Syllabus

Course Description

Course Title	Language and media comunication
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	This course deals with the role that linguistic structures play in media communication. The focus is, with reference to German, on the role of language variation in media communication (e.g. the regional variation in news speakers or the use of dialect in computer-mediated communication) as well as on the creative use of linguistic structures in advertising or in the development of brand names. Where possible, these topics will be discussed in comparison with similar phenomena in Italian and English. The course includes project work on specific topics in the field of language and media.

Course Topics	- The varieties of German (dialect, regional language, standard) - The role of the varieties of German in old and new media - Creative use of linguistic structures (on a phonological, morphological and syntactic level) - Advertising language and brand names
Keywords	German, language, media, linguistic variation, 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 from the field of language variation and techniques of linguistic analysis to the linguistic structures of media communication, thereby developing skills in analysis and reflection. Knowledge and understanding Students know the basic characteristics of linguistic variation in German and the strategies for the creative use of linguistic structures in media communication. Applying knowledge and understanding Students can identify and analyse the characteristics of linguistic variation and linguistic creativity in media communication. Making judgements Students can critically assess the quality of an analysis of linguistic structures in media communication and contribute to its improvement with constructive suggestions. Communication Students can present their own or others' analyses of language in media communication both orally and in writing in a comprehensible and precise manner. Learning strategies 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	The requirements for the course include project work, a presentation and a written project report. The project report is the subject of an oral discussion on the examination date.
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) Janich, Nina. 2013. Werbesprache. Ein Arbeitsbuch. Narr, Tübingen. Lameli, Alfred. 2010. Deutsch in Deutschland: Standard, regionale und dialektale Variation. In: H. Krumm, C. Fandrych, B. Hufeisen & C. Riemer (eds). Handbuch Deutsch als Fremd- und Zweitsprache (Neubearbeitung), HSK 19. De Gruyter, Berlin/New York. 385-398. Ronneberg-Siebold, Elke. 2015. Word formation and brand names. In: Müller, P. O., I. Ohnheiser, I., S. Olsen, F. Rainer (eds). Word Formation: an international Handbook of the Languages of Europe. Volume 3 (HSK 40.3). De Gruyter, Berlin/New York. 2192-2210.
Supplementary Readings	Alber, Birgit, Jennifer-Carmen Frey, Aivars Glaznieks, Alexander Glück, Joachim Kokkelmans. 2024. Verschriftungsprinzipien im geschriebenen Dialekt: WhatsApp-Nachrichten aus Südtirol. Linguistik online 127, 3/24. 25-49. Lanthaler, Franz. 1997. Varietäten des Deutschen in Su¨dtirol. In: Stickel, G. (Hg.). Varietäten des Deutschen. Regional- und Umgangssprachen. De Gruyter, Berlin. 364-383.

	Scheutz, Hannes. 2016. Insre Sproch. Athesia, Bozen.
Further Information	
Sustainable Development Goals (SDGs)	Quality education