

**COURSE DATA****DATA SUBJECT****Code:** 44234**Name:** Discourse in the media**Cycle:** Master's Degree**ECTS Credits:** 3**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2243 - Master's Degree in Advanced English Studies	Facultat de Filologia, Traducció i Comunicació	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2243 - Master's Degree in Advanced English Studies	Discourse in the media	COMPULSORY

COORDINATION

CABREJAS PEÑUELAS ANA BELEN

BOU FRANCH AMPARO PATRICIA

SUMMARY

This subject provides an in-depth analysis of communication through media products or genres, both traditional (press, radio, television, cinema) and in the new digital media (social networks). The expert/non-expert dynamic, the demotic turn, or the view of conflict as a spectacle are media phenomena which are negotiated and expressed through discourse, reflecting the socio-cultural changes in the current Anglophone context. In addition, the study of digital media will involve a review of the social and technological features which constrain digital discourse on, among others, e-mail, Facebook, YouTube or Twitter. Likewise, it will be explained how theories about internet language propelled sociolinguistic and critical analysis studies of digital discourses. Discussions about media products or genres will be linked to social phenomena of English-speaking countries such as globalization, citizen journalism, the new spaces for political discussion, the ideologies of language, youth culture, conflict and the discursive processes of affiliation and disaffiliation in relation to the construction of social identities of gender, ethnicity, class or political affiliation.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**



There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

2196 -

Ability to apply theoretical knowledge and skills to conduct critical, rigorous analysis using various tools, including printed and digital formats (ICT), within English Studies.

Ability to conduct academic research in diverse areas of English Studies.

Ability to develop autonomy in learning, including resource and information search, and to access bibliographic and documentary sources in different areas of English Studies.

Ability to identify fundamental methodologies, theories, topics, and terminological, theoretical, formal, and ideological principles necessary for initiating linguistic or literary research in English Studies.

Ability to make informed judgments using established criteria and personal reflections. Achievement of proficiency in academic and scientific-technical English, both in written and oral forms.

Ability to organize, structure, and develop ideas in various academic documents, such as essays, technical reports, and advanced research projects masters theses within the field of English Studies.

Ability to publicly present from an advanced and more complex perspective than that of undergraduate studies experiences, ideas, or reports within the field of English Studies.

Advanced ability to understand from a more complex perspective than that of undergraduate studies the methodology required for solving problems specific to the field of English Studies.

Advanced ability to understand from a more complex perspective than that of undergraduate studies those concepts, principles, theories, or models related to different areas of English Studies.

Capacidad para interpretar y analizar textos representativos de la pluralidad lingüística y cultural de las sociedades anglófonas contemporáneas con el fin de reflexionar sobre su relevancia, no sólo en referencia a los contextos socio-lingüísticos, históricos, políticos y culturales en los que se inscriben, sino también en relación con la globalización de la cultura, dentro de los Estudios Ingleses.

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Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

DESCRIPTION OF CONTENTS

1. Introducing digital discourse studies

Language, linguistics, society and technology
Discourse in the digital media: key notions and debates
Computer-mediated communication theories

2. Social media discourses, genres and identities

Identity, community building and genres
Conflict on social media



3. Ideology in the social media

Conflict and ideology on social media
The sociolinguistics of gender and race construction on the Internet

4. Online communication and culture

Truthfulness and access in online communication
Culture and webs of significance

Learning Outcomes

Know the discursive peculiarities of different genres or media products.

Identify the reasons for the social impact of such products or genres.

Critical capacity to analyze citizen participation in the media.

Identify social changes and movements that drive or result from media changes.

Have an in-depth knowledge of the discursive characteristics of online communication.

Identify the social and technological parameters that influence digital discourses.

Ability to critically study social phenomena through the media, including citizen journalism, new political discourses in cyberspace, and the construction of gender, ethnic, and/or class identities.

Know and understand, from the specific field of study, inequalities based on sex and gender in society; integrate different needs and preferences based on sex and gender in the design of solutions and problem solving.

