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| FACULTY: | Faculty of Humanities |
| FIELD OF STUDY: | English Philology |
| ERASMUS COORDINATOR OF THE FACULTY: | Anna Hajek, MA  Wiesław Trojanowicz, MA |
| E-MAIL ADDRESS OF THE COORDINATOR: | [Anna.hajek@tu.koszalin.pl](mailto:Anna.hajek@tu.koszalin.pl)  [trojanowicz@op.pl](mailto:trojanowicz@op.pl) |
| COURSE TITLE: | Media English |
| LECTURER’S NAME: | Izabela Dixon, PhD |
| E-MAIL ADDRESS OF THE LECTURER: | Izabela.dixon@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 2 |
| ACADEMIC YEAR: | **2021/2022** |
| SEMESTER:  (W – winter, S – summer) | W |
| HOURS IN SEMESTER: | 30h |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Group tutorials |
| LANGUAGE OF INSTRUCTION: | English |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Continuous assessment (class assignments) and presentations; final test |
| COURSE CONTENT: | Newspaper headlines  Language of the media: discourse analysis  Marketing and commercials: language of advertisements  Social media  E-learning |
| ADDITIONAL INFORMATION: | Course objectives   * Students study the language of newspaper headlines and the ways used by journalists to make a text attractive * Students study, explore and acquire a lot of vocabulary connected with the language of the media * Students learn some advertising strategies, techniques, and gimmicks * Students are made aware of some language strategies used by discourse participants in order to manipulate their audience |

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