COURSE UNIT/MODULE DESCRIPTION

Course unite title	Code
Media genre typology and production of media texts / Medijų žanrų tipologija ir medijų tekstų kūrimas	

Lecturer (s)	Departments(s)
Assoc. Prof. Svetozar Postic	Institute of Foreign Languages Faculty of Philology

Cycle	Type of the course unit
Second cycle	Required

Mode of delivery	Period of delivery	Language of instruction
Face to face	Spring	English

Prerequisites and corequisites	
Prerequisites: English C1	**Additional requirements:** None

Number of ECTS credits allocated to the course unit	Student's total workload	Contact hours	Self-study hours
5	**135**	**32**	**103**

Purpose of the course unit Programme competences to be developed

Purpose of the course:
    - Acquisition of essential knowledge about the variety of media genres in the contemporary market, understanding of the methods of text analysis of various media and methods of creating various media genres;
    - Development of the ability to apply acquired knowledge and understanding by analysing and modeling various media genre texts:
    - Development of the ability to organise one's work and studies by choosing adequate strategies for carrying out assignments, participating in team work, and achieving quality.
Generic competences:
    - Find, analyse, synthesise and evaluate data needed for studies and for professional, cultural, and creative activities; integrate knowledge, apply the acquired knowledge in practice, recognise problems, and propose possible solutions;
    - Generate ideas and knowledge, independently find appropriate forms of expressing them, seek new knowledge and skills, and apply them in solving tasks in a new environment and in the implementation of innovations;
    - Identify differences between one's own and other's cultural identities and attitudes, explore others' ideas despite cultural differences, and express one's ideas in ways that are understandable and acceptable to different people;
    - Take initiative and carry out one's activities, rationally assess the strengths and weaknesses of one's work, reflect and be responsible for one's decisions and actions, be aware of the impact of one's activities and their outcomes on society and the environment;
Subject-specific competences
    - Will acquire knowledge about the major branches of linguistics and contemporary linguistic theories and research methods; will be able to see links between various linguistic schools of thought; will appropriately

use general and specific terms in linguistics and be able to explain various linguistic phenomena in a wider linguistic and cross-cultural context; will be able to define linguistics as a discipline in the context of other disciplines;
- Will be able to effectively communicate in English in writing and orally; analyse and produce scholarly, critical or other kinds of texts in English fitting the specificity of the communicative situation and conventions;
- Will acquire knowledge of theories and methods of media linguistics, will be able to analyse and solve theoretical and practical problems related to the use of the English language in various environments of modern media;
- Will be able to analyse, evaluate and create modern media products of various genres in English, taking into account the communicative situation;
- Will be able to comprehend literary and cultural studies as independent yet interconnected disciplines and define their objects of inquiry; become acquainted with literary and cultural theories, their historical development and the socio-cultural factors involved in that process; be able to define and use appropriate terminology within the fields of literary and cultural studies;
- Will be able to analyse and evaluate anglophone literary and cultural texts of various genres in relation to their historical, social, and other contexts;
- Will be able to independently formulate a relevant research question in linguistics, literature, culture or interdisciplinary studies and design a research study; will be able to critically evaluate the application of research methods and approaches and selection of the theoretical framework(s), methodology and empirical material;
- Will be able to present the results of research in writing and orally to a variety of audiences and demonstrate the ability to provide logical arguments in discussions.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students: − will acquire knowledge about a variety of media texts;	Explanation, problem teaching, independent work, group discussions	Activity and quality of expression during discussions. Completion of individual assignments. Exam.
− will acquire knowledge about traditional media genre systems and their transformation in the contemporary media discourse;	Explanation, problem teaching, independent work, group discussion. Research methods (information search, written and oral text analysis, preparation and presentation of oral and written reports);	Activity and quality of expression during discussions. Completion of individual assignments. Exam.
− will acquire knowledge about different criteria for classifying media texts and the most important problems of media text typology;	Explanation, problem teaching, independent work, group discussion. Research methods (information search, written and oral text analysis, preparation and presentation of oral and written reports);	Activity and quality of expression during discussions. Completion of individual assignments. Exam.
− will be able to analyse, evaluate and create English media texts of various genres by applying the most effective models;	Independent work and its presentation during seminars, group discussions, listening to other presentations and their critical evaluation.	Activity and quality of expression during discussions. Completion of individual assignments.
- will set goals, choose the required sources and adequate methods for the completion of assignments; - will be able to plan activity stages while defining the risks of unpredictable circustances, will be able to correct the plan during the process of its realisation; - will recognise and evaluate phenomena, single out / determine its parts, connect different insights into a cohesive whole, present reasonable conclusions in solving complex problem at the theoretical and practical level;	Preparation for seminars and the exam.	Completion of individual and group assignments. Exam.

Topics	Lectures	Consultations	Seminars	Practice	Laboratory work	Practical training	Total contact hours	Independent study	Assignments
									will be able to generate ideas, suggest novel, original, non-traditional solutions to problems, express one's opinion; will systematically improve academic activity; will critically appraise one's own achievement;.									
- will acquire knowledge about the structure, form and meaningful content of media texts; - will be able to conceive and compose media texts.	Independent work								Completion of individual assignments.

