

# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Language and Communication - 50515*

*Last update 01-03-2020*

*HU Credits: 3*

*Degree/Cycle: 1st degree (Bachelor)*

*Responsible Department: Communication & Journalism*

*Academic year: 0*

*Semester: 2nd Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Zohar Kampf*

*Coordinator Email: [zohar.kampf@mail.huji.ac.il](mailto:zohar.kampf@mail.huji.ac.il)*

*Coordinator Office Hours: 10:30-11:30 Monday*

*Teaching Staff:*

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Prof Zohar Kampf  
Ms. Roni Danzinger  
Ms. Mia Schreiber  
Ms. LITAL HENIG  
Ms. Adi Aricha

Course/Module description:

The course will introduce the main approaches for the study of language and communication, including: Semiotics, Semantics, Discourse Analysis, Critical Discourse Analysis, Narrative Analysis, Pragmatics, Politeness Theory, Ethnography of Communication, Sociolinguistics and Conversation Analysis

Course/Module aims:

The course will introduce the main approaches for the study of language and communication.

Learning outcomes - On successful completion of this module, students should be able to:

The students will be able to identify the main approaches in Discourse Analysis and to analyze written and spoken discourses.

Attendance requirements(%):

100

Teaching arrangement and method of instruction: Lecture and exercise

Course/Module Content:

Introduction: language, media and social worlds  
Language: structure, functions, actions  
Semiotics  
Semantics  
Discourse Analysis  
Critical Discourse Analysis  
Narrative Analysis  
Pragmatics  
Politeness Theory  
Ethnography of Communication  
Sociolinguistics  
Mediated interactions (CA)  
Hebrew in the media

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## Conclusions

### Required Reading:

Silverstone, R. (1999) *Why study the media*, London. Sage.

Saussure, Ferdinand de. (1983) *Course in General Linguistics*. Eds. Charles Bally and Albert Sechehaye. Trans. Roy Harris. La Salle, Illinois: Open Court.

Jakobson, R. (1960). *Closing Statement: Linguistics and Poetics*. In Thomas A. Sebeok (Ed.), *Style in Language* (pp. 350-377). Cambridge: M.I.T. Press.

Barthes, R., (1972) *Mythologies*. New York: Hill and Wang

Nir, R. (1989) *Introduction to Linguistics*. Ramat Aviv: OUP

Nir, R. (1989) *Hebrew Semantics*. Ramat Aviv: OUP

Gavriely-Nuri, Dalia (2010). *If both opponents "extend hands in peace" — Why don't they meet? Mythic metaphors and cultural codes in the Israeli peace discourse* *Journal of Language and Politics*. 9 (3), pp. 449-468.

Johnstone, B. (2007). *Discourse analysis*. Oxford: Blackwell (Chapter 1).

Fairclough, N. & Wodak, R. (1997). *Critical Discourse Analysis*, pp. 258-285 in T. van Dijk (Ed.), *Discourse as social interaction*. London: Sage.

Rohe, Itzhak. And Refael, Nir. 1990. "Speech presentation in the Israel radio news: Ideological constraints and rhetorical strategies." *Text* 10 (3): 225-244.

Bell, A. (1999). *News stories as narratives*. In: A. Jaworski & N. Coupland (Eds.), *The Discourse Reader* (pp. 236-251). London: Routledge.

Yule, G. (1996), *Pragmatics*. Oxford: Oxford University Press. pp, 47-58.

Olshtain E and Weinbach. L. (1993). "Interlanguage Features of the Speech Act Complaining." In: G. Kasper, S. Blum-Kulka (Eds). *Interlanguage Pragmatics*. (pp. 108-122) Oxford: Oxford University Press.

Goffman, E (1959) *The Presentation of Self in Everyday Life* New York: Doubleday.

Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press. pp, 59-67.

Katriel, T (1999). *Keywords*. Haifa University Press & Zmora-Bitan. [Hebrew].

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Muchnik, M. (2002) *Language, Society and Culture*. Ramat Aviv: OUP

Bernstein, B. (1994) "Social Class, Language and Socialization". In: Corner, J. and Hawthorn, J. (Eds): *Communication Studies: An Introductory Reader*, (Pp.47- 55) London, New York: Edward Arnold.

Tolson, A. (2006). *Introducing media talk*. In: *Media talk: Spoken discourse on TV and radio* (pp. 3-23). Edinburgh: Edinburgh University Press.

Cameron, D (2001). *Working with spoken discourse*. London: Sage (pp. 31-44)

Liebes, T & Kampf, Z. (2010). *Hallo? This is Jerusalem calling: The role of "Kol Jerusalem" in reviving Hebrew speech (1936-1948)*. *Journal of Israeli History: Politics, Society, Culture*, 29(2): 105-132.

Additional Reading Material:

None

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 5 %

Project work 0 %

Assignments 95 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

None