

*Approved by the Academic council
of the Education programme
Political linguistics
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Syllabus
Sociolinguistics of Mass Media Discourse

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Department of literature and cross-cultural communication
Meeting Minute # ____ dated _____ 20__

1. Course Description

a) Pre-requisites - None

Abstract:

The aim of the course is to introduce students to a range of approaches within the field of sociolinguistics and media studies and to link these with a variety of practical implications. More specifically, this course provides students with an awareness and understanding of the impact of social environment on the language and speech behavior of people. Students will critically engage with theoretical considerations of social constructivism as well as develop the ability to critically analyze the content of modern media.

2. Learning Objectives

Students will be guided towards in-depth reading on the topics and given the opportunity to develop the skills of analysis and synthesis of theoretical and methodological issues. Students will also be equipped with the core analytical skills necessary to engage in research on mass media discourse, including data collection, analysis and presentation.

3. Learning Outcomes

By the end of the course, students will be able to demonstrate a broad understanding of the main issues in the field of sociolinguistics and media studies, to analyze texts of mass communication from the point of view of their performativity, semantics and meaning and to identify any possible manipulations in their various forms (oral and written, using audio-visual means).

4. Course Plan

Topic 1. Basic concepts of sociolinguistics.

Introductory remarks. A review of the scientific, educational and periodical literature on the course. Sociolinguistics and sociology of language. The main problems and approaches. Social conditions for the functioning of the language. Spheres of use, language forms (literary language, territorial dialects, vernacular, professional jargons, argos, Creole languages, pidgin). Social markers of language units at different linguistic levels.

Topic 2. Methods of sociolinguistics.

Selection of informants. Methods of collecting material. Observation.

Oral interview. Questionnaire. Tests. Processing and presentation of statistical results. Analysis of written sources. Mass screening of speakers.

Topic 3. Communication as a social action.

Genres of communication. Media and mass communication, media and QMS.

Topic 4. Classification of media theories.

An empirical-functionalist group for the study of mass communications. Studying the effects of propaganda. Theories of limited information exposure. Theories of the fourth power and regulatory theories of media. A linguistic group of theories.

Topic 5. Media text as an object of media linguistics. Ibarra and Kitsuse research program.

Typology of media texts. Methods of research of media texts. Rhetoric of the discourse of social problems. Keynote ideas and styles.

Topic 6. Multimodal texts

Theory of multimodality and social semiotics. A multimodal discourse analysis.

Topic 7. Persuasive strategies.

The basic strategies and tactics of multimodal political texts: a self-presentation strategy, manipulative strategies, a discrediting strategy, and related tactics.

5. Reading List

a) Required

1. Discourse and Communication: New Approaches to the Analysis of Mass Media Discourse and Communication [Электронный ресурс] / Ed. by Teun A. van Dijk; DB ebrary. – Berlin; New York: Walter De Gruyter, 2011. – 368 p. – Режим доступа: <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/reader.action?docID=3042341&query=discourse+and+communication>. – Загл. с экрана.
2. The Routledge Handbook of Language and Media [Электронный ресурс] / ed. by Colleen Cotter, Daniel Perrin; DB ebrary. – London; New York: Routledge; Taylor & Francis Group, 2018. – 572 p. – Режим доступа: <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/reader.action?docID=4939135&query=Methods+of+Critical+Discourse+Analysis+>. – Загл. с экрана.
3. Wardhaugh, R. An Introduction to Sociolinguistics [Электронный ресурс] / Ronald Wardhaugh, Janet M. Fuller; DB ebrary. – Chichester: John Wiley & Sons, Inc, 2015. – 431 p. – Режим доступа: <https://ebookcentral.proquest.com/lib/hselibrary->

ebooks/reader.action?docID=1811431&query=an+introduction+to+sociolinguistics. –
Загл. с экрана.

b) Optional

1. Социоллингвистика и социология языка : хрестоматия / сост. Н.Б.Вахтин, Е.В.Головко, при участии В.Б.Гулиды, К.С.Федоровой; пер. с англ. под общ. ред. Н.Б.Вахтина; отв. ред. Н.Б.Вахтин. - М.: Изд-во Европейского ун-та, 2012. - 588 с.
2. Чернявская, В.Е. Лингвистика текста. Лингвистика дискурса : учебное пособие / В.Е.Чернявская. - 4-е изд. ; стер. - М.: Флинта : Наука, 2016. - 202 с.
3. Mesthrie, R. Introducing Sociolinguistics [Электронный ресурс] / R.Mesthrie, J.Swann, A.Deumert, W.L.Leap; DB ebrary. – 2nd ed. - Edinburgh: Edinburgh University Press, 2009. – 502 p. - Режим доступа: <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/reader.action?docID=448743&query=Introducing+Sociolinguistics>. – Загл. с экрана.
4. The Cambridge Handbook of Sociolinguistics [Электронный ресурс] / ed. by Rajend Mesthrie; DB ebrary. – New York: Cambridge University Press, 2011. – 530 p. - Режим доступа: <https://ebookcentral.proquest.com/lib/hselibrary-ebooks/reader.action?docID=803144&query=cambridge+handbook+of+sociolinguistics>. - Загл. с экрана.

6. Grading System

The formative assessment implies the teacher's assessment of the in-class activity of a student : 10 points - more than 90% (the activity of the undergraduate in training sessions); 9 points - 80-89%; 8 points - 70-79%; 7 points - 60-69%; 6 points - 50-59%; 5 points - 40-49%; 4 points - 30-39; 3 points - 20-29%: 2 points - 10-19%; 1 point - up to 9%

Summative assessment involves an exam in the form of a test (20 closed and semi-closed questions):

Percentage	Grade points/credit	Rating
90% & above	10	Excellent
82% – 89%	9	Excellent
75% – 81%	8	Excellent
70% – 74%	7	Good
65% – 69%	6	Good
59% – 64%	5	Average
50% - 58%	4	Average

40%-49%	3	Failure
30%-39%	2	Failure
Below 29%	1	Failure

$$O_{final} = 0,2 * O_{self-study} + 0,3 * O_{classroom} + 0,3 * O_{homework} + 0,2 * O_{exam}$$

7. Examination Type

Test

8. Methods of Instruction

Lectures, seminars, tutorials

9. Special Equipment and Software Support (if required)

Windows Professional 8.1

Russian MS Office Professional Plus 2013

Microsoft Office 2007 Prof +

PC with the Internet access

Multimedia projector with remote control