



### COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Media linguistics / Medijų lingvistika	TK-2P-ML

Lecturer(s)	Department(s) where the course unit (module) is delivered
<b>Coordinator:</b> Assoc. Prof. Dr Liudmila Arcimavičienė <b>Other lecturers:</b> Assist. Prof. Dr Adam Mastandrea	Faculty of Philology Institute of Foreign Languages

Study cycle	Level of the course unit (module)	Type of the course unit (module)
Second (MA)	3/3	Mandatory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Interactive lectures, seminars, self-study	Autumn semester	English

Course requirements	
<b>Prerequisites:</b> English (C1)	<b>Additional requirements (if any):</b>

Course (module) volume in credits	Total student workload	Contact hours	Self-study hours
10	250	32	218

Purpose of the course unit (module): competencies of study program		
<p>This course provides a comprehensive introduction to the theory and practice of mediated political discourse, with particular emphasis on the processes of meaning construction and deconstruction. Students will engage critically with the dynamics of political communication in contemporary media environments, exploring the interplay between language, ideology, and power. The course is designed to foster the following competencies:</p> <p><b>1. Generic competencies:</b></p> <ul style="list-style-type: none"> <li>• Development of cognitive abilities, including critical thinking and analytical skills.</li> <li>• Enhancement of social competences through collaborative learning and discourse analysis.</li> <li>• Advancement of personal competencies related to independent research and reflective practice.</li> </ul> <p><b>2. Subject-specific competencies:</b></p> <ul style="list-style-type: none"> <li>• Theoretical frameworks and analytical tools for examining patterns of political meaning construction and ideological deconstruction.</li> <li>• Critical analysis of othering processes in mediated political narratives.</li> <li>• Exploration of persuasion strategies in the construction and contestation of political meaning.</li> <li>• Investigation of leadership styles and the role of populism in contemporary election campaigning.</li> <li>• Examination of the formation of conspiracy theories, particularly within social media contexts.</li> <li>• Development of advanced research skills applicable to the study of mediated political discourse.</li> </ul> <p>Through the integration of theoretical inquiry and empirical analysis, the course aims to equip students with the tools necessary for reflective critique and scholarly research in the field of political communication.</p>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods

<p>Learning outcomes associated with <b>generic competencies</b>. Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Locate, analyse, synthesise, and critically evaluate data relevant to their academic studies.</li> <li>• Apply acquired theoretical knowledge to practical contexts, identify problems, and propose evidence-based solutions.</li> <li>• Generate original ideas and select appropriate forms of academic and professional expression.</li> <li>• Seek out and integrate new knowledge and skills, adapting them to diverse social and political contexts.</li> <li>• Demonstrate responsibility for the quality and effectiveness of individual and team-based activities.</li> <li>• Demonstrate initiative, independently conduct activities, critically assess the strengths and weaknesses of their work, engage in reflective practices, and assume responsibility for their decisions and actions.</li> </ul>	<p>Analysis of scholarly research articles.</p> <p>Participation in seminars and in-class discussions.</p>	<p>Preparation of a visualisation report outlining the conceptual framework.</p> <p>Video pitch presentation – analysis of Mediated Political Discourse.</p>
<p>Learning outcomes associated with <b>subject-specific competencies</b>. By the end of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Critically evaluate existing research and establish a conceptual framework and research niche within political discourse studies.</li> <li>• Collect, compile, and analyse authentic samples of mediated political discourse.</li> <li>• Apply theoretical frameworks and key insights from political discourse studies to empirical data.</li> <li>• Identify, analyse, and critically evaluate examples of populist discourse across various media platforms.</li> <li>• Identify, analyse, and critically assess political disinformation discourses.</li> </ul>	<p>Analysis of scholarly research articles.</p> <p>Participation in seminars and in-class discussions.</p>	<p>Preparation of a visualisation report outlining the conceptual framework.</p> <p>Video pitch presentation – analysis of mediated political discourse.</p>

Content: breakdown of the topics	Contact hours						Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. <b>Course introduction:</b> Overview of aims, learning outcomes, thematic structure, assessment methods, and research expectations.	1						1		
2. <b>Theorising political discourse:</b> Core concepts in political discourse studies; interdisciplinarity between political science, linguistics and media studies; reconceptualising “politics,” “discourse,” and “mediation.”	1		2				3		T. van Dijk (1997, 11-52) Fetzer & Lauerbach, (2007, 1-32)  Critical evaluation of the selected concepts (politics, discourse and mediation) for the study of mediated political discourse.
3. <b>Mediated political discourse, ideology, and leadership:</b> Critical approaches to the construction of political authority; the mediation of leadership; the role of ideological positioning in political communication.	2		2				4		Habermas (2006, 411-426) Torfing & Sorensen (2019, 1-18)  A reflection of the concepts of leadership and ideological positioning in mediated political discourse.
4. <b>Mediated discourse and hegemonic structures:</b> Gramscian and post-Gramscian perspectives on hegemony; the reproduction and contestation of hegemonic discourses in digital media.	2		2				4		Nye (2019, 63-80) Butler (2000, 11-23)  A reflection on the applicability of the concept of hegemony to mediated political discourse.
5. <b>Psychological legitimacy and political discourse:</b> Discourse strategies for constructing legitimacy and authority; emotional appeals and narrative coherence in mediated political discourse.	2		2				4		Tyler (2006, 375-400)  A reflection on the applicability of the concept of psychological legitimacy to mediated political discourse.
6. <b>Populist narratives and media strategies:</b> Discursive construction of “the people” and “the elite”; affective dynamics of populism across various media platforms.	2		2				4		Mudde & Kaltwasser (2017, 1-42) Aslanidis (2016, 1-16) Macaulay (2019)

