



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	Journalism	
Course unit title	Media Discourse Analysis	
Course unit code	o8ZU032	
Type of course unit ¹	Compulsory	
Level of course unit ²	First cycle (Bachelor)	
Field of Study (please see ISCED ³)	0321 Journalism and reporting	
Semester when the course unit is offered	Summer	
Year of study (if applicable)	3	
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)	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.		

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.

SYLLABUS (outline and summary of topics)

Theoretical classes: 1. The concept of discourse; specificity of discourse in relation to the text. 2. The interdisciplinary. 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 intervju sa verskim sadržajem ostvarenih na radiju)..Beograd: Zadužbina Anrejević.1998.

Valić Nedeljković, D..Култура у емисијама вести јавног сервиса Војводине на језицима мањина, (Огледа ли се култура националних мањина у вестима). .Теме, XXXVII, бр.4. (стр. 2-1930)..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