



Univ. of Athens, Dpt. of Communication and Media  
Spring semester 2017

## Media Sociolinguistics

(<http://eclass.uoa.gr/courses/MEDIA139/>)

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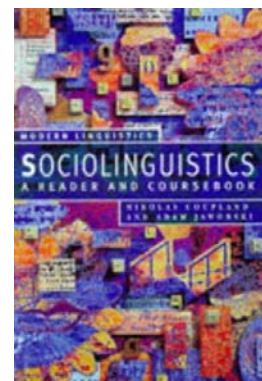
Two basic notions are examined in this course: the notion of **linguistic variation** and the notion of speakers' **evaluations of** (or **attitudes towards** or **ideologies about**) **variation**. This course proposes specific methodologies and research designs for the combined study of these two notions in the media.

In particular, the following subjects will be discussed in class:

- Linguistic variables; ways of studying them
- Attitudes towards language / language ideologies. Language prescriptivism
- Variation in the printed/digital press, on TV, radio, internet
- Standardization and destandardization in the media. Diglossia and the Greek media
- Media multilingualism/multidialectalism
- Digital literacy. Digraphia
- Mediated conversations. Oralization. Hybrid forms
  1. e-mail, sms, chat, tweets
  2. blogging, posting, commenting
  3. social-networking

### Textbooks:

Any standard introduction to Sociolinguistics in conjunction with:  
N. Coupland & A. Jaworski, *Sociolinguistics: A Reader and Coursebook*, London: MacMillan Press, 1997.



### Evaluation:

Research project: 50% + Final exam: 50%.

(For your research report: a precise description of the research procedure and a statistical description of the results are required.)