

Nottingham Trent University

Module Specification

	Basic module information	
1	Module Title:	Media Discourse
2	Module Code:	LING31505
3	Credit Points:	20
4	Duration:	Full year
5	School:	Arts and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	September 2017

8 **Pre, post and co-requisites:**

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

<u>Pre, Co, Post</u>	<u>Module Code</u>	<u>Module Title</u>
Pre	LING215	Discourse Analysis OR
Pre	LING201	Sociolinguistics

9 **Courses containing the module**

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
6	Option	FT		BA Joint Honours Humanities
6	Option	PT		BA Joint Honours Humanities
6	Option	SW		BA Joint Honours Modern Languages
6	Option	FT		BA Joint Honours Modern Languages
6	Option	PT		BA Joint Honours Modern Languages
		FT	EURX003	European Exchange (Full year)
		FT	INTX003	International Exchange (Full year)

10 **Overview and aims**

This module will allow students to explore critically the written and spoken product of print, broadcast and social media. The module will begin by outlining the principals and methods of Critical Discourse Analysis and Critical Linguistics. Subsequently, students will examine the workings of the media as an institution and explore methods of media text production, such as how journalists select "stories" and the editing process. The next section of the module will then address a variety of issues within media discourse, such as sexism, racism and social change. Lastly, the module will examine the future

of the media by exploring “new media” texts such as weblogs and podcasts, utilising a corpus linguistics approach.

The aims of this module are:

- To develop in students a critical and informed stance on the workings of, and issues in, the mass media.
- To acquaint students with the processes of media text production and consumption.
- To encourage students to apply linguistic theories critically to the analysis of media texts.
- To provide students with critical frameworks for the analysis of media discourse.
- To equip students with an ability to analyse critically and systematically preparing them for their future lives, both private and professional.

11 Module content

A typical syllabus might include 3 main sections:

- *Theoretical/methodological background*: What is ‘media discourse’? Critical Discourse Analysis and Critical Linguistics, media text production, structure and style.
- *Issues in the media*: The relationship between media language and ideology, racism, gender inequality, and social change.
- *New Media and the Computer Age*: New Media texts, globalisation of the media, computer aided analysis of media discourse.

12 Indicative reading

- Aitchison, J. and Lewis, D.** (eds) (2003) *New Media Language*. London: Routledge.
- Baker, P., Gabrielatos, C., and McEnery, T.** (2013). *Discourse Analysis and Media Attitudes: The Representation of Islam in the British Press*. Cambridge: Cambridge University Press.
- Bell, A. (1991)** *The Language of News Media*. Oxford: Blackwell.
- Bell, A. and Garrett, P.** (eds) (1998) *Approaches to Media Discourse*. Oxford: Blackwell.
- Fairclough, N.** (1995) *Media Discourse*. London: Arnold.
- Fowler, R.** (1991). *Language in the News: Discourse and Ideology in the Press*. London: Routledge.
- Machin, D. and Mayr, A.** (2012). *How to do Critical Discourse Analysis: A Multimodal Introduction*. London: Sage.
- Richardson, J.** (2006). *Analysing Newspapers: An Approach from Critical Discourse Analysis*. London: Palgrave.
- Van Dijk, T.** (1991) *Racism and the Press*. London: Routledge.

Van Leeuwen, T. (2008). *Discourse and practice: new tools for critical discourse analysis*. Oxford: Oxford University Press.

Wodak, R. and Meyer, M. (2016). *Methods of Critical Discourse Studies* (3rd edn). London: Sage.

13 **Learning outcomes**

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

- Recognise the role of linguistic analysis in pervasive media discourses.
- Demonstrate understanding of key theoretical concepts within the area of media discourse.
- Demonstrate awareness of the use of language and the power of its effects.
- Evaluate and debate theoretical viewpoints on media discourse.
- Synthesize different theoretical viewpoints.
- Demonstrate and critically evaluate methodological approaches appropriate to media discourse.
- Apply linguistic theory to media discourse.
- Demonstrate research skills in linguistics, including data collection.
- Analyse, compare and evaluate linguistic data from different perspectives.
- Demonstrate awareness of methodologies for data collection and analysis.

Skills, qualities and attributes. After studying this module you should be able to:

- Critically, accurately and systematically analyse written and spoken texts.
- Apply linguistic analysis in addressing real-world issues across discourse types.
- Present a sustained and logical argument based on textual analysis.
- Demonstrate respect for linguistic evidence in supporting claims and conclusions.
- Exhibit ability to assemble relevant information under time pressure.
- Demonstrate high levels of written and oral communication skills.
- Compare and evaluate linguistic research, original and published.
- Demonstrate skills in data collection.
- Undertake independent learning.
- Be familiar with web-based research and methods.
- Demonstrate flexibility and adaptability.
- Collaborate and work in teams to produce analyses and results.
- Exercise time management.
- Exercise planning and organisation.

14 **Teaching and learning**

Range of modes of direct contact

This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars	
2 hour lecture/workshop per week	
Total contact hours:	48
<i>Range of other learning methods</i>	
This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research	
Directed reading, seminar preparation, independent research, online tasks facilitated by NOW, project planning, project writing.	
Total non-contact hours:	152

15 Assessment methods			
This indicates the type and weighting of assessment elements and sub-elements in the module			
<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description (include any sub-elements)</u>
1	100%	Project	Comprises 1,000-word proposal (worth 30%) and 3,000 project (worth 70%). See below for details.
Diagnostic/formative assessment			
This indicates if there are any assessments that do not contribute directly to the final module mark			
Students submit a 1,000-word project proposal on which they are given written feedback before embarking on the full project. This proposal will count for 30% of the module grade, with the full project carrying 70%. In preparing for both the proposal and the project, students' ideas and plans are discussed in designated lecture and workshop sessions. In addition, the more general weekly workshop tasks and activities are designed specifically for students to develop the knowledge and skills to required in the assessment, and they receive formative feedback from both me and their classmates in this regard and in preparation for the formal assessments.			
Further information on assessment			
The assessment for the module requires students to design a research question or hypothesis of their choice within the context of forensic linguistics, survey and review related literature, source and collect the relevant data, choose and apply appropriate methods, perform a linguistic analysis and provide evidenced conclusions.			

About two-thirds of the way through the module, students submit a 1,000-word proposal of their project idea, outlining their research questions, and proposed data and method (worth 30%). I provide comments and feedback on this, which 'feed-forward' to students undertaking the full 3,000-word project (worth 70%).

Document management

16	Module Title:	Media Discourse	
17	Module Code:	LING31505	
18	Subject (JACS) Code:	Q100	
19	Cost Centre:	138	
20	School:	AAH	
21	Academic Team:	EMC	
22	Campus:	Clifton	
23	Other institutions providing teaching:	<i>Please complete in box 23 a-d - if applicable</i>	
		Institution	%
23a	Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU		
23b	Other public organisation in the UK- Percentage not taught by NTU		
23c	Other private organisation in the UK - Percentage not taught by NTU		
23d	Any other Non-UK organisation - Percentage not taught by NTU		
24	Date this version was formally approved by the School Academic Standards and Quality Committee (SASQC) or Development Approval Group (DAG):	January 2017	