Course Specification

(Bachelor)

Course Title: Language and Media

Course Code: ENG2203

Program: English: Linguistics Track

Department: Department of English

College: College of Social Sciences

Institution: Umm Al-Qura University

Version: 2022

Last Revision Date: 2023

Table of Contents

A. General information about the course:

1. Course Identification

1. Credit hours: *4 hours*

2. Course type

A.	☐ University	☐ College	■ Department	☐ Track	☐ Others
B.	■ Required			☐ Elective	

3. Level/year at which this course is offered: *Year 2 – Level 6*

4. Course general Description:

This course is offered to students after finishing the two introductory courses in linguistics. Because of this, students who study this course are only expected to have a simple background in linguistics. This course provides students with a general preview in the study of language use in the media. The course starts with major topics in the field: the types of media discourse, the modes employed in media and the functioning of language in the media. The course also briefly discusses the approaches of studying the use of language in media. The course mainly emphasizes analyzing how language is used in media by considering various genres of media such as storytelling, interviews, news stories, political speeches, stand-up comedy and various types of multimodal discourse.

5. Pre-requirements for this course (if any):

Foundations of Linguistics I

6. Co-requirements for this course (if any):

7. Course Main Objective(s):

The main objective of the course is to enable students to analyze the use of language in various types of media discourse by employing recent approaches in the field.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	*4 hrs. per week*	*%90*
2	E-learning		*%10*
3	Hybrid ● Traditional classroom ● E-learning		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	**Lectures**	*4hrs x 11wks*
2.	**Laboratory/Studio**	
3.	**Field**	
4.	**Tutorial**	
5.	**Others (specify)**	
Total		*44 hours*

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	**Knowledge and understanding**			
1.1	explain the modes, genres and functions of language use in the media.	**K2**	*Lectures Interactive Teaching*	*Written Exam Assignments*
1.2	define the multimodality approach in media discourse.	**K2**	*Lectures Interactive Teaching*	*Written Exam Assignments*
1.3	discuss approaches to analyzing language use in media discourse	**K2, K3**	*Lectures Interactive Teaching*	*Written Exam Assignments*
2.0	**Skills**			
2.1	analyze various modes used in media discourse and their influence on meaning.	**S3**	*Lectures Group work Discussions*	*Written Exam Assignments (Data Analysis)*
2.2	analyze various genres of media discourse such as interviews and political speeches.	**S3**	*Lectures Group work Discussions*	*Written Exam Assignments (Data Analysis)*
2.3	exemplifies the functions of language in media discourse such as persuasion.	**S2**	*Lectures Group work Discussions*	*Written Exam Assignments (Data Analysis)*
3.0	**Values, autonomy, and responsibility**			
3.1	*Commit to the standards of integrity, punctuality, responsibility, and ethical behavior in class participation, preparation of assignments, and exams.*	**V1**	*General guidance Discussions*	*Assignments Exam performance Class participation*
3.2	*Work responsibly and autonomously when performing a task individually or within a team.*	**V2**	*General guidance Discussions*	

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction: Key topics in the study of language and media *Modes of media* *Genres of media* *Audience*	*6*
2.	Approaches to languages and media: *Making meaning with modes* *Analyzing genres and styles in media* *Persuasive discourse and media rhetoric*	*8*
3.	Analyzing language and media *Analyzing news stories and media interviews* *Analyzing narratives in the media* *Detecting biased and fake news*	*8*
4.	Readings in language and media *Global modes and future modes* *Media storytelling and the shaping of reality*	*8*
5.	From Language and the New Media *Discourse and Technology: Multimodal Discourse Analysis* *Telling Stories: Language, Narrative, and Social Life*	*6*
6.	Group and individual feedback sessions	*6*
7.	Exams	*2*
Total		*44*

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	*Two One-Hour Written Exams*	*5-8*	*30%*
2.	*Written Assignments* *(Data Analysis and Short Essays)*	*weekly*	*20%*
3.	*Final Exam (written)*	*12*	*50%*

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Rodney H. Jones, Sylvia Jaworska, Erhan Aslan (2021). *Language and Media: A Resource Book for Students*. Second edition. Routledge.
Supportive References	Tannen, Deborah and Anna Marie Trester (2013). *Discourse 2.0: Language and New Media*. Georgetown University Press.
Electronic Materials	Summary handouts for the main topics covered in each class are available in Blackboard (a web-based learning resource).

Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	*Classrooms*
Technology equipment (projector, smart board, software)	*Projector, internet, AV*
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	*Peer reviewer*	*Sample of exam papers and a form*
Effectiveness of Students' assessment	*Peer reviewer*	*Sample of exam papers and a form*
Quality of learning resources	*Students*	*Questionnaires*
The extent to which CLOs have been achieved	*Teachers*	*Exams*
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	