

# COURSE DETAIL

## LANGUAGE, DISCOURSE AND SOCIAL MEDIA

**Country**

United Kingdom - England

**Host Institution**

King's College London

**Program(s)**

King's College London

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Linguistics Film & Media Studies Communication

**UCEAP Course Number**

176

**UCEAP Course Suffix****UCEAP Official Title**

LANGUAGE, DISCOURSE AND SOCIAL MEDIA

**UCEAP Transcript Title**

LANG & SOCIAL MEDIA

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

The analysis of communication on social media is rapidly becoming a key-area in (socio)linguistics and discourse studies. This course introduces students to the main methods of data collection and analysis of language and discourse for a variety of social media contexts. The course combines familiarization with frameworks of analysis with practical steps on how to approach data. A variety of case-studies of social media afforded practices (e.g. sharing, tagging, Like & Follow) ranging from YouTube to Facebook and Twitter illustrate the role of a range of language and multimodal resources in presenting ourselves and relating with others online.

### Language(s) of Instruction

English

### Host Institution Course Number

6SSEL037

### Host Institution Course Title

LANGUAGE, DISCOURSE AND SOCIAL MEDIA

### Host Institution Campus

### Host Institution Faculty

Social Science & Public Policy

### Host Institution Degree

### Host Institution Department

Education, Communication, and Society

[Print](#)