

<b>Faculty</b>	Arts and Humanities		
<b>Home Department</b>	Linguistics		
<b>Module Topic</b>	Critical Media Studies		
<b>Generic Module Name</b>	Linguistics 741		
<b>Alpha-numeric Code</b>	LIN741		
<b>NQF Level</b>	8		
<b>NQF Credit Value</b>	30		
<b>Duration</b>	Semester		
<b>Proposed semester to be offered.</b>	Second Semester		
<b>Programmes in which the module will be offered.</b>	BA Honours full-time (2731) BA Honours part-time (2701)		
<b>Year Level</b>	1		
<b>Main Outcomes</b>	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> <li>• The ways in which media communication is structured, produced and interpreted.</li> <li>• How information is transferred in newspapers, journals and magazines as well as in radio and television.</li> <li>• The devices and methods of persuasion used by journalists.</li> <li>• The biases and ideologies behind certain news texts from current publications.</li> </ul>		
<b>Main Content</b>	<p>Topics covered in this module include:</p> <ul style="list-style-type: none"> <li>• Definitions of the <i>media</i>, and of <i>news</i></li> <li>• Distinctive features of media language in general, of language in the news in particular</li> <li>• What makes events newsworthy</li> <li>• The headline as a unique type of text</li> <li>• Critical linguistic tools for analysing media discourse</li> </ul>		
<b>Pre-requisite modules</b>	None		
<b>Co-requisite modules</b>	None		
<b>Prohibited module Combination</b>	None		
<b>Breakdown of Learning Time</b>	<b>Hours</b>	<b>Timetable Requirement per week</b>	<b>Other teaching modes that does not require time-table</b>
<i>Contact with lecturer / tutor:</i>	29	<i>Lectures p.w.</i>	0
<i>Assignments &amp; Tasks:</i>	100	<i>Practicals p.w.</i>	0
<i>Assessments:</i>	6	<i>Tutorials p.w.</i>	0
<i>Self-study:</i>	165		
<i>Practicals:</i>	0		
<i>Other:</i>	0		
<b>Total learning time:</b>	<b>300</b>		
<b>Methods of Student Assessment</b>	Continuous Assessment (CA): 50% Final Assessment (FA): 50%		
<b>Assessment Module type</b>	Continuous and Final Assessment (CFA)		