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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 | | **Communication Studies** | |
| Course unit title | | **Critical Analysis of Media Discourse** | |
| Course unit code | | 15ZM002 | |
| Type of course unit[[1]](#footnote-1) | | Compulsory | |
| Level of course unit[[2]](#footnote-2) | | Second cycle (Master) | |
| 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 | | Winter | |
| Year of study (if applicable) | | I | |
| Number of ECTS allocated | | 6 | |
| Name of lecturer/lecturers | | Prof. Dr. Dejan Pralica | |
| Name of contact person | | Prof. 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) | | Media Discourse Analysis, B2 English | |
| **PURPOSE AND OVERVIEW (max 5-10 sentences)** | | | |
| Mastering the theoretical framework and the methods and techniques of critical analysis of media discourse and identifying typical strategies of print, broadcast and new media. | | | |
| **LEARNING OUTCOMES (knowledge and skills)** | | | |
| Deconstruction of the ways of creating media discourse in print, broadcast and new media | | | |
| **SYLLABUS (outline and summary of topics)** | | | |
| Theoretical classes: 1. Methods and techniques of quantitative and qualitative content analyzes. 2. The complementarity of quantitative and qualitative methodologies of media and communication research. 3. Critical reviewing of political discourse in the media, focus on the election campaign. 4. The media, power and political culture. 5. The discourse of media events, the focus on spectacle and reality show. 6. Framing and frame analysis. 7. Media speech and conversational analysis. 8. A critical discourse analysis of electronic media: from text to speech. 9. Comparative discourse analysis of interviews and TV debates. 10. The treatment of minorities and marginalized groups in local television, critical analysis. 11. Discourse of audience participation in the radio and television open programs. 12. A critical discourse analysis of the Internet as an interactive medium. 13 News on the Net: selection models in the context of sensationalism, stereotyping and prejudice. Practical classes: Creating models for quantitative and qualitative analysis of media discourse: the general code; the individual codes (press, radio, TV, Internet); individual thematic content; individual media; individual media. Qualitative analysis of media. Qualitative analysis of media content. Analysis of media strategies. | | | |
| **LEARNING AND TEACHING (**planned learning activities and teaching methods) | | | |
| Interactive teaching and practical research: critical analysis of media discourse of the messages in the press, radio, television and the Internet. | | | |
| **REQUIRED READING** | | | |
| 1. Bell Allan and Peter Garrett. *Approaches to Media Discourse*.Oxford-Malden:Blackwell. .1999  2.Valić Nedeljković, D..*Radijski intervju*.Beograd: Zadužbina Andrejević.1998  3.Valić Nedeljković, D.. Slika Kosova u dnevnim listovima u Srbiji. *Godišnjak Filozofskog fakulteta u Novom Sadu*. Novi Sad : Knjiga XXXIII-1 : 281-299.2008  4.Valić Nedeljković, D..Analiza sadržaja političke tv reklame u predizbornoj kampanji 2008. u Srbiji. *MIOKO* 002-003/ ur Mirko Sebić. str. 49-63. Novi Sad : Forin i FTN Univerzitet u Novom Sadu. .2008  5.Valić Nedeljković, D; Pralica, D..*Koga su mediji izabrali, a šta su partije nudile*. Novi Sad: Novosadska novinarska škola. 2012  6.Valić Nedeljković, D.Критичка анализа дискурса ријалити шоу програма: Студија случаја Фарма 3 програма на телевизији Пинк. . *Језици и културе у времену и ростору* [Електронски извор] : тематски зборник. 1 / [уредник Снежана Гудурић]. - Нови Сад : Филозофски факултет. 1 електронски оптички диск (CD- ROM) стр. 531-539..2012  7.Danet, B, and Herring, S. C., Eds..*The Multilingual Internet: Language, Culture, and Communication Online*. New York: Oxford University Press.2007  8.Devereux Eoin, ed. *Media Studies*.Los Angeles, London, New delhi, Singapore:Sage Publications..2007  9.Fairclough, Norman. *Media discourse*.London: Routledge.1995  10.Dijk, Teun A. van. *Discourse and Power*.Houndmills; New York: Palgrave Macmillan. .2008  11.Pralica, D.. Religijski i ideološki diskurs u poslanicama SPC.*Religija i tolerancija* 5 (41-52). .2006  11.Pupovac, M.. *Jezik i djelovanje*.Zagreb: Radna zajednica Republičke konferencije SSOH.1990  12.Fetzer, Anita and Gerda Eva Lauerbach, ed.. *Political Discourse in the Media*.Amsterdam/Philadelphia: John Benjamins Publishing Company. .2007  13.Hoskings, A.. *Televising War: From Vietnam to Iraq*.London: Continuum,.2004  14.Hutchby Ian*.Media Talk/Conversation Analysis and the Study of Broadcasting*.London: Open University Press. .2006  15.Chilton, Paul.*Analysing political discourse*.London: Routledge.2004 | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | |
| |  |  |  |  | | --- | --- | --- | --- | | Assessment (max. 100 points) | | | | | Pre-examination requirements | Points | Examination | Points | | Lectures | 10 | Oral exam | 30 | | Practical classes | 20 |  |  | | Seminar paper | 40 |  |  | | | | |
| **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)