Assumption University
Theodore Maria School of Arts
Department of Business Chinese
Course Outline 2/2026

Course No. : ECD4913 Trends in Chinese Digital Media
Credit : 3
Status : Major Requirement
Prerequisite : ECD 3912 Communicative Chinese in Digital Media
Lecturers : A. Fang Wang (**Office: SM341**)
fangwang@au.edu

Course Description: Overview of trends and current issues in Chinese digital media. Analysis of various forms of Chinese digital media.

Course Objectives: This course aims to enable students to:

1. know trends and current issues in Chinese digital media.
2. enhance Chinese communicating skills used in Chinese digital media.
3. show appropriate moral and ethical characters required in their own works assigned on selected topics.
4. further understand Chinese digital media and give their own comments in discussion.
5. gather information and create contents on assigned topics on different platforms.
6. create contents and share opinions in group and class activities.

Course Learning Outcomes: After completing this course, students will be able to:

1. discuss trends and current issues in Chinese digital media.
2. use accurate Chinese communication skills in Chinese digital media.
3. demonstrate characters such as personal integrity, and sense of social and self-responsibility in completing works assigned.
4. analyze contents according to Chinese digital media contexts.
5. determine information technology tools and skills in gathering information and content creation.
6. create multicultural contents according to trends in Chinese digital media.

Textbook: Selections from different books and material from internet.
Teaching-Learning Activities:

1. Lecture
2. Group discussions
3. Assignments

Course Requirement: 80% Attendance (Maximum absence = 6 times)
Mark allocation:

Assignments	10 %
Class participation	10 %
Quizzes (4)	20 %
Mid-Term Exam.	25 %
Final Exam.	35 %
Total	100 %

Evaluation:

A	85-100%	C+	67-69%
A-	82-84%	C	60-66%
B+	79-81%	C-	57-59%
B	73-78%	D	50-56%
B-	70-72%	F	0-49%

Study plan and schedule (2/2026)

Week	
1	1. Distribution & explanation of course outline and Vision & mission of Faculty of Arts. Theme 1 Introduction and Overview 2. Theme 1 Introduction and Overview (Describe the ecosystems and business models of major new-media platforms in Chinese)

2	1. Theme 1 Introduction and Overview (Module I: The Interplay of the Internet and New Media) 2. Theme 1 Introduction and Overview (Examining the Internet-New Media Dynamics)
3	1. Theme 1 Introduction and Overview (Module II: The Context of New Media in China) 2. Theme 1 Introduction and Overview (Surveying the Chinese New Media Ecosystem)
4	1. Theme 1 Introduction and Overview (The Definition, Typology, and Characteristics of Digital Media) 2. Theme 1 Introduction and Overview (Social platforms, short video, live streaming, e-commerce platforms, content aggregation platforms; User profiles and usage motivations.) & **Quiz 1**
5	1. Theme 1 Introduction and Overview (Current Issues: The Impact of Artificial Intelligence) 2. Theme 1 Introduction and Overview (A critical examination of benefits and ethical challenges.)
6	1. Theme 1 Introduction and Overview (Media/Platform Selection Strategy for Diverse Content Type) 2. Theme 1 Introduction and Overview Developing a strategic framework for matching content genre, target audience, and communication objectives with appropriate media channels and platforms.)
7	1. Theme 1 Introduction and Overview (The Language of Social Media: Platform-Specific Language Practices) 2. Theme 1 Introduction and Overview (Examination of emergent genres, internet slang, memes, and multimodal communication)
8	1. Theme 1 Introduction and Overview (Trends in New Media Development in China I) 2. Theme 1 Introduction and Overview (Trends in New Media Development in China II) & **Quiz 2**

Mid-Term Examination （on Tuesday January 5, 2027, 12:00-14:00）

9	1. Theme 2 Various forms of digital media (The Super-App Model: Deconstructing WeChat's all-in-one ecosystem —Social, Payments, Mini-Programs, Official Accounts). 2. Theme 2 Various forms of digital media
10	1. Theme 2 Various forms of digital media (Weibo as a Public Square: Its role in news dissemination, public opinion, and celebrity-fan interaction.) 2. Theme 2 Various forms of digital media 1. Theme 2 Various forms of digital media (Short-Form Video Paradigm: Analyzing the content Attributes and user engagement on Douyin.)

11	2. Theme 2 Various forms of digital media (Livestreaming E-commerce: Deconstructing the "social entertainment + commerce" model.) & **Quiz 3**
12	1. Theme 2 Various forms of digital media (Lifestyle-Sharing and Niche Communities: Examining Xiaohongshu's community- driven commerce.) 2. Theme 2 Various forms of digital media
13	1. Theme 2 Various forms of digital media (Cross-Platform Content Attributes: How brands and creators operate across multiple platforms.) 2. Theme 2 Various forms of digital media (The Regulatory Environment: Understanding the impact of government policies on new media.)
14	1. Group work on the final project (4–5 students per group): Design a new media business plan for a brand (including user research, content Attributes, budget, and KPIs). 2. Continue project development and prepare materials for the final presentation & **Quiz 4**
15	1. Final Presentations and Evaluation 2. Group oral presentations in Chinese (15–20 minutes per group) + Q&A; course summary and feedback.

Final Examination （on Wednesday March 3, 2027, 09:00-12:00）

February 19, 20267 Last day to withdraw with "W" (withdrawing after this date will be given "WF")

∗ **The students will not be admitted to the quizzes, mid-term exam, and final exam later than 10 minutes after quizzes and exam start.**

∗ **The proper uniform is required for class attendance.**

1.1 Morals and Ethics to be developed in this course:

(1) Have self-discipline, self and social responsibility in accordance with organizational and social rules.

Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS
"An International Catholic University"

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will…
1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family
• Open communication
• Mentoring system
• Dedication
• Caring
• Teamwork
• Commitment
• Resource sharing

Core Values
A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies
Employability
Multiculturalism
Internationalization

Quality Assurance Process
Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.
Do: Implement the plans and new processes developed.
Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.
Act: Apply actions necessary for improvement if the results require changes.

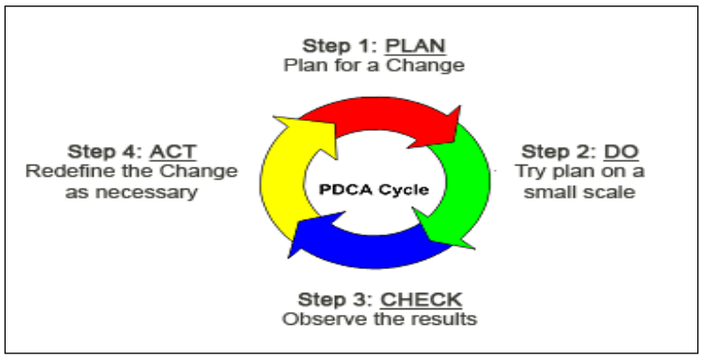


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.