

Informačný list predmetu

Akademický rok 2024/2025

Vysoká škola	Univerzita sv. Cyrila a Metoda v Trnave
Fakulta	FF UCM
Kód predmetu	KAA/beOdbJM-J/22
Názov predmetu	odborný jazyk v médiách
Rozsah	2S
Počet kreditov	3
Vyučujúci	prof. Olga Byessonova, DrSc. (hodnotiaci), doc. PaedDr. Juraj Miština, PhD. (hodnotiaci), prof. Olga Byessonova, DrSc. (prednášajúci)

Podmienky na absolvovanie predmetu

Students regular attendance is required, as well as active engagement in discussions on topics related to compulsory reading material and for homework. The student may be absent twice at most during the semester, otherwise he / she cannot attend the final assessment. At the end of the course, the students will take a final written test (theoretical and practical) and will receive a grade according to the following scale: 100 – 92 % – A, 91 – 83 % – B, 82 – 74 % – C, 73 – 65 % – D, 64 – 56 % – E, 55 – 0 % – FX.

Priebežné hodnotenie

Students regular attendance is required, as well as active engagement in discussions on topics related to compulsory reading material and for homework. The student may be absent twice at most during the semester, otherwise he / she cannot attend the final assessment.

Záverečné hodnotenie

At the end of the course, the students will take a final written test (theoretical and practical) and will receive a grade according to the following scale: 100 – 92 % – A, 91 – 83 % – B, 82 – 74 % – C, 73 – 65 % – D, 64 – 56 % – E, 55 – 0 % – FX.

Výsledky vzdelávania

The course provides students with a balanced and up-to-date overview of media linguistics, which is one of the newest branches of linguistics concerned with functioning of media texts and peculiarities of journalistic style and genres. Due to the rapid development of mass media and new communication technologies media texts have become one of the most widespread forms of the language functioning. The course provides the theoretical information concerning the English newspaper style, the development of the British press. It focuses on the general and linguostylistic peculiarities of news reporting and feature articles. A special emphasis is made on the language of newspapers, and of headlines in particular. The practical assignments and exercises, which correlate with the theoretical information, enable students to learn the topic better and put their knowledge into practice.

Upon successful completion of this course, the students are expected:

- to identify the distinctive features of quality and popular press and those of print and online media;
- to account for the main features of printed and online media texts of different genres, and explain their language characteristics;

- to distinguish genres of media texts;
- to analyse samples of authentic English media texts in terms of linguostylistic and textlinguistic peculiarities, understanding the main parameters and peculiarities of the modern English media language;
- to apply the theoretical knowledge of media linguistics to carry out competent analysis of different genres of printed and online media, particularly news reports and feature articles.

At the end of the course, students will be able to apply theoretical knowledge and practical skills in their future teaching, translation, journalistic, and research activities.

Stručná osnova predmetu

Seminars:

1. Basic concepts of medialinguistics.
2. Concept of media text, its types.
3. News production.
4. Print media.
 - 4.1 Newspaper structure.
 - 4.2 Genres of media texts.
 - 4.2.1 News report.
 - 4.2.2 Comment and opinion.
 - 4.2.3 Feature articles.
 - 4.2.4 Advertisements.
 - 4.2.5 Press release.
 - 4.2 Quality press vs. popular press.
5. Online media. Peculiarities of an online media text. Hypertext.
6. Formation of the British Press and the influence of its specific conditions on the newspaper English.
7. News reporting. Demands and constraints of the newspaper English.
8. Linguostylistic characteristics of a news report. Lexical peculiarities. Grammatical peculiarities.
9. Linguistic peculiarities of a headline.
10. A feature article. Linguostylistic peculiarities of a feature article.

Sylabus predmetu

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9. Linguistic peculiarities of a headline.
10. A feature article. Linguostylistic peculiarities of a feature article.

Odporúčaná literatúra

1. Bell, Allan (1998). Approaches to media discourse. – Oxford et al. 304 p. ISBN: 978-0-631-19888-8
2. Byessonova, Olga (2019). Introducing the Language of Media. 90 p.
3. Corner, John (1998). The scope of media linguistics. In: BAAL Newsletter.
4. Dobrosklonskaya Tatyana (2008). Medialinguistics: The system approach to the study of mass communication language (the contemporary British media discourse). Moscow, Flinta: Nauka, 264 p. ISBN 978-5-9765-0273-4, 978-5-02-034806-6.
5. Hicks, Wynford (2013) English for Journalists. London: Routledge. ISBN: 978-0-415-66171-3

Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu

English, Slovak

Poznámky

90 hodín, z toho:

Prezenčné / Kombinované štúdium (P, S, C): 24

samoštúdium: 66