

Curso: Lenguaje y representación en los medios de comunicación.

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PROGRAMA RESUMIDO

1. Lenguaje, los medios de comunicación y la realidad
2. Los medios de comunicación: conceptos y procesos
3. Etiquetado: "who's who?"
4. Voces: "who speaks?"
5. Transitividad
6. Modalidad
7. Conclusiones

OBJETIVOS PEDAGÓGICOS

El análisis pormenorizado del lenguaje (en el sentido más amplio de la palabra) utilizado en los medios de comunicación (prensa, televisión, cine) y el grado en que refleja adecuadamente el mundo real.

BIBLIOGRAFÍA

- Primary sources
 - Media websites of the main TV and radio stations, magazines and newspapers
 - www.telegraph.co.uk
 - www.timesonline.co.uk
 - www.express.co.uk
 - www.ft.com
 - www.guardian.co.uk
 - www.independent.co.uk
 - www.channel4.co.uk
 - www.sky.co.uk
 - www.rajar.co.uk (radio ratings)
 - www.dailymail.co.uk
 - www.thesun.co.uk
 - www.mirror.co.uk
 - www.dailyrecord.co.uk
 - www.periodistadigital.com (very useful: links to Spanish and international dailies)
 - Other useful websites
 - www.barb.co.uk Broadcasters' Audience Research Board (BARB);
 - <http://www.wrx.zen.co.uk/britnews.htm> - all British press online
 - www.bbc.co.uk/onthisday Historical news stories with news footage and commentary;
 - www.itc.org.uk Independent Television Commission;
 - www.mediaguardian.co.uk The Guardian newspaper's excellent website on media news;
 - www.nmpft.org.uk National Museum of Photography, Film and Television, Bradford;
 - www.radiotimes.com the website of the TV listings magazine, with useful articles;
 - www.britishpathe.com Pathé news website;

- www.tv50.net/news/itn/nat/index.htm - idents and other information covering 50 years of TV news.
- www.bbc.co.uk/worldservice/learningenglish/newsenglish/witn - picks out in bold type hard words and expressions in news articles, and explains them
- www.mediauk.com/directory - links to above websites
- www.bfi.org.uk - British Film Institute
- www.mad.co.uk - Site for many media publishers
- www.uk.imdb.com - Internet movie database
- www.mediachannel.org -US-based site with links worldwide
- www.pcc.org.uk -Press Complaints Commission
- www.bva.org.uk - British Video Association
- www.asa.org.uk- Advertising Standards Authority
- www.bbfc.co.uk - British Board of Film Classification
- www.imdb.com – exhaustive movie website
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METODOLOGÍA

Alternará las enseñanzas teóricas con el análisis del lenguaje en los medios de comunicación a través de la aplicación de los instrumentos teóricos presentados.

EVALUACIÓN

Además de la asistencia se solicitará la elaboración de un trabajo cuyo tema estará directamente relacionado con los temas y ejercicios del análisis pormenorizado del lenguaje utilizado en los medios de comunicación y el grado en que refleja adecuadamente el mundo real.