

Module Code	AN-4332		
Module Title	Media Analysis		
Degree/Diploma	BA degree		
Type of Module	Major Option		
Modular Credits	4	Total Student Workload	8 hours/week
		Contact Hours	3 hours/week
Prerequisite	AN-1201 Introduction to English Language & Linguistics		
Anti-requisite			
Aims: This module is designed to enable students to investigate the way language and other semiotic resources are used to communicate, legitimate and reproduce social identities and relations in a variety of contexts. As such, this module falls broadly within the interdisciplinary field of Critical Discourse Studies (CDS), an approach to discourse and discourse analysis which focuses on the way social issues are constructed through text and talk. In this module, the focus is on media discourse as the media have become the most pervasive platform in which notions of ideology, social and power relations are manifested in contemporary society. Media texts are also the most scrutinised genre in the field of Critical Discourse Studies.			
Learning Outcomes <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	20%	- Understand key concepts in discourse analysis - Understand various approaches to critical discourse studies	
Middle order :	30%	- Apply their knowledge of key concepts and theories when investigating media texts - Analyse media texts critically to unearth the various ways the media (re) produce iniquitous social and power relations.	
Higher order:	50%	- Create analytical reports that demonstrate the political and ideological implications of language use in the media - Create critical language users	
Module Contents <ul style="list-style-type: none">Media and language useLanguage and powerCritical Linguistics and Critical Discourse AnalysisApproaches to Critical Discourse Analysis (Fairclough's <i>3 Dimensional</i> model, van Leeuwen's <i>Representing Social Actors</i> framework)Linguistic analysis of media textsDiscursive practices of media textsSocial practices of media textsCross-cultural comparisons of media discourse			
Assessment	Formative Assessment	-Weekly writing exercises - Tutorials - Class discussions.	
	Summative Assessment	Examination: 40% Coursework: 60% <ul style="list-style-type: none">- 3 analytical exercises, 10% each- (30%)- 1 oral presentation -(10%)- 1 essay- (20%)	