

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	of Letters
1.3 Department	Department of Theoretical and Applied Linguistics
1.4 Field of study ¹⁾	Master
1.5 Study level ²⁾	Master
1.6 Study programme/Qualification	Culture and discourse in the Anglo-American space (IFR)

2. Data about the course

2.1 Name of course	The Discourse of the AngloAmerican Media							
2.2 Course convenor	Prof. dr. Gabriela Chefneux							
2.3 Seminar/ laboratory/ project convenor								
2.4 Study year	1	2.5 Semester	2	2.6 Evaluation type	C	2.7 Course status	Content ³⁾	DAP
							Attendance type ⁴⁾	DI

3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					40
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					51
Tutorial					2
Examinations					2
Other activities					2
3.7 Total number of hours of student activity		111			
3.8 Total number per semester		125			
3.9 Number of credits ⁵⁾		5			

4. Prerequisites (if applicable)

4.1 curriculum-related	• Undergraduate project
4.2 competences-related	• Individual study skills, presentation, problem-posing

5. Conditions (if applicable)

5.1 for course development	• -
5.2 for seminar/ laboratory/ project development	• Classroom with video projector

6. Specific competences and learning outcomes

Professional competences	<p>Cp1. Knowledge of the evolution of Anglo-American journalism L.O.1. The graduate is able to describe the coordinates of Anglo-American journalism and its evolution L.O.2. The graduate solves various professional situations that require knowledge of the Anglo-American linguistic diasystem.</p> <p>Cp2. Knowledge of techniques for analyzing various linguistic and literary structures L.O.1. The graduate integrates and pertinently applies the analysis of linguistic and/or literary structures in diverse professional situations.</p> <p>Cp3. knowing the requirements of team work L.O.3.1. The graduate is able to use a variety of modes and styles of communication appropriate to specific situations in the field. L.O.3.2. The graduate is able to adapt effectively to the conditions of working in professional teams.</p>
Transversal competences	<p>Ct1. knowledge of communication and cooperation strategies in professional and/or intercultural contexts L.O.1. The graduate is able to communicate ideas, values, attitudes in English effectively and appropriately in different contexts.</p> <p>Ct2. know how to apply acquired knowledge in different professional and research situations L.O.2. The graduate is able to organize his/her professional and research work effectively and creatively.</p>

7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Explaining the evolution, role and functions of the press and critically analyzing journalistic language
7.2 Specific objectives	<ul style="list-style-type: none"> - analyzing socio-cultural phenomena with reference to the Anglo-American space - historical presentation of Anglo-American journalism - explaining different types of articles - interpretation and critical evaluation of an article applying the knowledge acquired

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Introduction to communication and media	exposure in ID technology	2	
Journalistic language (headlines, names, syntax, lexical and grammatical cohesion)	exposure in ID technology	4	
Representations (racial, gender)	exposure in ID technology	4	
History of journalism	exposure in ID technology	2	
Media myths	exposure in ID technology	2	
Bibliography <ul style="list-style-type: none"> • Barnhurst, K, Nerone, J (2001) The Form of News, Guildford, New York Capitolul 2, The Founding Forms – Politics and the Work of Newspapers (pp.31-68) și Capitolul 4 Civic Picturing – The Regimes of Illustrated News (pp.111-140) • Branston, G., Stafford, R. (2008) The Media Student's Book, Routledge, New York (Part 1 Approaching media texts pp.9-31) Part 2 Narratives (pp.42-68), Part 10 Regulation now (pp. 285-308), Part 11 Debating advertising, branding and celebrity (pp. 309-332) • Kellner, Douglas (1995). Media Culture, Routledge Social Anxiety, Class and Dissaffected Youth, pp. 125-2156 și Black voices from Spike Lee to Rap 147-130 			

- Reah, D. (1998) *The Language of Newspapers*, Routledge, London - Unit 2 Headlines, pp. 13-34, Unit 3 Audience pp. 35-52, Unit 4 Representation of groups, pp. 53-72

Teaching materials in ID technology: Chefneux Gabriela (2007) *Discursul presei anglo-americe* Curs ID

8.2 Seminar/laboratory/project	Teaching-learning methods	Number of hours	Remarks
Introduction to communication	alternating exposure with interactive method	2	topic in the subject calendar
Journalistic language analysis	alternating exposure with interactive method	2	topic in the subject calendar
Myths in the press	alternating exposure with interactive method	3	topic in the subject calendar

Bibliography

Branston, G., Stafford, R. (2008) *The Media Student's Book*, Routledge, New York

Reah, D. (1998) *The Language of Newspapers*, Routledge, London

Richardson, J. (2007), *Analysing Newspapers An Approach from Critical Discourse Analysis*, Macmillan, Hampshire

Teaching materials in ID technology: Chefneux Gabriela (2007) *Discursul presei anglo-americe* Curs ID

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Graduates can contextualize and critically interpret a mass media text from several perspectives (linguistic, historical, mythological) .

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Analysing an article from the perspectives presented (appropriate use of concepts, correct use of metalanguage, complexity of analysis)	Written exam	70%
10.5 Seminar/ laboratory/ project	Appropriate use of concepts and theories	Written paper	30%

10.6 Minimal performance standard

- The Master's student performs a complex analysis of a newspaper article

This course outline was certified in the Department Board meeting on 23/09/2024 and approved in the Faculty Board meeting on 23/09/2024.

Conf. dr. Adrian LĂCĂTUȘ, Dean	Prof. dr. Răzvan SĂFTOIU, Head of Department
Prof. dr. Gabriela CHEFNEUX, Course holder	Prof. dr. Gabriela CHEFNEUX, Holder of seminar/ laboratory/ project

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Note:

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);
- 4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);
- 5) One credit is the equivalent of 25 study hours (teaching activities and individual study).