

THE EDUCATION UNIVERSITY OF HONG KONG
Course Outline

Part I

Programme Title	: Bachelor of Arts (Honours) in Language Studies
Programme QF Level	: 5
Course Title	: Storytelling Machines
Course Code	: CUS3023
Department	: Department of Literature and Cultural Studies (LCS)
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 3

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

Humans are storytelling machines—and we are teaching other machines to understand stories, too. This course explores stories and storytelling in the twenty-first century, with an emphasis on media, digitality, and data. It begins by providing a grounding in narratology (the study of narrative), narrative genres, and the media which transmit and constitute narrative. The course then explores a series of topics in contemporary narrative, with an emphasis on fictional narrative and the narrative arts. These include the migration of narratives across media, the narrative use of emergent media, and data science and artificial intelligence techniques for the analysis and generation of narratives. Students can expect to make use of their previous experiences of narratives, whether in the form of text, film, or games, to understand stories and how storytelling is evolving and adapting in the era of widespread information technology

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ Analyze fictional narratives using the concepts of narratology;
- CILO₂ Understand and analyze how narratives move across different media, and how stories change and are changed by the emergence of new media; and
- CILO₃ Use data science and data analysis techniques to analyze and generate narratives.

3. Content, CILOs, CILLOs and Teaching & Learning Activities

Course Content	CILOs/ CILLOs	Suggested Teaching & Learning Activities
● Introduction to narrative and narratology. Storytelling and cognition. The concepts of genre and medium. Narratives and fictionality.	CILO ₁	Lecture, readings, discussion.
● Narratives and media. Transmedia storytelling. Digital literature. Adaptation theory.	CILO _{1,2}	Presentations, readings, discussion.
● Narratives and gamification. Narratology and ludology. Spatiality and narratives. Virtual reality.	CILO _{1,2}	Presentations, readings, discussion.
● Narratives and data science. Natural language processing, text analysis, and social network techniques for the analysis of narrative.	CILO _{2,3}	Data analysis, presentations, readings, discussion.
● Narratives and artificial intelligence. Bots, chatbots, and story generation algorithms.	CILO _{2,3}	Presentations, readings, discussion.

4. Assessment

Assessment Tasks	Weighting	CILOs/ CILLOs
(a) Analysis of a short text narrative using concepts and principles of narratology. (~750 words)	25%	CILO ₁
(b) Group presentation of a digital narrative, with analysis of the narratives' use of digital forms and their affordances.	30%	CILO _{2,3}
(c) Final paper on selected topics in contemporary narrative and narrative theory. Optional use of data analysis techniques for narrative analysis. (~1350 words)	45%	CILO _{1,2,3}

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

☐ **Not Permitted:** In this course, the use of generative AI tools is not allowed for any assessment tasks.

☒ **Permitted:** In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Jan Christoph Meister, ed. *The Living Handbook of Narratology*. Updated regularly and available online. <https://www.lhn.uni-hamburg.de/node/11.html>.

7. Recommended Readings

Abbott, H. P. (2008). *The Cambridge introduction to narrative* (2nd ed.). Cambridge University Press.

Bassett, C. (2014). *The arc and the machine: Narrative and new media*. Manchester University Press.

Cadden, M. (2010). *Telling children's stories: narrative theory and children's literature*. University of Nebraska Press.

Cohn, N. (2016). *The visual narrative reader*. Bloomsbury Academic.

Edrei, S. (2021). *The new fiction technologies: interactivity, agency and digital narratology*. McFarland & Company, Incorporated Publishers.

- Fludernik, M. (2010). *Postclassical narratology: approaches and analyses*. Ohio State University Press.
- Franzosi, R. (2010). *Quantitative narrative analysis*. SAGE.
- Hatavara, M. & Andersson, G. (2016). *Narrative theory, literature, and new media: narrative minds and virtual worlds*. Routledge.
- Herman, D. (2012). *Narrative theory: core concepts and critical debates*. Ohio State University Press.
- Jockers, M. (2014). *Text analysis with R for students of literature*. Springer International Publishing.
- Jockers, M. (2013). *Macroanalysis: digital methods and literary history*. University of Illinois Press.
- Liveley, G. (2019). *Narratology*. Oxford University Press.
- Manovich, L. (2020). *Cultural analytics*. MIT Press.
- McDonald, P. (2014). *Storytelling: narratology for critics and creative writers*. Greenwich Exchange.
- McGann, J. (2004). *Radiant textuality: literature after the World Wide Web*. Palgrave Macmillan.
- Mikkonen, K. (2017). *The narratology of comic art*. Routledge.
- Moretti, F. (2005). *Graphs, maps, trees: abstract models for a literary history*. Verso.
- Ogata, T. & Akimoto, T. (2019). *Post-narratology through computational and cognitive approaches*. IGI Global.
- Ogata, T., & Ono, J. (2021). *Bridging the gap between AI, cognitive science, and narratology with narrative generation*. IGI Global.
- Olson, G. (2011). *Current trends in narratology*. De Gruyter.
- Perron, B. & Wolf, M. J. P. (2009). *The video game theory reader 2*. Routledge.
- Ryan, M-L. Thon, J.-N. (2014). *Storyworlds across media: toward a media-conscious narratology*. University of Nebraska Press.
- Thon, J-N. (2016). *Transmedial narratology and contemporary media culture*. University of Nebraska Press.
- Verstraten, & Lecq, S. van der. (2009). *Film narratology*. University of Toronto Press.

8. Related Web Resources

European Narratology Network.
<https://www.narratology.net>
 International Society for the Study of Narrative.
<https://www.thenarrativesociety.org>
 Project Narrative.
<https://projectnarrative.osu.edu>

9. Related Journals

Adaptation.

<https://academic.oup.com/adaptation>

Digital Humanities Quarterly.

<http://www.digitalhumanities.org/dhq/>

Diegesis.

<https://www.diegesis.uni-wuppertal.de/index.php/diegesis>

Digital Scholarship in the Humanities.

<https://academic.oup.com/dsh>

Frontiers of Narrative Studies.

<https://www.degruyter.com/journal/key/fns/html?lang=en>

Game Studies.

<http://gamestudies.org/2202>

Journal of Cultural Analytics.

<https://culturalanalytics.org>

Journal of Narrative and Language Studies.

<https://www.nalans.com/index.php/nalans>

Journal of Narrative Theory.

<https://journalofnarrativetheory.com>

Narrative.

<https://ohiostatepress.org/Narrative.html>

New Media & Society.

<https://journals.sagepub.com/home/nms>

Novel.

<https://read.dukeupress.edu/novel>

Simulation & Gaming.

<https://journals.sagepub.com/home/sag>

Storyworlds: A Journal of Narrative Studies.

<https://muse.jhu.edu/journal/505>

Style.

https://www.psypress.org/journals/jnls_Style.html

Virtual Reality.

<https://www.springer.com/journal/10055>

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>).

Students should familiarize themselves with the Policy.

11. Others

Nil

14 August 2025