**Incoming student mobility**

**UNIOS University Unit: Faculty of Humanities and Social Sciences**

**COURSES OFFERED IN A FOREIGN LANGUAGE**

**FOR ERASMUS+ INDIVIDUAL INCOMING STUDENTS**

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| **Study program** | **Double major program in English language and literature** |

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| **Study level** | **undergraduate** |

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| **Course title in English** and **Croatian** | **INTRODUCTION TO MEDIA DISCOURSE/ UVOD U DISKURS MEDIJA** |
| **Course code (ISVU)** | **161721** |
| **Language of instruction** | **English** |
| **Brief course description** | **The main objective of the course is to analyze ways of organizing language use in a specific type of discourse, that of mass media discourse, and the purposes it serves. Bearing in mind the omnipresence of mass media, and the use of language as their key component, spanning all levels of the linguistic system and use (phonology, lexicon, semantics, grammatical constructions, pragmatic formulae, speech acts), it is very important to develop the students' awareness of potentially significant social import(ance) and effects of particular choices of linguistic variables, as well as of ways of manipulating them. This is of particular importance in the case of English, which has established itself as lingua franca in the media world.**  **The course therefore aims to train students to recognize and consciously (re)analyze the role of language use and ways it is structured in the media as powerful factors in the political, economical and cultural dynamics of social power. The goal is to build the students' awareness of the role of language both as a means to a goal, and as a reflection of social processes, in the course of which the media play a crucial role by their very nature, ubiquity and constant influence.**  **In practical terms, the goal of the course is to contribute to the development of the students' communicative competence, i.e. their media literacy, by pointing out the ways individual media, from the 'traditional' ones (printed media, TV and radio) to hybrid and new media and technologies of mass communication such as the Internet and mobile phones, influence human functioning and interaction in the world by virtue of their basic organizational characteristics, goals and purposes of language use.** |
| **Course prerequisite/s** | **-** |
| **Form of assessment** | **Submission of 15-entry portfolio consisting of tasks assigned by the instructor plus a final test** |
| **Number of ECTS** | **3** |
| **Class hours per week** | **2 (1 lecture + 1 seminar)** |
| **Minimum number of students** | **-** |
| **Period of realization** | **2022/ 2023** |
| **Lecturer (name & email address)** | Dr. Goran Milić, Assistant Professor  [gmilic@ffos.hr](mailto:gmilic@ffos.hr) |