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| **Wydział Filologiczny UO****Seminarium dyplomowe** **rok akademicki 2020/21****Propozycja** | **Faculty of Philology UO****BA Seminar** **2020-2021****Proposal** |
| **Dyscyplina/Field of study** |
| Językoznawstwo/Linguistics |
| **Prowadzący / Supervisor** |
| 1.2.D3.EP.PP.10 Undergraduate proseminarDr Jolanta Szymańska |
| **Kierunek, stopień/ Study Programme, Major** |
| **English Philology Practical Profile** Studia 1 stopnia / BA levelStacjonarne / full time |
| **Krótki opis / Short description** |
| **Diploma Seminar focus**In the first semester of this seminar, students explore the theoretical background: the origins of the critical analyses of public discourses, methodologies and procedures available in the field. In the second semester, students carry out their own analyses based on chosen discourse domains, which are texts in public communication in the areas of media, specialised/professional settings (including business), and cultural contexts.**Suggested topics for research (examples)**1. Comparative analysis of Polish and English contracts of employment –linguistic, pragmatic and cultural aspects (business/employment setting)
2. The linguistic image of an expert in social media on the example of a modern influencer’s talk (social media setting)
3. Controversy in marketing strategies on the example of *United Colors of Benetton* advertising campaign (social/marketing setting)

**Suggested methodology of research:** Critical Analyses- CDA, sociolinguistics**Reading list** (suggested papers)1. *Sociolinguistics and discourse analysis: Ways of Saying, Ways of Doing* by Josiane Boutet and Dominique Maingueneau (pdf-available)
2. *Critical Discourse Analysis: History, Agenda, Theory and Methodology* by Ruth Wodak and Michael Meyer (pdf-available)
3. *Research Methods in Sociolinguistics* by Juan Manuel Hernandez-Campoy (pdf-available)
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