									An analysis of authentic examples of populism in mediated political discourse.
7. <b>Conspiracy narratives and discursive manipulation:</b> mechanisms of plausibility, and suspicion; media environments conducive to conspiracy dissemination.	2		2					<b>4</b>	Chlup (2023, 1-23) Klein et al. (2019, pp. 1-23)  An analysis of authentic examples of conspiracy features in mediated political discourse.
8. <b>Designing a conceptual framework for mediated political discourse analysis:</b> Methodological considerations for mediated political discourse analysis; preparing a conceptual framework report.	2		2					<b>4</b>	An analysis of key theoretical concepts in political discourse studies and their relevance in mediated political discourse.
9. <b>Video pitch presentations:</b> Academic storytelling in multimedia formats; presenting political discourse analysis findings in a persuasive manner.	1		1					<b>2</b>	An empirical analysis of a selected real-life media sample. Communication of key research insights in an academic yet creative video format.
10. <b>Final reflection session:</b> Critical self-assessment; group discussion on emerging trends and future directions in mediated political discourse studies.	1		1					<b>2</b>	
<b>Total</b>	<b>16</b>		<b>16</b>					<b>32</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria	
A conceptual framework report	60	Week 8-10	<p>Students will submit a <b>written paper</b> (max. <b>1,500 words</b>) presenting their developed <b>conceptual framework</b> for the analysis of mediated political discourse.</p> <ul style="list-style-type: none"> <li>• <b>Definitions of key concepts (10%)</b> Precise definitions and theoretical overview of the selected concepts, supported by relevant academic sources.</li> <li>• <b>Analysis of relationships between concepts (20%)</b> Examination of the interconnections between the selected concepts within the framework.</li> <li>• <b>Visual representation (20%)</b> Inclusion of a clear and coherent visual component (e.g., diagrams or flowcharts) illustrating the structure of the framework.</li> <li>• <b>Conclusion (10%)</b> Reflection on the potential application of the conceptual framework to the analysis of mediated political discourse.</li> </ul>	
Video pitch presentation	40	End of semester	<p>Students will deliver a <b>video pitch presentation</b> (3–5 minutes in length) based on their analysis of mediated political discourse.</p> <ul style="list-style-type: none"> <li>• <b>Pragmatic competence (20%)</b> Effectiveness and functionality of the content.</li> <li>• <b>Linguistic competence (10%)</b> Use of an appropriate academic register and clarity of expression.</li> <li>• <b>Structure and cohesion (10%)</b> Logical organisation of ideas and smooth transitions to ensure coherence throughout the presentation.</li> </ul>	
Author	Year	Title	Volume	Publishing House
<b>Compulsory reading</b>				
Fetzer, A. & Lauerbach, G.	2007	Political discourse in the media: Cross-cultural perspectives.	(pp. 1-32)	John Benjamins Publishing
Aslanidis, P. (2018).	2018	Measuring populist discourse with semantic text analysis: an application on grassroots populist mobilization.	<i>Quality &amp; Quantity</i> , 52(3), 1241-1263.	
Chlup, R.	2023	Conspiracy Narratives as a Type of Social Myth.	<i>International Journal of Politics, Culture, and Society</i> , 1-23.	Springer
Butler, J.	2000	Restaging the Universal: Hegemony and the Limits of Formalism.	(pp. 11-44)	
Habermas, J.	2006	Political communication in media society.	Communication theory, 16(4), 411-426.	

Nye Jr., J. S.	2019	The rise and fall of American hegemony from Wilson to Trump.	<i>International affairs</i> , 95(1), 63-80.	
Torring, J. & Sorensen, E.	2019	Interactive Political Leadership in Theory and Practice.	Administrative Sciences (pp. 1-18)	
Mudde, C. & Kaltwasser, C.	2017	Populism: A very short introduction.		Oxford University Press
Teun, van Dijk.	1997	What is political discourse analysis.	Belgian journal of linguistics vol. 11 (1), pp. 11-52.	
Douglas et al.	2019	Understanding Conspiracy Theories.	Political Psychology (vol. 40)	
Tyler	2006	Psychological perspectives on legitimacy and legitimation.	Annual Review Psychol., vol. (57) (pp. 375-400)	
Klein, C. G., Clutton, P., & Dunn, A.	2019	Pathways to conspiracy.	PLoS ONE, vol. 14 (11)	
Macaulay, M. (ed.)	2019	Populist Discourse: International Perspectives.		Springer International Publishing
Wodak, R., KhosraviNik, M., & Mral, B. (Eds.).	2013	Right-wing populism in Europe: Politics and discourse.	A&C Black	
Kulin, J., Johansson Sevä, I., & Dunlap, R. E.	2021	Nationalist ideology, rightwing populism, and public views about climate change in Europe.	Environmental politics, 1-24.	
<b>Additional reading</b>				
Fairclough, N.	2001	Language and Power.		Pearson Education: London, New York
Arcimavičienė, L.	2019	Self and other metaphors as facilitating features of populist style in diplomatic discourse: A case study of Obama and Putin's speeches.	<i>Populist discourse: International Perspectives</i>	Palgrave Macmillan, Cham
Arcimavičienė, L.	2020	Metaphor, identity and conflict in political discourse.	<i>Language of Conflict: Discourses of the Ukrainian Crisis</i>	Bloomsbury Academic

Updated 2026-04-12.