Topics	Lectures	Consultations	Seminars	Practice	Laboratory work	Practical training	Total contact hours	Independent study	Assignments
1. Media genres in contemporary linguistics: connection and correlation of the traditional and new media	2		2				**4**	12	Required reading: (Silverblatt 2007: 3-26, 66-84) Answers to closed and open questions during the seminar
2. Criteria for classification of contemporary media texts and typology problems of the most important media texts	2		2				**4**	12	Required reading: (Jensen 2010:48-95, Lomborg, 2011: 55-71). Answers to closed and open questions during the seminar
3. Main functional and genre types of media texts and their linguistic / media characteristics	2		2				**4**	12	Required reading: (Brunn 2011:22-39). Answers to closed and open questions during the seminar. Text analysis of various genres using different models.
4. Modeling principles of media texts of various genres. Principle of the production of media texts.	2		2				**4**	23	Required reading: (Silverblatt 2007:169-181). Answers to closed and open questions during the seminar. Project: Creation and analysis of two texts (inforation/analytical/advertising)
5. Multimedia genres and their typology: Textuality, textual types, hypertext. Composition of media texts.	2		2				**4**	12	Required reading, participation in seminar discussions. (Jiménez-Crespo 2013: 66-76, Lemke 2005:45-57). Answers to closed and open questions during the seminar.
6. Emergence of digital genres. Web genre. Social network genre, Analytical scheme of the digital genre.	2		2				**4**	12	Required reading, participation in seminar discussions. (Jiménez-Crespo 2013: 76-80). (Jiménez-Crespo 2013:

								80-100). Answers to closed and open questions during the seminar.
7. Presentations		4	4				**8**	20	Presentation about a chosen topic related to Media Linguistics, Media Genre Typology or Production of Media Textss
In total:		16	16				**32**	**103**	

Assessment strategy	Weight (%)	Deadline	Assessment criteria
Creation of a text in the appropriate genre (indedendent assignment)	50 %	During the semester	**Assessment formula: RV = ($\sum_{Rv}$: n), where** RV – Evaluation average $\sum r_v$– mark sum n – number of assignments Every assignment is assessed in the following way: **Mark 10**– Student's text is appropriately attributed to a presentation, it conforms to all the requirements for a media text, and it is precisely targeted for the audience of the medium. **Mark 8-9**– Student's text is attributed to a presentation, it conforms to the requirements for a media text, and it is well targeted for the audience of the medium. **Mark 6-7**– Student's text is attributed to a presentation, it conforms to some of the requirements for a media text, and it is only partially targeted for the audience of the medium. **Mark 5** – the text is sufficiently clear and comprehensive, but it is too short, not adequate enough or not very well written. **Mark 1-4** – The text is not submitted, or it is executed very badly.
Project and its presentation	50 %	The end of the semester	- Topicalty and educational value of the content - Structure and coherence - Use of appropriate academic vocabulary - Language accuracy - Fluency and pronunciation - Use of visual means, pace, body language, disposition - Content (argument, support of the class material) - style and register

Author	Publication year	Title	Issue No. Or publication volume	Publication place and publisher or Internet link
Required reading				
Jiménez-Crespo, Miguel A.	2013	Translation and Web Localization.		NewYork-London: Routledge.
Brunn, Hanne	2011	Genre in Media Production	Medie Kultur 2011, 51, 22-39 Medie Kultur | Journal of media and communication research | ISSN 1901-9726	SMID | Society of Media researchers In Denmark | www.smid.dk

Jensen, K.B.	2010.	Media Convergence. The Three Degrees of Network, Mass, and Interpersonal Communication.		London and New York: Routledge.
Lemke, Jay L.	2005	Multimedia Genres and Traversals	Article *in* Folia Linguistica · January 2005 DOI: 10.1515/flin.2 005.39.1-2.45, 45-57	
Lomborg, Stine	2011	Social media as communicative genres	Medie Kultur 2011, 51, 55-71 Medie Kultur	Journal of media and communicatio n research	ISSN 1901-9726	SMID	Society of Media researchers In Denmark	www.smid.dk
Silverblatt, Art	2007	Genre Studies in Mass Media		M. E. Sharpe Armonk, New York London, England
Additiona reading				
Briggs, A. and Cobley, P. (eds)	2002	The Media: An Introduction		2nd edn. Harlow: Addison Wesley Longman.
Chandler, Daniel	2000	An Introduction to Genre Theory		http://visual-memory.co.uk/daniel/Docu ments/intgenre/chandler_gen re_theory.pdf [WWW document] URL http://www.aber.ac.uk/media /Documents/intgenre/ chandler_genre_theory.pdf [
		Media texts Features and deconstructions		https://www.mheducation.co .uk/openup/chapters/978033 5227235.pdf
Jürgen Wilke	2010	MEDIA GENRES		EGO European History Online

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