



UNIVERSITI TEKNOLOGI MARA

MPC733: LANGUAGE AND MEDIA

<b>Course Name (English)</b>	LANGUAGE AND MEDIA <b>APPROVED</b>		
<b>Course Code</b>	MPC733		
<b>MQF Credit</b>	3		
<b>Course Description</b>	This course examines the interaction of language and media. It investigates the forms of language found in media discourse using a wide variety of genres and media (such as newspapers, speeches, blogs, emails, advertisements). It provides an overview of language and media including an analysis of their socio-political impacts. This course also explores the linguistic and social impact of new digital literacy practices while encouraging students to reflect on and critically evaluate their own language and communication practices.		
<b>Transferable Skills</b>	Knowledge of key concepts in language and media Critical and analytical skills Academic writing skills Research skills Project management skills Presentation skills		
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation, Workshop		
<b>CLO</b>	CLO1 Describe the different forms of language found in a variety of media discourse CLO2 Analyse the patterns of language use in different media genres CLO3 Describe the impact of media on language and vice versa CLO4 Describe the socio-cultural impacts that arise from media language		
<b>Pre-Requisite Courses</b>	No course recommendations		
<b>Reading List</b>	<table border="1"> <tr> <td><b>Recommended Text</b></td> <td> <ul style="list-style-type: none"> <li>• Aitchinson, J. &amp; Lewis, D.M. (eds.) 2003, <i>New media language</i>, London: Routledge London, United Kingdom</li> <li>• Johnson, S. &amp; Ensslin, A. 2007, <i>Language in the Media: Representations, Identities, Ideologies.</i>, Continuum International Publishing New York</li> <li>• Johnson, S. &amp; Milani, T.M. (Eds.) 2010, <i>Language ideologies and media discourse: Texts, practices, politics.</i>, Continuum International Publishing New York</li> <li>• Manovich, L. 2002, <i>The language of new media.</i>, Cambridge, Massachusetts: MIT Press. Cambridge, Massachusetts</li> <li>• Potter, W.J. 2011, <i>Media Literacy</i>, Sage Los Angeles, USA</li> <li>• Rowe, C. &amp; Wyss, E.L. 2009, <i>Language and new media: Linguistic, cultural, and technological evolution.</i>, Michigan: Hampton Press Michigan, USA</li> <li>• Thurlow, C. &amp; Mroczek, K. (Eds.) 2011, <i>Digital discourse: Language in the new media.</i>, Oxford University Press Oxford, UK</li> <li>• Tyner, K. 2010, <i>Media Literacy: New Agendas in Communications</i>, New York: Routledge New York</li> </ul> </td> </tr> </table>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Aitchinson, J. &amp; Lewis, D.M. (eds.) 2003, <i>New media language</i>, London: Routledge London, United Kingdom</li> <li>• Johnson, S. &amp; Ensslin, A. 2007, <i>Language in the Media: Representations, Identities, Ideologies.</i>, Continuum International Publishing New York</li> <li>• Johnson, S. &amp; Milani, T.M. (Eds.) 2010, <i>Language ideologies and media discourse: Texts, practices, politics.</i>, Continuum International Publishing New York</li> <li>• Manovich, L. 2002, <i>The language of new media.</i>, Cambridge, Massachusetts: MIT Press. Cambridge, Massachusetts</li> <li>• Potter, W.J. 2011, <i>Media Literacy</i>, Sage Los Angeles, USA</li> <li>• Rowe, C. &amp; Wyss, E.L. 2009, <i>Language and new media: Linguistic, cultural, and technological evolution.</i>, Michigan: Hampton Press Michigan, USA</li> <li>• Thurlow, C. &amp; Mroczek, K. (Eds.) 2011, <i>Digital discourse: Language in the new media.</i>, Oxford University Press Oxford, UK</li> <li>• Tyner, K. 2010, <i>Media Literacy: New Agendas in Communications</i>, New York: Routledge New York</li> </ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	This Course does not have any other resources		