

Course Description Form

Basic Course Specifications				
Course Title	: Applied Linguistics			
Course Code	:			
Program on which the course is given	<input checked="" type="checkbox"/> Bachelor	<input type="checkbox"/> Diploma	<input type="checkbox"/> Master	<input type="checkbox"/> Pre- PhD
Academic year	:			
Specialization (units of study)	:	Theoretical (30)	Practical (30)	
Pre-Requisites	:			
Overall Course Objectives				
<p>This course aims at updating and expanding students' understanding of media and the many ways language and communication dynamics operate across a changed and changing mediascape. Through the lens of applied linguistics, the course introduces students to the characteristics of native online media features such as memes, viral spreads, surveillance and convergent practices. It orients students to how different types of language (verbal and non-verbal) can be combined together to deliver different messages. The course introduces them to the communicative functions of non-verbal language such as images, sounds, music and the language of symbols such as emojis. The course aims as well at helping students understand media and think about it in terms of what media do rather than what they are. Thus, rather than focusing on media as 'thing' they are guided to think about it as processes of mediation. Students are then guided to take a similar perspective on language, considering what language does rather than what it is.</p>				
Intended Learning Outcomes				
1. Knowledge and Understanding				
<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1.1. Define language as meaning-making systems, 1.2. Recognize the fundamental distinction between language structure and the functions of language 1.3. Relate the notion of 'language and communication' in Applied Linguistics. 1.4. Recognize how verbal and non-verbal modes of language affect the construction and perception of media messages. 1.5. Define how verbal messages can be combined with other modes of communication (emojis, photographs, short video) 				
2. Intellectual Skills				
<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 2.1. Review and critique their understanding of media and the many ways language and communication dynamics operate across a changed and changing mediascape. 2.2. Discuss how the materialities of media shape the way different communicative modes can be used and experienced. 2.3. Review the wide range of modes available to communicators. 				

3. Professional and Practical skills

- 3.1. Demonstrate how the materialities of media shape the way different modes can be used and experienced.
- 3.2. Analyze different genres of media platforms and their effect in the shaping of reality.
- 3.3. Apply the different notions of media, mediation and mediated discourse.

4. General and Transferable skills

On completion of this course, students will be able to:

- 4.1 Report on how the notion of media can be more complicated than ordinary people usually think.
- 4.2 Interpret the ways media messages are mediated and transmitted through a particular medium.
- 4.3 Evaluate how different media platforms can affect the kinds of transmitted messages and how those messages can be formulated.
- 4.4 Assessing how different mode of 'language' can work together.
- 4.5 interpret political rhetoric and unveil fake news.

Course content

Lect. #	Topic	Hrs#	Theoretical	Practical
1	A Introduction: key topics in the study of language and media - Language and mediation		<input type="checkbox"/>	<input type="checkbox"/>
2	- Media modes and materialities - Media story telling		<input type="checkbox"/>	<input type="checkbox"/>
3	- Audience, interaction, and participation - Truth, lies, and propaganda		<input type="checkbox"/>	<input type="checkbox"/>
4	B Development: approaches to language and media - Language, mediation, and sites of engagement		<input type="checkbox"/>	<input type="checkbox"/>
5	- Making meaning with modes and materialities - Production formats and discourse stories		<input type="checkbox"/>	<input type="checkbox"/>
6	- Virality and memetics - Persuasive discourse and media rhetoric		<input type="checkbox"/>	<input type="checkbox"/>
7	- Virality and memetics (Cont.) - Persuasive discourse and media rhetoric (Cont.) - Assessment		<input type="checkbox"/>	<input type="checkbox"/>
8	C Exploration: analyzing language and media - Media uses and users - Intersemiotic relations		<input type="checkbox"/>	<input type="checkbox"/>
9	- News stories and media interviews - Media production - Participation in media		<input type="checkbox"/>	<input type="checkbox"/>
10	- Spreadable media - Detecting biased, fallacious, and fake news - Offensive language and tactics of resistance		<input type="checkbox"/>	<input type="checkbox"/>
11	D Extension: readings in language and media		<input type="checkbox"/>	<input type="checkbox"/>

	<ul style="list-style-type: none"> - Media, mediation, and mediated discourse - Global modes and future modes 			
12	<ul style="list-style-type: none"> - Media, mediation, and mediated discourse (Cont.) - Global modes and future modes (Cont.) - Assessment 		<input type="checkbox"/>	<input type="checkbox"/>
13	<ul style="list-style-type: none"> - Media talk and media genres - Media storytelling and the shaping of reality 		<input type="checkbox"/>	<input type="checkbox"/>
14	<ul style="list-style-type: none"> - Media production - Political rhetoric and fake news 		<input type="checkbox"/>	<input type="checkbox"/>
15	<ul style="list-style-type: none"> - Final revision 		<input type="checkbox"/>	<input type="checkbox"/>

Teaching & learning Methods

Facilities Required for Teaching & Learning Methods

<input checked="" type="checkbox"/> Projector	<input type="checkbox"/> Overhead Slide	<input checked="" type="checkbox"/> Books	<input checked="" type="checkbox"/> Video	<input type="checkbox"/> Audio Cassette
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Students Assessment Methods

Assessment Schedule	
Assessment#1	Week 7
Assessment#2	Week 11
Assessment#3	Week 12
Assessment#4	Week 16

Grading Method		
Attendance	<input type="checkbox"/>	
Mid Term Examination	<input type="checkbox"/>	30
Presentations	<input type="checkbox"/>	5
Assignments	<input type="checkbox"/>	15
Projects	<input type="checkbox"/>	5
Participation	<input type="checkbox"/>	5
Oral Examination	<input type="checkbox"/>	
Final Examination	<input type="checkbox"/>	40
		Total 100%
List of References		
Course Notes		

Description	:	Supplementary handouts may be prepared by the instructor as appropriate.
Essential Books Language and Media: A Resource Book for Students By Rodney H. Jones, Sylvia Jaworska, Erhan Aslan		
Description TB	:	
Recommended Books		
Description RB	:	
Periodicals and publications		
Description	:
Others (websites, e-books...etc)		
Description	:	