

Syllabus

Descrizione corso

Titolo insegnamento	Lingua e comunicazione mediale
Codice insegnamento	17327
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	GERM-01/C
Lingua	Tedesco
Corso di Studio	Corso di laurea in Scienze della Comunicazione e Cultura
Altri Corsi di Studio (mutuati)	
Docenti	prof. dr. Birgit Alber, Birgit.Alber@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/41363
Assistente	
Semestre	Primo semestre
Anno/i di corso	2
CFU	6
Ore didattica frontale	45
Ore di laboratorio	0
Ore di studio individuale	105
Ore di ricevimento previste	18
Sintesi contenuti	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.

Argomenti dell'insegnamento	- 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
Parole chiave	German, language, media, linguistic variation, advertising language, brand names
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Lecture with media support, exercises, discussion, project work
Obbligo di frequenza	In accordance with the regulation
Obiettivi formativi specifici e risultati di apprendimento attesi	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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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.
Criteri di valutazione	Clear argumentation, ability to critically analyse and reflect on linguistic data.
Bibliografia obbligatoria	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.
Bibliografia facoltativa	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 Südtirol. In: Stickel, G. (Hg.). Varietäten des Deutschen. Regional- und Umgangssprachen. De Gruyter, Berlin. 364-383.

	Scheutz, Hannes. 2016. Insre Sproch. Athesia, Bozen.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità