

Wydział Filologiczny
Seminarium dyplomowe na rok akademicki 2023/24 – propozycja
Faculty of Philology
Undergraduate seminar for 2023-2024 academic year – proposal

GR 1 Media

Gr 2 Business

SEMINAR GROUP A: 1.S3.EPC.58 Undergraduate Proseminar

| Dyscyplina/Field of study |
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| Językoznawstwo/studia Interdyscyplinarne (media i komunikacja społeczna) Linguistics/Interdisciplinary studies (media and communication studies) |
| Prowadzący / Supervisor |
| Dr hab. Katarzyna Molek-Kozakowska, prof. UO |
| Kierunek, stopień/ Study Programme, Major |
| English in Public Communication (BA studies) |
| Krótki opis / Short description |
| <p>Diploma Seminar focus Discursive Strategies in Public Communication</p> <p>In this seminar, students explore selected areas of public communication (political propagandas, promotional discourses, marketing and advertising, news and journalism, organizational or institutional websites, social media, blogosphere). The focus is on discursive strategies used there (self-presentation, identity construction, persuasion, manipulation). Students also become familiar with the main research orientations and methods of analyzing public texts (content analysis, semiotic analysis, narrative analysis, rhetorical analysis and discourse analysis) and with exemplary studies in the field. In the following semester students choose their individual research projects. They draw on their knowledge of theories and practices of mediated communication and their ability to apply analytic categories. In their projects, students analyze a sample of freely available texts to answer a research question related to the properties and effectiveness of those texts. They explore this in the context of a given theory of communication. The conclusions from their projects may include practical implications.</p> |

Instructor's research in the area (selected articles in Web of Science/Scopus-Indexed journals)

- Molek-Kozakowska, Katarzyna, and Przemysław Wilk. 2021. „Casual, colloquial, commonsensical: A news values stylistic analysis of a populist newsfeed.” *Journalism Studies* 22(6): 760-779.
- Molek-Kozakowska, Katarzyna. 2020. “Graphic emotion: A critical rhetorical analysis of online children-related charity communication in Poland.” *Critical Discourse Studies* 17(1): 72–90.
- Molek-Kozakowska, Katarzyna, and Michał Wanke. 2019. “Reproductive rights or duties? The rhetoric of division in social media debates on abortion law in Poland.” *Social Movement Studies* 18(5): 566-585.
- Molek-Kozakowska, Katarzyna. 2018. “Making biosciences visible for popular consumption: Approaching image-text relations in newscientist.com through a critical multimodal analysis.” *Qualitative Inquiry* 25(4): 379–392.
- Molek-Kozakowska, Katarzyna. 2018. “Distance crossing and alignment in online humanitarian discourse.” *Journal of Pragmatics* 124: 1–13.
- Molek-Kozakowska, Katarzyna. 2018. “Popularity-driven science journalism and climate change: A critical discourse analysis of the unsaid.” *Discourse, Context & Media* 21: 73–81.
- Molek-Kozakowska, Katarzyna. 2017. “Communicating environmental science beyond academia: Stylistic patterns of newsworthiness in popular science journalism.” *Discourse & Communication* 11(1): 69–88.
- Molek-Kozakowska, Katarzyna. 2016. “Framing disease, ageing and death in popular science journalism.” *Brno Studies in English* 42(1): 49-69.

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SEMINAR GROUP B: 1.S3.EPC.58 Undergraduate Proseminar

| Dyscyplina/Field of study |
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| <p>Nauki o kulturze/Literaturoznawstwo (kultura cyfrowa i nowe media/ współczesne kino i literatura) Culture Studies/Interdisciplinary studies (new media and digital culture/ contemporary cinema and literature)</p> |
| Prowadzący / Supervisor |
| Dr hab. Stankomir Nicieja, prof. UO |
| Kierunek, stopień/ Study Programme, Major |
| English in Public Communication |
| Krótki opis / Short description |
| <p>Diploma Seminar focus: English-language fiction / New media and Digital culture</p> <p>The seminar offers students an opportunity to choose a topic of the dissertation from two broad sets of themes. The first range of issues concerns contemporary English-language fiction (films as well as novels and TV series) and focuses on the broadly-understood theme of crossing borders and overcoming limitations (imposed by the outside forces as well as internal limitations). Students can explore narratives that either depict crossing borders or limitations in a literal sense (travelogues, road movies, travel diaries, addiction stories, stories of overcoming racial prejudice etc.) or are related to spiritual journeys (of enlightenment, salvation or development) that help to overcome mental barriers. Alternatively, the participants of the seminar may devote their attention to investigating the impact of digital culture and the new media on contemporary cultural landscape of the English-speaking world.</p> <p>The proposed range of topics concerning contemporary cinema and literature:</p> <ul style="list-style-type: none"> • Journeys in film and fiction • Substance abuse and addiction in cinema and literature • Contemporary representations of sex and sexuality • Encounters in with the “other” (interracial relationships in cinema and literature) • Representations of death, suffering and dying • Femininity and masculinity in cinema and literature • Utopias and anti-utopias in contemporary literature and film <p>The proposed range of topics concerning new media and digital culture:</p> <ul style="list-style-type: none"> • Cultural impact of digitalisation • Celebrity culture in the digital world • Language of the new media • The crisis of West (intellectual, economic, moral) in the context of the revolution in information technology <p>Participants of the seminar will also be able to choose a different topic related to contemporary British and American literature or culture provided they can present a convincing research plan with a brief survey of available resources.</p> |
| <p>Raine, L., & Wellman, B. (2012). Networked. <i>The New Social Operating System</i>. Available here: https://dysk.uni.opole.pl/index.php/s/qTAXfnRtoZHC97</p> |