5. Programme Activities

- (a) Attending classes of four non-credit bearing courses (the course list and the course description are given in Attachment I).
- (b) Participating in internships related to communications, languages and linguistics;
- (c) Joining guided tours on campus (e.g. Manetti Shrem Museum of Art, Mondavi Center for Performing Arts, UC Davis Student Farm, UC Davis Greenhouse, etc.)
- (d) Joining cultural tour in the region of California (e.g. a guided tour to Stanford University and to UC Berkeley, etc.)

(for details of activities and a sample of schedule, please refer to the leaflet)

6. Programme participants

12 LT full-time UGC-funded undergraduates.

Priority will be given to senior students who have not yet had 4-week global learning experience, and also to the students with good academic performance and positive learning attitudes. Selection interviews will be arranged. **First Come First Serve.**

7. Tasks for assessment of learning outcomes

Applied to the participants who do not take the elective course, LT3399 LT Study Tour

- (a) All the assessment tasks of the four courses taken by the students. An academic result report will be given by UC Davis.
- (b) Individual reflective report: The reflective writing (1000-1200 words) requires students to critically reflect on their learning experience after completing the four courses and joining the learning activities.
- (c) A 5-min group video: It highlights students' learning outcomes and discovery. 3-4 students in a group.

Students' assignments will be submitted at the end of August. Feedback on students' assessment tasks will be given in a post-programme meeting to be scheduled no later than mid of September.

Applied to the participants who take the elective course, LT 3399 LT Study Tour

- (a) All the assessment tasks of the four courses taken by the students. An academic result report will be given by UC Davis.
- (b) Pre-tour individual study plan (500-600 words): It requires students to write a study plan indicating the learning objectives, the courses /seminars and other learning activities they will join in the host university/institute, and their preparations for joining the study tour. (to be submitted before the commencement of the Summer programme)
- (c) Weekly reflective writing (each 400-500 words): It requires students to critically reflect on their learning experience after each week of learning.
- (d) Individual written report (1,500-2,000 words): It requires students to apply the knowledge and skills acquired from the tour to study an academic topic related to their major programme.

- (e) A 5-minute group video clip: to highlight students' learning experience and knowledge discovery. 3-4 students in a group

Students' assignments will be submitted at the end of August (except pre-tour individual study plan). Feedback on students' assessment tasks will be given in a post-programme meeting to be scheduled no later than mid of September.

Fee

Original programme fee per student: HK\$59,000

Fee paid by each student (40% of the original fee) **HK\$23, 600** (for details, please refer to Attachment II)

Attachment I A course list with brief course descriptions

This program is comprised of the following four courses:

1. English for Cross-Cultural Communications
2. Modern American English Expressions in Social Media
3. Perceptions vs. Reality in Today's Media
4. Intercultural Research Project (IRP)

1. English for Cross-Cultural Communications

Timetable: Monday to Friday, 50 mins each class, daily classes

Course Description: This class is organized around student-generated communication situations and strategies. Some of the situations/strategies that the class will touch on include expressing opinions, how to give a presentation, how to refuse something, how to complain, non-verbal/body language, what sarcasm is, how to express dissatisfaction, how to change topics and how to listen actively. Students will also practice challenging cross-cultural communication situations or scenarios and practice how to convey intended meanings effectively.

2. Modern American English Expressions in Social Media: American Slang in Cultural Contexts

Timetable: Monday to Friday, 50 mins each class, daily classes

Course Description: This class covers a wide range of idioms and slang common to American speakers of English. Students will be provided with lists of expressions and vocabulary and learn and analyze how they are applied in different media and audio entertainment. Students learn and practice some of the most frequently and commonly used idiomatic and slang expressions in social media through a variety of listening, speaking, reading, and writing activities. They will also learn about the social and cultural expectations that go along with these expressions so they can use these expressions more naturally with native speakers.

3. Perceptions vs. Reality in Today's Media

Timetable: Monday to Friday, 50 mins each class, daily classes

Course Description: In this class, students will think, talk, read about and explore society's relationship with the media. The media influence everything from what we wear to where we want to go to school. By looking at advertising, newspapers, television, social media, and the Internet, this class will explore the ways in which media affects our perceptions about ourselves and others and the decisions we make every day. Students will lead discussions and work together on projects while learning how to become a more independent thinker.

