

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM429	Media Linguistics	7	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	Why study media language? Media language research and the disciplines: Linguistics- Sociolinguistics- Discourse Analysis- Semiotics- Communications Studies.
Content	<p>1. Week: What is language.</p> <p>2. Week: What is discourse.</p> <p>3. Week: What is symbol.</p> <p>4. Week: What is Text.</p> <p>5. Week: Language and Communication.</p> <p>6. Week: Media language.</p> <p>7. Week: News language.</p> <p>8. Week: Advertisement language.</p> <p>9. Week: Film language.</p> <p>10. Week: Communication Language.</p> <p>11. Week: Digital language.</p> <p>12. Week: Visual language.</p> <p>13. Week: Media Text.</p> <p>14. Week: Linguistic analysis of media text.</p>
References	<p>ALBADA Fudge Kelly (2000) The Public and Private Dialogue the American Family on Television: Journal of Communication. Oxford University Press.</p> <p>AUSTIN John (1962) How to do Things with Words. Oxford. Clarendon Press.</p> <p>BELL Allan (1984) Language Style as Audience Design. Language in Society.</p> <p>FAIRCLOUGH Norman (1989) Language and Power. London. Longman.</p> <p>FAIRCLOUGH Norman (1992a) Discourse and Social Change. Cambridge. Polity Press.</p> <p>GREIMAS Algirdas J. (1983) Structurel Semantics. Lincoln: University of Nebraska Press.</p> <p>GÖKTÜRK Akşit (1988) Okuma Uğraşı. İnkılap Kitabevi. İstanbul.</p> <p>VAN Dijk T.A. (1977) Text and Context. Pragmatics of Discourse. Longman. London.</p> <p>VAN Dijk T.A. (1993) Principles of Critical Discourse Analysis. Sage Publications.</p>

Theory Topics

Week	Weekly Contents
1	What is Language?
2	What is discourse
3	What is symbol
4	What is Text
5	Language and Communication
6	Media Language
7	News language

Week	Weekly Contents
8	Advertisement Language.
9	Film Language.
10	Communication language.
11	Digital Language.
12	Visual language.
13	Media Text.
14	Linguistic Analysis of Media Text.