



Course unit Descriptor		 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
	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	Compulsory	
Level of course unit ²	Second cycle (Master)	
Field of Study (please see ISCED ³)	0321 Journalism and reporting	
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. Dubravka Valić Nedeljković, Dr. Dejan Pralica	
Name of contact person	Dr. Dejan Pralica	
Mode of course unit delivery 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)		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ ISCED-F 2013 - <http://www.uis.unesco.org/Education/Documents/isced-f-detailed-field-descriptions-en.pdf> (page 54)

⁴ Face-to-face, distance learning, etc.

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 Nedeljko, D. *Radijski intervju*. Beograd: Zadužbina Andrejević. 1998
3. Valić Nedeljko, D. *Slika Kosova u dnevnim listovima u Srbiji. Godišnjak Filozofskog fakulteta u Novom Sadu*. Novi Sad : Knjiga XXXIII-1 : 281-299. 2008
4. Valić Nedeljko, 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 Nedeljko, D; Pralica, D. *Koga su mediji izabrali, a šta su partije nudile*. Novi Sad: Novosadska novinarska škola. 2012
6. Valić Nedeljko, D. *Критичка анализа дискурса ријалити шоу програма: Студија случаја Фарма 3 програма на телевизији Пинк. Језици и културе у времену и растору [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 Broadcating*.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