Learning outcomes 2, 3, and 4 are related to Sustainable Development Goals 5 (Gender Equality) and 10 (Reduced Inequalities).

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	24,00
Total hours	24,00

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	8,00
Individual or group project	3,00
Independent study and work	18,00
Preparation of lessons	6,00
Preparation for assessment activities	10,00
Resolution of case studies	6,00
Total hours	51,00

TEACHING METHODOLOGY

TM1- Introduction of theoretical content through lectures, with IT support where relevant

TM2- Pair or group work

TM3- Set readings (autonomous reading or with classroom discussion, selecting relevant information, relating concepts, studying, completing work sheets, writing outlines or summaries)

TM5- Theoretical and practical problem solving (exercises, compilation of data for analysis, analysis of written, oral, audiovisual, digital and/or multimodal texts from different genres)

TM6- Individual paper (design and development of a project for its oral or written presentation)

TM8-Oral presentation of individual paper with audiovisual support

EVALUATION**Assessment breakdown for first call:**

- Assessment of class attendance and active participation: 20% (SE1)
- In-class assessment of competences through written and/or oral tests and/or projects: 80% (SE2 + SE3)

Assessment breakdown for second call:

- Students who fail this subject can opt to 100% of the grade through written tests and/or projects if they attended classes.
- Students who did not attend classes will have to elaborate a written project and take a test.



IMPORTANT: Intellectual honesty is a core value in academic communities and essential for the fair assessment of students' work. All assignments submitted for this course must be of **original authorship**. Submissions that involve **fraudulent collaboration** or the use of **generative artificial intelligence** (such as ChatGPT or similar tools) will not be accepted, unless their use is explicitly authorised by the teaching staff and forms part of the course content.

Both in the exam and in practical exercises, correct spelling and grammar will be required. Each spelling, typographical, or expression error will result in a reduction of the grade obtained, which may lead to a fail.

The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on May 30, 2017. ACGUV 108/2017.

REFERENCES

Core

- Butler, R. (2024). *Political Discourse Analysis: Legitimization Strategies in Crisis and Conflict*. Edinburgh University Press.
- Calude, A. (2024). *The Linguistics of Social Media: An Introduction*. Taylor & Francis.
- Jones, R.H., Jaworska, S., & Aslan, E. (2020). *Language and Media: A Resource Book for Students*. Routledge.
- Reyes, A. & Ross, A. (2025). *Understanding the Language of Virtual Interaction: Communities, Knowledge, and Authority*. Cambridge University Press.
- Vásquez, C., & Chovanec, J. (2025). *Experiencing Digital Discourses: Multimodality, engagement, activism*. Palgrave.

Supplementary

- Bou-Franch, P., & Garcés-Conejos Blitvich, P. (Eds.) (2019). *Analyzing Digital Discourse: New Insights and Future Directions*. Palgrave.
- Chilton, P. (2004). *Analyzing Political Discourse: Theory and Practice*. Routledge.
- Garcés-Conejos Blitvich, P., & Georgakopoulou, A. (Eds.) (2024). *Influencer Discourse: Affective Relations and Identities*. Benjamins.
- Georgakopoulou, A., & Spilioti, S. (Eds.) (2016) *The Routledge Handbook of Language and Digital Communication*. Routledge.
- Hoffmann, C., & Bublitz, W. (2017). *The Pragmatics of Social Media*. De Gruyter.
- Johansson, M., Tanskanen, S. K., & J. Chovanec (Eds.) (2021). *Analysing Digital Discourses: Between Convergence and Controversy*. Palgrave.
- Maci, S. & McGlashan, M. (2024). *(Critical) Discourse Studies and the (new?) normal*. Peter Lang.
- Ross, A. & Rivers, D. (Eds.). (2019). *Discourses of (de)legitimization: Participatory Culture in Digital Contexts*. Routledge.
- Vásquez, C. (Ed.). (2022). *Research Methods for Digital Discourse Analysis*. Bloomsbury Publishing.
- Zappavigna, M. & Ross, A. (2025). *Innovations and Challenges in Social Media Discourse Analysis*. Routledge.