

## APPENDIX 2. ELC002 LEARNING OUTCOMES

<u>ELC002</u>	
<u>Learning Outcomes</u>	
<u>Influential social publishing</u>	<u>Effective online writing</u>
1 Understand the significance of <u>blogging</u> in social publishing and participatory culture	1 Understand the significant relationship among participatory culture, <i>digital literacy</i> , and <i>effective online writing</i> against the backdrop of <u>dynamic social media landscape</u>
2 Differentiate between genres of <u>blogposts</u> 3 Profile their target audience and demonstrate audience-centredness in their writing	2 Recognise the importance of using <i>language and styles</i> of expression appropriate for <u>different online platforms, topic, purpose of communication</u> and target audience
5 Structure the <u>blog content</u> to attract and sustain reader interest	3 Structure content to attract and sustain reader interest
4 Develop their personal voice and appropriate tone in writing	4 Understand aspects affecting style and voice
6 Understand and produce search engine optimised <u>blogposts</u>	5 Produce search engine optimised <u>webpages</u>
7 Distinguish between ethical and unethical language in <u>blogging</u>	7 Distinguish between ethical and unethical writing on <u>online platforms</u>
	6 Understand the concept of content value ladder to establish and cultivate authority and credibility for online content

Note: The italicised information represents learning outcomes that relate to online writing skills while the underlined information represents the expanded focus on multiple online platforms and genres.