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| **Course unit**  **Descriptor** | **LOGOOO.png** | | logo_UNS.png |
| **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | |
| Study program in which the course unit is offered | | **Journalism** | |
| Course unit title | | **Media Discourse Analysis** | |
| Course unit code | | 15ZUZU074 | |
| Type of course unit[[1]](#footnote-1) | | Compulsory | |
| Level of course unit[[2]](#footnote-2) | | First cycle (Bachelor) | |
| Field of Study (please see ISCED[[3]](#footnote-3)) | | 0321 Journalism and reporting  0314 Sociology and cultural studies | |
| Semester when the course unit is offered | | Summer | |
| Year of study (if applicable) | | 4 | |
| Number of ECTS allocated | | 6 | |
| Name of lecturer/lecturers | | Prof. dr Dubravka Valić Nedeljković, Dr. Dejan Pralica | |
| Name of contact person | | Dr. Dejan Pralica | |
| Mode of course unit delivery[[4]](#footnote-4) | | Face-to-face | |
| Course unit pre-requisites (e.g. level of language required, etc) | | B2 English | |
| **PURPOSE AND OVERVIEW (max 5-10 sentences)** | | | |
| Introduction to the characteristics of media discourse and typical strategies of print and electronic media. | | | |
| **LEARNING OUTCOMES (knowledge and skills)** | | | |
| Understanding methods for creating media discourse in print and electronic media. | | | |
| **SYLLABUS (outline and summary of topics)** | | | |
| Theoretical classes: 1. The concept of discourse; specificity of discourse in relation to the text. 2. The interdisciplinTrity. 3. The context. 4. Objectives and methods of discourse analysis. 5. Theories in discourse analysis: the theory of speech acts; conversational theory, conversational implicatures; principles of politeness, pragmatic linguistics. 6. The structure and organization of written and spoken, verbal and nonverbal, discourse. 7. Analysis of media discourse of content: comparative content analysis of news discourse in relation to the source - the event, media and pseudo-initiated event. 8. Analysis of media discourse of content: fertility and media; political discourse. 9. Analysis of media discourse by genre: genres and photos on the front page of the daily newspaper; contact program on the radio and on TV panel discussions. Practical classes: 1. Introductory exercise: who does what he says, which channel, to whom, with what effect. 2. Analysis of the daily newspapers of national coverage; analysis of local chronicle in the newspaper. 3. Preparing for the quantitative-qualitative content analysis: development of models of codes. 4. Analysis of radio interview sequence based on conversational theory. 5. Analysis of the responses in a television interview with several people (implicatures, Grice). 6. Transcription of audiovisual materials in written form. 7. Quantitative and qualitative analysis of news discourse in relation to the source; front page; tabloid; election TV spots: contact programme on radio and TV. | | | |
| **LEARNING AND TEACHING (**planned learning activities and teaching methods) | | | |
| Lectures,, Practical classes, Seminar paper | | | |
| **REQUIRED READING** | | | |
| Valić Nedeljković, D. Kleut J..Predstavljanje siromaštva u tradicionalnim i novim medijima .Novi Sad: Filozofski fakultet.2012.  Valić Nedeljković, D. Pralica, D..Koga su mediji izabrali...A šta su partije nudile?. Novi Sad: NNŠ.2012.  Valić Nedeljković, D..Radijski intervju (Diskurs analiza intervjua sa verskim sadržajem ostvarenih na radiju)..Beograd: Zadužbina Anlrejević.1998.  Valić Nedeljković, D..Kултурa у eмисиjaмa вeсти jaвнoг сeрвисa Вojвoдинe нa jeзицимa мaњинa, (Огледа ли се култура националних мањина у вестима). .*Теме*, XXXVII, бр.4. (cтр. 1915-1930)..2013.  Valić Nedeljković, D..Rikošet reči (Diskurs analiza ratnih izveštaja ostvarenih na radiju).Beograd: Granice.1997.  Talbot, M..Media Discourse:representation and Interaction.Edinburgh University Press.2007.  Pralica, D..Religijski i ideološki diskurs u poslanicama Srpske pravoslavne crkve.Religija i tolerancija br. 5. Centar za empirijsko proučavanje.2006.  Savić, S..Diskurs analiza.Novi Sad: Filozofski fakultet.1993. | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | |
| |  |  |  |  | | --- | --- | --- | --- | | Assessment (max. 100 points) | | | | | Pre-examination requirements | Points | Examination | Points | | Seminar paper | 35 | Oral exam | 30 | | Practical classes | 30 |  |  | | Lectures | 5 |  |  | | | | |
| **LANGUAGE OF INSTRUCTION** | | | |
| English language | | | |

1. Compulsory, optional [↑](#footnote-ref-1)
2. First, second or third cycle (Bachelor, Master's, Doctoral) [↑](#footnote-ref-2)
3. ISCED-F 2013 - <http://www.uis.unesco.org/Education/Documents/isced-f-detailed-field-descriptions-en.pdf> (page 54) [↑](#footnote-ref-3)
4. Face-to-face, distance learning, etc. [↑](#footnote-ref-4)