



UNIVERSITY "UKSHIN HOTI" PRIZREN
INTERNATIONAL SUMMER SCHOOL - PRIZREN 2023

Faculty of Philology

"Media(ted) Discourse and Society: Rethinking the framework of Critical Discourse Analysis"

The course stage: Bachelor/Master

Language of course: English

Duration: 31th July - 11th August 2023

Working time (hours a day): 3

Number of ECTS credits: 4

Teaching Method: Lectures, Hands-on coding exercises, Project work, Case studies

Module Description:

This course provides an in-depth exploration of the interplay between media discourse and society through the lens of critical discourse analysis (CDA). Students will learn how language is used to construct meaning, power, and ideology in media discourse, and how these constructions shape social norms and values. The course will critically analyze media representations of various social issues, such as race, gender, class, and politics, and examine the impact of these representations on society. Through case studies, students will develop skills in analyzing media texts using CDA.

Objectives:

- Define critical discourse analysis (CDA) and its relevance to media discourse.
- Analyze the relationship between media discourse and society.
- Identify key concepts and theoretical frameworks of CDA.
- Develop critical thinking and analytical skills through the analysis of media texts.
- Critically evaluate the construction of power, ideology, and identity in media discourse.
- Examine the impact of media representations on society and social change.
- Apply CDA to the analysis of media texts in various contexts.