

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 Course Details

<https://www.kcl.ac.uk/abroad/module-options/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

Course Last Reviewed

2023-2024

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