COURSE GUIDE	2023/24

Faculty	323 - Faculty of Social and Communication Sciences	**Cycle**	.
Degree	GPERIO31 - Bachelor's Degree in Journalism	**Year**	First year

COURSE

27799 - Language usages in Media	**Credits, ECTS:**	6

COURSE DESCRIPTION

The main goal of Language usage in media course is to analyze language as a central vehicle that drives communication to the audience in the current context of media. With that goal, we analyze the context parameters of actual media;subject matter, outlet or media, and intended audience; and how to apply them to diverse types of textual media productions. We also analyze the role of linguistic style in media discourse and which are the linguistics and sociolinguistic criteria underlying style choices in textual media productions. This subject is related to subjects such as Communication in Basque and Norm and use in Basque and Spanish of the Grades of Communication.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

1º Competence: to analyze language as central to journalism/publicity as the main vehicle that drives communication or journalistic imperatives to the audience.

2º Competence:. to analyze the context parameters (subject matter, outlet or media, and intended audience) and to apply to diverse types of textual media productions.

3º Competence: to identify distinctive linguistic features and strategies of media and to apply to diverse types of textual media productions, always attending to the variables of the context.

4º Competence: to analyze the role of style in media discourse and the linguistics and sociolinguistic criteria underlying style choices and to apply to diverse types of textual media productions.

CONTENIDOS TEÓRICO-PRÁCTICOS

I. The usage of the language in the mass media: contextualizing media text

-Functions of the language in mass media

- Principal challenges and difficulties of linguistic order in the current multimedia context.

- Audience

- Production and processes

II: Genres and registers : linguistic strategies in the mass media

- Registers in media: main situational parameters

- Genres in media: linguistic distinctive features

III: Stylistic variation in the mass media

- Style as audience design

- Style and media identity

- Style and stylization in media language

Practices:

- Resolution of linguistic doubts using resources of consulting

- Review and adjustment of diverse texts applying criteria of style

- Production and adjustment of texts to concrete contextual requirements

- Development of a protocol - guide of linguistic criteria applicable to specific media cases.

TEACHING METHODS

- These are the methodological resources we use in this course:

- Magistral lessons

- Resolution of linguistic doubts using resources of consulting

- Field practices in media

- Activities in Group:

- Production and adjustment of texts to concrete contextual requirements

- Development of a protocol - guide of linguistic criteria applicable to specific media cases

- Oral expositions

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	53		7						
Horas de Actividad No Presencial del Alumno/a	79,5		10,5						

Legend:

M: Lecture-based	S: Seminar	GA: Applied classroom-based groups
GL: Applied laboratory-based groups	GO: Applied computer-based groups	GCL: Applied clinical-based groups
TA: Workshop	TI: Industrial workshop	GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions   30%
- Multiple choice test   30%
- Teamwork assignments (problem solving, Project design)   40%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Continuous assessment
1. Class activities and practices in group: % 40
2. Exams: 60%
–Theoretical questions: Understanding of main conceptual aspects of the course (30%)
 –Application of theoretical issues on practical cases (30%)

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Extraordinary exams

The student will have a final exam that will include the theoretical questions and the application of the theoretical issues on practical cases (%100 of the last grade). The exam will include:

- theoretical questions (60%)

- the application of those theoretical issues on practical cases (40%)

If the student wishes, he / she can renounce the examination session. In that case, the student must send a letter by email to the teacher indicating their resignation one month before finishing the course.

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MANDATORY MATERIALS

Irakasleak UPV/EHUko Campus Birtualeko EGELA plataforman jarritako materialak.

BIBLIOGRAFÍA

Basic bibliography

ANDROUTSOPOULOS, J. (2010) Localizing the Global on the participatory Web. In Coupland (2010) The Handout of Language and Globalization. 203-227.

_____ (2011) Language change and digital media: a review of conceptions and evidence. In COUPLAND& KRISTIANSEN (2011) Language Standardisation in Europe.

_____ (ed.) (2014) Mediatization and sociolinguistic change. Berlin: Walter de Gruyter

_____ & Georgakopoulous, A. (2003) Discourse construction of youth identities. Amsterdam: Benjamins

BARTON, D & C LEE (2013). Language Online: Investigating digital texts and practices. London: Routledge.

BEDNAREK, M. (2010) The language of fictional television: drama and identity. London and New York: Continuum

_____ & CAPLE H. (2012) News Discourse. London: Bloomsbury Publishing

BLEICHENBACHER, Lukas (2008) Multilingualism in the Movies: Hollywood characters and their language choices. Tübingen: Francke Verlang

COUPLAND, N. (2007) Style. Language variation and Identity. Cambridge: Cambridge University Press.

CRYSTAL, D. (2011) Internet Linguistic. A Student Guide. Routledge

CULPEPER, J. (2001) Language and characterisation: People in plays and other texts. Hallow: Longman

DURANT, A. & M. LAMBROU (2009) Language and Media. Routledge

ENSSLIN, A. (2012) The Language of Gaming. Basingstoke: Palgrave Macmiillan

GEORGAKOPOULOUS, A. and T. SPILIOTI (2016) The Routledge handbook of language and digital communication. Devon: Routledge

JOHNSON, S. & ENSSLIN, A. (2007) Language in the media. London: Continuum

JOHNSON, S. & T. M. MILANI (eds.) (2010) Language ideologies and media discourse. London: Continuum

Detailed bibliography

Amorós, C. (2008). Norma y estandarización. Salamanca: Luso-Española Ediciones.
Argia (2011). Euskarazko hedabideak, beste jauzi baterako ordua.
http://www.argia.com/argiaastekaria/2263/euskarazkohedabideakbeste-jauzi-baterako-ordua
BERRIA (2012). Euskal komunikazioa eta sare sozialak. Elkarrizketa-sorta. http://www.berria.info/guregaiak/150/
Ensslin, A. (2012) The Language of Gaming. Basingstoke: Palgrave Macmiillan
Bednarek, Monika (2010) The language of fictional television: drama and identity. London and New York: Continuum
Bednarek, Monika & Caple Helen (2012) News Discourse. London: Bloomsbury Publishing
Bleichenbacher, Lukas (2008) Multilingualism in the Movies: Hollywood characters and their language choices. Tübingen: Francke Verlang
Culpeper, Jonathan, 2001, Language and characterisation: People in plays and other texts. Hallow: Longman

Journals

Web sites of interest

http://www.hiztegia.net
http://www.euskara.euskadi.net
http://www1.euskadi.net/hizt¬_sinon/iundice e.htm (sinonimoen hiztegia)
http://www.euskaltzaindia.net.
http://www.euskaltzaindia.net/oeh
http://www.euskaltzaindia.net/hiztegibatua/
http://www1.euskadi.net/euskalterm/indice_c.htm

http://www.euskara-errektoreordetza.ehu.es/

OBSERVATIONS

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