

**Wydział Filologiczny**  
**Seminarium dyplomowe na rok akademicki 2023/24 – propozycja**  
**Faculty of Philology**  
**Undergraduate seminar for 2023-2024 academic year – proposal**

**SEMINAR GROUP:** 1.S3.EP.PP.BE.15 Undergraduate proseminar

Dyscyplina/Field of study
Językoznawstwo/ Linguistics
Prowadzący / Supervisor
Dr Jolanta Szymańska
Kierunek, stopień/ Study Programme, Major
<b>English Philology Practical Profile</b> <b>I stopień, stacjonarny (BA full time)</b>
Krótki opis / Short description
<p>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.</p> <p>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, cultural contexts.</p> <p><b>Suggested topics for research (examples)</b></p> <ol style="list-style-type: none"><li>1. The language of war and fear in the tabloid coverage of Covid-19 pandemic</li><li>2. The linguistic image of an expert in social media on the example of a modern influencer's talk (social media setting)</li><li>3. Controversy in marketing strategies on the example of <i>United Colors of Benetton</i> advertising campaign (social/marketing setting)</li></ol> <p><b>Suggested methodology of research</b></p> <p>Critical Discourse Analysis, Sociolinguistics</p> <p><b>Reading list</b> (suggested papers)</p> <ol style="list-style-type: none"><li>1. <i>Sociolinguistics and discourse analysis: Ways of Saying, Ways of Doing</i> by Josiane Boutet and Dominique Maingueneau (pdf-available)</li><li>2. <i>Critical Discourse Analysis: History, Agenda, Theory and Methodology</i> by Ruth Wodak and Michael Meyer (pdf-available)</li><li>3. <i>Research Methods in Sociolinguistics</i> by Juan Manuel Hernandez-Campoy (pdf-available)</li></ol>