4. Intercultural Sociolinguistic Project

Timetable: Monday to Friday, 50 mins each class, daily classes

Course Description: Students working in pairs (or individually) will gather and organize information on a self-determined topic that is related to the media, social media, journalism or linguistics that interests them. The topic should be related to one of the themes introduced by this program. Students will gather information from people in the UC Davis community – typically interviews with at least 10 different UC Davis professors, researchers, administrators, students and community members to support their topic. Students will then organize the information that they have gathered into an academic presentation.

Attachment II Details of programme fee

- Four courses
- Course materials
- Airfares
- Group airport transfer
- Full-Board Shared accommodation on campus: Modern dormitories with suites as living quarters and study rooms, common rooms, swimming pools, game rooms, mini kitchens and laundry rooms, allowing for a complete U.S. university experience. Three meals (all you can eat) provided without extra cost.
- On campus guided tours and social activities
- Cultural tours in the region of California
- Internships
- Medical and Travel insurance

English and Language in Today's Mass Media

Indicative Schedule for July 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
[Previous Day] Arrival Get settled July 4 th Celebration	Program Orientation Campus Tour PM Scavenger Hunt	9-2pm Class time (includes lunch 12-1) 2pm- Student Research	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- Student Research	Trip to San Francisco
Free Day	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- Student Research	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- Student Research	Trip to Stanford University
Free Day	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- Student Research	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- Student Research	Trip to Vacaville Retail Outlets (optional)
Free Day	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- ASUCD's Creative Media The California Aggie or Davis Enterprise	9-2pm Class time (includes lunch 12-1) 2pm- Student Research	9-2pm Class time (includes lunch 12-1) 2pm- Presentation Preparation	9-2pm Presentations 2pm- Certificate Presentation	Departure

Students visit **ASUCD's Creative Media** (<https://asucd.ucdavis.edu/portfolio-item/creative-media/>), **The California Aggie** (<https://asucd.ucdavis.edu/portfolio-item/the-california-aggie/>), and/or **KDVS** (<https://asucd.ucdavis.edu/portfolio-item/kdvs/>) to interact with the UCD students and depending on schedules, volunteer. Davis Enterprise (<https://www.davisenterprise.com/>) is another option.

Schedule subject to change based on availability or unforeseen circumstances beyond our control.

University of California, Davis English and Language in Today's Mass Media Summer Course 2020



July 4 to July 31, 2020

UC Davis is a top 5 public university in the U.S. known for its academic excellence, beautiful campus and friendly student body

Full-time course taught by UC Davis faculty. Students receive an official certificate from the university upon completion

Rare opportunity to gain work experience at campus businesses related to communications

Fully experience U.S. university life, with access to campus academic, athletic and recreational facilities

Live in the best of America. After experiencing Independence Day celebrations on the first day, students also tour Stanford University and UC Berkeley as well as visit popular Northern Californian landmarks

Course length 4 weeks

Course level University and up

Subjects covered English, Linguistics, Communications and Media

Why is this course important for all students?

The importance of studying language & communications

- Communications, especially when it's powered by technology, has become a new ballgame. Understanding the language used in media today is very important. It is key to be able to identify trustworthy sources and especially with social media, understand how it affects society positively and negatively.
- In a globalized world, cross-cultural communications has become even more important. Our abilities to adjust the formality of our language, express our opinions accurately and deliver effective presentations are essential skills for daily life, academic work and the workplace.

The importance of experiencing U.S. education

- This program allows students to experience first-hand U.S. university studies and campus life.
- For students interested in applying for graduate studies overseas, they will be able to demonstrate that they understand what it's like to study in the U.S. and that they can excel with their overseas studies.

University of California, Davis

English and Language in Today's Mass Media

July 2020

Course Overview

This course is comprised of around 20 teaching hours per week, with additional guided and interactive work. Students enroll in a comprehensive selection of popular courses, entitled "Perception vs. Reality in Today's Media," "Modern English Expressions in Social Media" and "English for Cross-Cultural Communications". Students engage in lectures, discussions, small group work and a research project. The program is taught by UC Davis faculty and class sizes are around 20-25 students.

In the Classroom



Perceptions vs. Reality in Today's Media

This class explores the ways in which media, especially social media, affect our perceptions and the decisions that we make every day. Students work together on projects while learning how to become more independent thinkers.



Modern English Expressions in Social Media

Students learn and practice some of the most frequently and commonly used idiomatic and slang expressions in social media through a variety of listening, speaking, reading and writing activities.



English for Cross-Cultural Communications

Students work on strategies that involve expressing opinions, dissatisfaction and sarcasm as well as complaining and declining. Student learn ways to change topics, listen actively and use non-verbal language. Presentation skills are also introduced.

