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## Suggested study syllabus

Below is a suggested 22-week outline which gives you an idea of how a syllabus could be constructed for this course:

### Weeks 1–2

At the outset of the course we invite you to begin with some introductory reading and start familiarising yourselves with important concepts and terminology. We address questions like what is the media? Why study media language?

### Weeks 3–4

Semiotics: focus on the work of Saussure and Barthes. We invite you to become familiar with Daniel Chandler's website/book and learn about the work of Kress, Hodge and van Leeuwen. We invite you to apply the theory of semiotics to the analysis of advertisements.

### Weeks 5–6

This part of the course is devoted to textual relations: genre theory and intertextuality. We introduce the work of M.M. Bakhtin and apply genre theories to television.

### Weeks 7–8

We invite you to research celebrity culture and analyse magazine texts.

### Weeks 9–10

Power in spoken discourse: familiarisation with Conversation Analysis. We ask you to apply this framework of analysis to radio talk show and political interviews by, for example, Jeremy Paxman.

### Weeks 11–12

Narrative theory. We ask you to consider the work of Labov and other researchers interested in narratives. We invite you to apply the theories introduced here to different texts, focusing on newspapers and daytime television programmes.

### Weeks 13–14

Critical Discourse Analysis as a theory and method. Learn to apply the tools of analysis introduced in this part of the course to a range of media texts from magazines and newspapers.

### Weeks 15–16

The internet. We turn our attention to digital technologies and ask you to consider what is meant by 'the language of the internet'. We invite you to analyse computer-mediated interaction, for example in chat forums and weblogs.

### Weeks 17–18

In our contemporary world, texts are increasingly multimodal. We invite you to consider in more detail the analysis of multimodal texts.

### **Weeks 19–20**

Drawing to the end of the course, we ask you to apply the theories you have studied to a range of different text types that you have selected yourself, for example television and radio programmes, advertisements, texts from magazines and the internet.

### **Weeks 21–22**

Revision and review: draw up a schedule of topics to revise and possible examination questions. Attempt to answer them under examination conditions.