

Wydział Filologiczny
Seminarium magisterskie na rok akademicki 2024/26 – propozycja
Faculty of Philology
Graduate seminar for 2024-2026 academic year – proposal

SEMINAR GROUP 1

Dyscyplina/Field of study
Językoznawstwo/studia interdyscyplinarne/Media i komunikacja społeczna Linguistics/Interdisciplinary studies/Media and communication studies
Prowadzący / Supervisor
Dr hab. Katarzyna Molek-Kozakowska, prof. UO
Kierunek, stopień/ Study Programme, Major
Master of Liberal Arts (MA) Full time
Krótki opis / Short description
<p>MA Seminar focus/topic: Discursive Strategies in Public Communication</p> <p>MA Seminar description (what to expect): In this seminar, students explore selected areas of public communication (e.g., political propagandas, promotional discourses, marketing and advertising, news and journalism, organizational or institutional websites, social media, blogosphere). The class discussions and readings focus on examples of discursive strategies used by public communicators for the purposes of self-presentation, identity construction, persuasion, manipulation, etc. Students also become familiar with the main research orientations and methods of analyzing public texts (content analysis, semiotic analysis, narrative analysis, rhetorical analysis and discourse analysis) and with exemplary studies in the field. On this basis, students choose the areas for individual research projects. They draw on their knowledge of theories and practices of mediated communication and their ability to apply analytic categories. In their projects, students analyze a sample of freely available texts to answer a research question related to the properties and/or effectiveness of those texts. They explore this in the context of a given theory of communication. The conclusions from their projects may include practical implications.</p> <p>MA Seminar reading list (1-2 positions): Baran, Stanley and Dennis Davis (2006) Mass Communication Theory: Foundations, Ferment, and Future. (fourth edition). Thomson Wadsworth. Stokes, Jane (2003) How to do Media and Cultural Studies. London: Sage.</p>

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SEMINAR GROUP 2:

Dyscyplina/Field of study
Językoznawstwo / Linguistics
Prowadzący / Supervisor
Prof. dr hab. Dorota Brzozowska
Kierunek, stopień/ Study Programme, Major
Master of Liberal Arts (MA) Full time
Krótki opis / Short description
<p>MA Seminar Focus: <i>Intercultural Communication</i></p> <p>In the <i>Intercultural Communication</i> graduate seminar, students explore the main research orientations within the subject of Intercultural Communication and they get the main guidelines for framing diploma research projects. They are introduced to theoretical models and research paradigms. They discuss applicable linguistic methodologies, research procedures and possibilities in order to choose their own research topics, plan and draft their projects.</p> <p>Students are encouraged to read selected relevant monographs, readers, journal articles, online materials within the scope of their chosen subjects.</p> <p>Furthermore, students are exposed to specialized and extended materials on the selected subjects and they are expected to acquire specialist knowledge connected with intercultural communication and their particular topics, share and discuss their individual research interests.</p> <p>Suggested topics for research: different aspects of intercultural communication, humorous subjects in different cultures - comparison, language and gender relations, Western vs Eastern cultural values.</p> <p>Suggested methodology of research: comparative studies, discourse analysis, General Theory of Verbal Humor.</p> <p>Reading list - before attending the seminar:</p> <ol style="list-style-type: none">1. <i>Managing Intercultural Conflict Effectively</i>, Stella Ting-Toomey, John G. Oetzel, SAGE, 2001.2. <i>The Primer of Humor Research</i>, Edited by Victor Raskin, De Gruyter Mouton, 2008

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SEMINAR GROUP 3:

Dyscyplina/Field of study
Kulturoznawstwo/Cultural studies
Prowadzący / Supervisor
Dr. Michał Wanke
Kierunek, stopień/ Study Programme, Major
Master of Liberal Arts (MA) Full time
Krótki opis / Short description
<p>MA Seminar focus/topic: Social Worlds - Sub-Cultural Bubbles in the Contemporary Society</p> <p>MA Seminar description (what to expect): The concept of social worlds originated from the ecological thinking about urban spaces of the sociological school at the University in Chicago, early in the 20C. It looked at situated actions, bordered practices, detached subcultural wholes that typically orbit around the core activity: be it fishing, tattooing, pigeon breeding or smoking cannabis. Lively debated inside, kept hush outside; demarcated by limits of effective communication, these social and cultural entities cluster people together glued by talking or going about things. This seminar welcomes students willing to work on such cultural bubbles, very often meticulously yet tacitly detached from mainstream social life. It involves slang, insider/outsider dynamics, and bordering practices. Both quantitative and qualitative work is encouraged and nurtured. The seminar offers a full package of data collection and computer assisted data analysis: content analysis, qualitative interviewing and ethnographic work, surveying or using secondary data, enhanced by CAQDAS or statistical software</p> <p>It is a full package: from theoretical foundations (social worlds perspective) to methodological conceptualization, design, data collection and data analysis, inc. statistical package or qualitative data analysis software together with intensive writing throughout.</p> <p>MA Seminar reading list</p> <p>Clarke, A. E., & Star, S. L. (2008). The Social Worlds Framework: A Theory/Methods Package. In <i>The Handbook of Science and Technology Studies</i> (3rd ed., pp. 113–137). The MIT Press.</p> <p>Offenberger, U., Baumgartner, R., Schwertel, T., Tietje, O., Evans-Jordan, S. B., & Kimmerle, B. (2023). Editorial: Social Worlds, Arenas, and Situational Analyses: Theoretical Debates and Experiences From Research Practice. <i>Forum Qualitative Sozialforschung / Forum: Qualitative Social Research</i>, 24(2), Article 2. https://doi.org/10.17169/fqs-24.2.4085</p> <p>Strauss, A. (1978). A Social World Perspective. <i>Studies in Symbolic Interaction</i>, 1, 119–128.</p> <p>Unruh, D. R. (1980). The Nature of Social Worlds. <i>The Pacific Sociological Review</i>, 23(3), 271–296. https://doi.org/10.2307/1388823</p> <p>Wanke, M., Piejko-Płonka, M., & Deutschmann, M. (2022). Social worlds and symbolic boundaries of cannabis users in Poland. <i>Drugs: Education, Prevention and Policy</i>, 29(4), 334–344. https://doi.org/10.1080/09687637.2022.2046706</p>