



PROGRAMA DE ASIGNATURA

1. NOMBRE DE LA ASIGNATURA

Seminario El Lenguaje de los Medios escritos

2. NOMBRE DE LA ASIGNATURA EN INGLÉS

Seminar The Language of Written Media

3. TIPO DE CRÉDITOS DE LA ASIGNATURA

SCT/

UD/

OTROS/

4. NÚMERO DE CRÉDITOS

8 créditos

5. HORAS DE TRABAJO PRESENCIAL DEL CURSO

2 HORAS

6. HORAS DE TRABAJO NO PRESENCIAL DEL CURSO

3 horas

7. OBJETIVO GENERAL DE LA ASIGNATURA

The postgraduate seminar Media discourse attempts to study two main approaches to the study of the interaction that occurs in written newspapers: critical discourse analysis and appraisal theory. It aims at investigating, describing and analysing appraisal as present in written media discourse, both at a functional and at an ideological level as proposed by Fairclough and Martin and Rose. The seminar is of particular relevance at a time of changing social parameters and opening up modes of communication to vox populi. It is therefore relevant to familiarize students with two relevant perspectives to the study of written media discourse which offer new paradigms and methodologies to describe media genre. Students are expected to become aware that news readers no longer read in isolation, but are able to comment on their readings via a website, email, or posts on a social network for others to discuss. They are expected to become aware that

readers can respond by assuming an appraising attitude or an ideologically critical attitude of the social representation of social actors in the written media.

However, the seminar aims at not only examining two of the fundamental theoretical approaches to the study of written media discourse and but also their relevance as authentic material in language teaching

The course has the format of a seminar where the sessions are organized on the basis of presentations and discussions of the topics associated with the contents of the course. Presentations and discussions are based on readings done by the students along the course. The presentations include the reading of chapters on the two most relevant theoretical issues and approaches to media discourse and their application in the classroom as authentic material

8. OBJETIVOS ESPECÍFICOS DE LA ASIGNATURA

In this seminar students are expected to develop abilities to

1. Identify, describe and explain current fundamental theoretical approaches to the language of the written media within the framework of Critical Discourse Analysis and Appraisal theory.
2. Identify interpret and evaluate the methodological designs that underlie the studied theoretical approaches
3. Analyze and evaluate research done in media discourse
4. Present and discuss topics on the language of written media discourse
5. Analyze and interpret data and project their pedagogical application

9. SABERES / CONTENIDOS

1. Media discourse
 - Genres in the media
 - Genres in the new media
 - Pedagogical applications of media genres
2. Approaches to the study of the language of the written media
 - Critical discourse analysis
 - The representation of individuals and society
 - Pedagogical applications: Critical thinking
3. Appraisal theory
 - Attitude: affect, judgment and appreciation
 - Discourse markers of attitude in the written media
 - Pedagogical applications

10. METODOLOGÍA

Attendance and participation

Attendance to this seminar is a requirement and will be part of evaluation. Class participation is expected to be active in the discussion of studied topics. Students are expected to do their readings within the assigned weekly reading schedule of their presentations and to formulate relevant questions and comments on the topics discussed in class.

Weekly readings

Students will be assigned weekly readings on the topics assigned in the program. They will have access to the readings in pdf format on the web site of the course and will be able to save a digital copies or print them as needed.

Final project: Students will have to turn-in a final project for which they will be given a choice, such as, writing a book review, a short article, a thesis project, etc.

11. METODOLOGÍAS DE EVALUACIÓN

Basis of evaluation

- | | |
|---|-----|
| 1. Class presentation | 25% |
| 2. Participation in class discussion and comments | 25% |
| 3. Final project * | 40% |

*The final project should include a theoretical and methodological issue, data collection, analysis, reflexion and a possible pedagogical application. The first draft of the project will have objectives, theoretical framework delimitation, methodological design and data analysis and projections; it will be presented to your teacher a month before handing in the final version. It will be graded as 15%. The final draft will be valued as 25%.

12. REQUISITOS DE APROBACIÓN

ASISTENCIA: 90%

NOTA DE APROBACIÓN MÍNIMA: 4

REQUISITOS PARA PRESENTACIÓN A EXÁMEN:

OTROS REQUISITOS:

13. PALABRAS CLAVE

Discourse and the media; critical discourse media analysis; appraisal theory; genre pedagogy

14. BIBLIOGRAFÍA OBLIGATORIA

Bednarek, M. (2006a) Evaluation in Media Discourse: Analysis of a Newspaper Corpus. London: Continuum.

Bell, A, & Garrett, P. (eds) Approaches to Media Discourse Oxford: Blackwell

Durant,A. and Lambrou, M.(2009) Language and Media: A Resource Book for Students. London: Routledge

Hyon, Sunny “Genre in Three Traditions: Implications for ESL” (1996) Tesol Quarterly Vol 30, N° 4, Winter

Martin, J & Rose (2008) Genre Relations: Mapping Culture. London: Equinox Press

Martin, J.R. and Rose, David. (2003) Working with Discourse: Meaning Beyond the Clause London: Continuum International Publishing Group

Paltridge, Brian (2004) Genre and the Language Learning Classroom USA: University of Michigan Press

Talbot, Mary (2007) Media Discourse: Representation and interaction. UK: Cambridge university Press.

15. BIBLIOGRAFÍA COMPLEMENTARIA

Bawarshi, Anis S. and Mary Jo Reiff (2010) Genre. An Introduction to History, Theory, Research, and Pedagogy West Lafayette, Indiana: Parlor Press

Biber, D. (1988) Variation Across Speech and Writing. Cambridge: Cambridge University Press.

Hunston, Susan and Geoff Thompson (eds) (2001) Evaluation in text: authorial stance and the construction of discourse UK: O.U.P.

Halliday,M.A.K. (2014) An Introduction to Functional Grammar USA: Routledge

16. RECURSOS WEB

--