



The Hebrew University of Jerusalem

Syllabus

Language and Communication - 50515

Last update 10-03-2025

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

Coordinator Office Hours: 10:00-11:00Monday

Teaching Staff:

Prof. Zohar Kampf,
Ms. Yara Daas,
Ms. hagar dotan,
Ms. Amit Turgeman,
Ms. Noam Sar Shalom

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

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

Pasitselska, O. (2017). *Ukrainian crisis through the lens of Russian media: Construction of ideological discourse*. *Discourse & Communication*, 11(6), 591-609.

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.

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

Danziger, R. (2020). *The pragmatics of flattery: The strategic use of solidarity-oriented actions*. *Journal of Pragmatics*, 170, 413-425.

Kampf, Z. (2009). *Public (non-) apologies: The discourse of minimizing responsibility*. *Journal of Pragmatics*, 41(11), 2257-2270.

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].

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

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)

Additional Reading Material:

None

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 60 %

Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 40 %

Additional information:

None