



Core Paper
MCJ-21104CR

Semester 1st
Media Language

Course Objectives

- To help students understand the ideological and cognitive structures vis-a-via media & Language
- To help students understand the power of language within the mediascape

Learning Outcomes

- Students will be proficient to uncover how language is used to create ideological narratives
- Students will be adept in using language critically while creating and consuming media.

Unit-I

Media language- An Introduction

Purpose, Need and Significance of Language

Characteristics of media language

Bias, Ambiguity and Embedded language in media content

Unit-II

Analyzing Culture, language and media

Use, abuse and misuse of words

Manufacturing reality through media language

Investigating intersemiotic relations

Suggested Readings

- Jones, R. H., Jaworska, S., & Aslan, E. (2021). *Language and media: A resource book for students*.
- Bel, B. (2005). *Media and mediation*. New Delhi: Sage Publications.
- Aitchison, J., & Lewis, D. (2003). *New media language: Edited by Jean Aitchison and Diana Lewis*. London: Routledge.
- Jaworska, S., Aslan, E., & Jones, R. H. (2020). *Language and Media: A Resource Book for Students*. Milton: Taylor & Francis Group.
- In Zimdars, M., & In McLeod, K. (2020). *Fake news: Understanding media and misinformation in the digital age*.
- Foley, J. (2005). *Language, education, and discourse: Functional approaches*. London: Continuum.

MCJ-21104CR: Media Language

Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)