

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

## 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 Anaysis of Media Text.