Outside the Classroom



On-Campus Work Experiences

Gain hands-on experience at UC Davis businesses, such as KDVS (university radio station), The California Aggie (university newspaper) and Davis Enterprise (city newspaper/media outlet), etc.



On-Campus Visits

Students take part in tours guided by the academic staff of the many centers and museums on campus, including the Shrem Manetti Museum of Art, UC Davis Design Center, Mondavi Food Institute, etc.



Taking a Closer Look



Interactive Research Project

Guided by the faculty team, students select a topic for an Interactive Research Project and then gather and organize information derived from interviewing people in the UC Davis community – professors, administrators, residents, students, etc. Students put together a slidedeck and deliver an oral presentation.



University of California, Davis English and Language in Today's Mass Media July 2020

UC Davis Highlights

Academic Excellence

- Top 5 public university in the U.S.
- 2019 U.S. News & World Report ranked #38 national university
- #1 in veterinary science, food science and agriculture
- Top ranked social science department
- Over 30 museums, research centers and laboratories on campus

Top 10 College Town

- Davis has the most public art per square mile of any city in the U.S.
- 2nd most educated city in the U.S. according to CNN
- One of the safest UCs as ranked by Niche
- Strategically located a little over an hour from exciting San Francisco
- Student body and overall community known for its friendliness

Focus on Sustainability

- #1 university globally in sustainability by UI GreenMetric
- Over 20% of foods served at UC Davis' cafeterias are organic or locally grown

International Center

Classes are conducted by UC Davis faculty at the new International Center with state-of-the-art classrooms, comfortable lounge area, multi-media library and study facilities. This center is a hub for both international and local students.



Daily Schedule

Students are in class from 9:00am to 2:00pm. After class, students get involved in campus businesses related to communications and join our guided visits to the museums, galleries and research centers on campus. On the weekends, students embark on guided trips to San Francisco and Greater California. Our students are supported by Davis Student Activities Leaders, who assist both inside and outside the classroom.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
June 28	June 29	June 30	July 1	July 2	July 3	July 4
						Independence Day Davis Farmer's Market Davis 4th of July Parade & Fireworks
July 5	July 6	July 7	July 8	July 9	July 10	July 11
Sacramento Tour State Capitol Building Old Sacramento Leland Stanford Historic Park	Program Orientation UC Davis Campus Tour	Program Classes Shrem Manetti Museum of Art	Program Classes Visit Campus Businesses Davis Farmer's Market	Program Classes Visit Campus Businesses Mondavi Center for Performing Arts	Program Classes Interactive Research Davis ArtAbout	San Francisco Tour Golden Gate Bridge Fisherman's Wharf UC Berkeley
July 12	July 13	July 14	July 15	July 16	July 17	July 18
Personal Day	Program Classes Visit Campus Businesses Bowling with UC Davis students	Program Classes Visit Campus Businesses	Program Classes Interactive Research UC Davis Greenhouse	Program Classes Visit Campus Businesses	Program Classes Interactive Research Stargazing at Night	Greater San Francisco Stanford University Cantor Art Museum Santa Cruz Beach & Boardwalk
July 19	July 20	July 21	July 22	July 23	July 24	July 25
Personal Day	Program Classes Visit Campus Businesses UC Davis Student Farm	Program Classes Visit Campus Businesses	Program Classes Interactive Research Bohart Museum of Entomology	Program Classes Visit Campus Businesses	Program Classes Interactive Research Visit Haagen-Dazs Bee Haven	Tour San Francisco Union Square Ferry Building Palace of Fine Arts
July 26	July 27	July 28	July 29	July 30	July 31	August 1
Personal Day	Program Classes Visit Campus Businesses UC Davis Arboretum	Program Classes Visit Campus Businesses BBQ with UC Davis students	Program Classes Interactive Research	Program Classes Presentation Preparation	Presentations Certificate Presentation	

Note: The above schedule may be subject to slight changes.

University of California, Davis English and Language in Today's Mass Media July 2020

Guided University Visits & Nearby Excursions

- **Leading universities** Stanford University (often ranked as the #2 university in the world), including its Cantor Art Center, and UC Berkeley (#1 public university in the U.S.)
- **Historical sites** State Capitol Building, Old Sacramento Gold Rush Town, Palace of Fine Arts
- **Popular landmarks** Golden Gate Bridge, Fisherman's Wharf, Union Square, Ferry Building, Santa Cruz Beach & Boardwalk

