

Subject card

Subject name and code	Multimedia – Working with Chinese-Language Audiovisual Materials I, PG_00178263						
Field of study	Chinese Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Chinese	
Semester of study	3		ECTS credits			3.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wei Bi				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		43.0	75
Subject objectives	The purpose of this course is to familiarize the student with Chinese culture (including popular culture) as presented through various media messages (television, radio, Internet). Chinese-language audiovisual materials are intended to help the student identify, define and interpret the most common intellectual issues, current aesthetic trends and program priorities within Chinese culture.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SINL3_U06] Is able to use the Chinese language at the B2 level of the Common European Framework of Reference for Languages (CEFR).	Student is able to understand and use Chinese in oral and written communication, utilizing authentic audiovisual materials of moderate difficulty.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[SINL3_W06] Knows and understands the fundamental conditions related to the history, literature, language, and socio-political realities of China, as well as their significance for China's current position in the world.	Student knows and understands the basic historical, literary, linguistic, and socio-political conditions of China, can identify them in Chinese-language audiovisual materials, and assesses their significance for China's current status in the world.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[SINL3_K01] Is ready to critically evaluate the knowledge acquired during Sinology studies and the content corresponding to that knowledge.	Student is able to consciously and critically evaluate their Sinology knowledge when confronted with information presented in Chinese-language audiovisual materials, identifying potential discrepancies and gaps in the content.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[SINL3_U05] Is able to present various opinions and positions in both oral and written form, evaluate them, and engage in discussion.	Student is able to select and present various opinions and arguments from Chinese-language audiovisual materials, as well as formulate their own reflections and engage in discussions about them.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
Subject contents	The program content is implemented each time on the basis of dividing the classes into three main modules: presentation, analysis and discussion. The selection of audiovisual materials takes into account the need for diversity, hence multimedia presentations include excerpts from films, series, broadcasts, reports, interviews, entertainment programs, radio programs, radio plays, podcasts.		
Prerequisites and co-requisites	Credit of the previous semester. Chinese language at the level of min. A2 (HSK3).		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	average of the arithmetic grades obtained during the semester (including tests, homework, individual and group presentations, projects	51.0%	100.0%
Recommended reading	Basic literature	Materials selected by the presenter: excerpts from films, series, broadcasts, reports, interviews, entertainment programs, radio programs, radio plays, podcasts.	
	Supplementary literature	Additional materials will be provided by the teacher during the semester.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Socio-cultural themes in audiovisual materials. Internet culture and new media in China. Popular platforms (Bilibili, Douyin, Weibo) and their language. Memetic language, youth language, internet slang. Advertising and persuasion in Chinese-language commercials. Working with Chinese song lyrics.		
Work placement	Not applicable		

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