



Univ. of Athens, Dpt. of Communication and Media Studies
Spring semester 2022

Media Sociolinguistics

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

S. A. Moschonas

Office hours: Wednesday 4:30-6 pm, rm 208

tel.+voice mail: 210 – 36 89 272

e-mail: smoschon@media.uoa.gr

www.media.uoa.gr/people/smoschon

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:

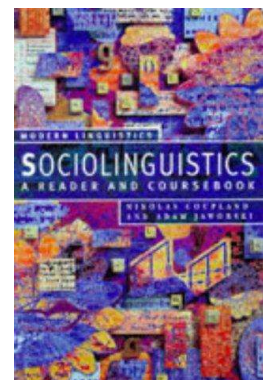
- Linguistic variables; ways of studying them
- Attitudes towards language / language ideologies. Language prescriptivism
- Variation in the printed/digital press, on TV, radio, internet
- Standardization and destandardization in the media. Diglossia and the Greek media
- Media multilingualism/multidialectalism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

Required Readings:

A selection of five readings from [the course's readings](#).

Suggested 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; you don't have to write a 'full paper'.)