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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