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 Familly on Television: Journal of Communication. Oxford University Press. AUSTİN John (1962) How to do Things with Words. Oxford. Clarendon Press. BELL Allan (1984) language Style as Audence Design. Language in Society. FAİRCLOUGH Norman (1989)Language and Power. Iondon. Longman. FAİRCLOUGH Norman (1992a) Discourse and Social Change. Cambridge. Polity Press. GREİMAS Algirdas J. (1983) Structurel 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. |