

Syllabus

Course Description

Course Title	Language and media communication
Course Code	17327
Course Title Additional	
Scientific-Disciplinary Sector	GERM-01/C
Language	German
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	Prof. Dr. Birgit Alber, Birgit.Alber@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/41363
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	6
Teaching Hours	45
Lab Hours	0
Individual Study Hours	105
Planned Office Hours	18
Contents Summary	The topic of this course is the role of linguistic structures in media communication, with a specific focus on the creative use of linguistic structures in advertising and the development of brand names. Where possible, these topics are discussed in comparison with similar phenomena in Italian or English. The course includes project work on specific topics in the field of language and media.
Course Topics	• Orality and literacy in media communication • the structure of media texts • Old and New Media • Linguistic structures in media communication

	• dialects and regional varieties in the media • creative use of linguistic structures in the media • advertising language and brand names
Keywords	language, media, advertising language, brand names
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lecture with media support, exercises, discussion, project work.
Mandatory Attendance	In accordance with the regulation
Specific Educational Objectives and Learning Outcomes	The aim of the course is to apply concepts and techniques of linguistic analysis to the linguistic structures of media communication, thereby developing skills in analysis and reflection. Students know the basic concepts of media linguistics as well as strategies for the creative use of linguistic structures in media communication. Students can identify and analyse linguistic structures in media communication. Students can critically assess the quality of an analysis of linguistic structures in media communication and contribute to its improvement with constructive suggestions Students can present their own or others' analyses of language in media communication both orally and in writing in a comprehensible and precise manner. Students acquire learning strategies that enable them to find traditional and innovative knowledge resources on the topic of language and media and use them for their research work. They also acquire a basic set of learning strategies for analysing linguistic structures in media communication.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Requirements for students who attend the course regularly: completion of a project; independent literature review; presentation of the project in the seminar workshop; taking on an

	organizational role in the seminar workshop; preparation of a written project report; oral discussion of the project report during the exam. Requirements for students who do not attend regularly: independent study of the course content (including reading the assigned literature and completing exercises independently); oral examination during the exam. The self-study programme will be available on OLE at the beginning of the semester.
Evaluation Criteria	Clear argumentation, ability to critically analyse and reflect on linguistic data.
Required Readings	Alber, Birgit. 2022. Linguistik des Deutschen - kompakt und kontrastiv, QuiEdit, Verona (Teil I). Burger, Harald & Martin Luginbühl. 2014. Mediensprache. Eine Einführung in Sprache und Kommunikationsformen der Massenmedien. 4. Auflage, Berlin/Boston: De Gruyter Janich, Nina. 2013. Werbesprache. Ein Arbeitsbuch. Narr, Tübingen. Perrin, Daniel. 2015. Medienlinguistik (UTB 2503). 3. Auflage. Stuttgart: UTB. Ronneberg-Siebold, Elke. 2015. Word formation and brand names. In: Müller, P. O., I. Ohnheiser, I., S. Olsen, F. Rainer (Hg.). Word Formation: an international Handbook of the Languages of Europe. Volume 3 (HSK 40.3). De Gruyter, Berlin/New York. 2192-2210.
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Quality education