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| FACULTY: | Faculty of Humanities |
| FIELD OF STUDY: | English Studies |
| ERASMUS COORDINATOR OF THE FACULTY: | Łukasz Neubauer PhD |
| E-MAIL ADDRESS OF THE COORDINATOR: | [lukasz.neubauer@tu.koszalin.pl](mailto:lukasz.neubauer@tu.koszalin.pl) |
| COURSE TITLE: | Media Discourse |
| LECTURER’S NAME: | Izabela Dixon, PhD |
| E-MAIL ADDRESS OF THE LECTURER: | [Izabela.dixon@tu.koszalin.pl](mailto:Izabela.dixon@tu.koszalin.pl) |
| ECTS POINTS FOR THE COURSE: | 2 |
| COURSE CODE (USOS): | 1412>0701-DwM |
| ACADEMIC YEAR: | 2022/2023 |
| SEMESTER:  (W – winter, S – summer) | S |
| HOURS IN SEMESTER: | 30h |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 2nd cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Group tutorial |
| LANGUAGE OF INSTRUCTION: | **English\*** |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Test: terminology; mini project (group or individual, credits for contribution during classes) |
| COURSE CONTENT: | Analysing Texts: Media theory  Linguistic devices  Communication and Culture (roles of communication, cultural stereotypes, universality of cultural models)  Gender and Politics (gender issues, communicating gender, dominant models)  Discourse, Institutions and Power (the power of language)  Uses and Gratification Models  Agenda setting  The Propaganda Model  Researching audiences (basic principles)  Consumer cultures  Identity and Fun Cultures |
| ADDITIONAL INFORMATION: | -Different types of media and their influence (language, identity, self-development and expression)  -Understanding the key concepts behind the mass media (persuasion, opinion formation, disinformation, surveillance, manipulation)  -Addressing audiences  -Investigating aspects of voyeurism  -Language and power |

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\*kurs dostępny wyłącznie w języku angielskim