

- Faculté des lettres et sciences humaines
- www.unine.ch/lettres

Seminar 1: Language of Social Media (2AN1123)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Pilier principal B A - langue et littérature anglaises	Séminaire: 2 ph	cont. continu	5
Pilier principal M A - sciences du langage et de la communication	Séminaire: 2 ph	cont. continu	5
Pilier secondaire B A - langue et littérature anglaises	Séminaire: 2 ph	cont. continu	5
Pilier secondaire M A - sciences du langage et de la communication	Séminaire: 2 ph	cont. continu	5

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante:

Prof. Anita Auer (Université de Lausanne)

Objectifs:

Upon completion of the course students should

- have acquired a good understanding of the structure and use of digital social media discourse;
- be able to identify and understand different linguistic frameworks and methods, as well as the importance of ethics, that allow for the study of language found in social media contexts;
- be able to compile/collect datasets and use them appropriately in order to shed light on language use in social media contexts, i.e. analyse/interpret data, formulate hypotheses and test them, decide between competing argumentations.
- have developed the ability to present their research results both orally and in written form;
- be well prepared for (linguistic) studies on an MA level.

Contenu:

This course focuses on language and social media, i.e. digital conversational interaction in everyday, professional and also institutional contexts. In recent years, social media are becoming increasingly important for language use, identity creation, social interaction, as well as cultural and political production. In this course, we will thus first be concerned with the development of social media and their changing roles over the years, their key characteristics, and their potential in different communication contexts. The focus will then be on different linguistic frameworks and methods (including ethical guidelines), e.g. sociolinguistics of globalisation, discourse analysis, ethnographic and corpus linguistic approaches, that allow you to analyse language found in social media contexts such as Facebook, Instagram, texting, gChat, Twitter, and personal blogging.

Forme de l'évaluation:

This module has the following pieces of assessment:

- N Assignment Word count % overall grade Deadline
1. Assignment 1 – Prepare a techno-linguistic biography 10% tba
 2. Assignment 2 – Presentation of critical analysis of research article 20% tba
 3. Individual research paper 3000 (± 10%) 70% tba

Extensions and Late Submission

Extensions of the submission deadline may sometimes be granted when there are mitigating circumstances. Should you wish to request an extension, please contact your tutor before the submission deadline. Extensions will not normally be granted after the deadline has passed.

If you fail to submit a piece of assessment by its deadline you will receive a grade of 1 for the first attempt and are required to submit a rewrite. This also means that late submissions will count as a rewrite, and not as a first attempt.

Reassessment

We obviously hope that you will engage fully with this course and successfully complete all the components of assessment. However, if you do not receive an overall grade of 4.0 or higher, you will be offered two 'rewrites', that is, two more chances to undertake further independent study and to resubmit the assignments in the next academic session in order to improve your grades.

Documentation:

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The following textbook will be used:

Page, Ruth, David Barton, Johann W. Unger & Michele Zappavigna. 2014. Researching Language and Social Media. A Student Guide. London & New York: Routledge.

<https://www.routledge.com/products/9780415842006>

Additional course reading consists of a range of different articles; details can be found on the teaching platform.

Pré-requis:

Participants need to have completed the Introduction to English linguistics.

Forme de l'enseignement:

Group discussions, presentations