

Subject card

Subject name and code	Discourse Analysis, PG_00188676						
Field of study	English Studies						
Date of commencement of studies	October 2027		Academic year of realisation of subject		2028/2029		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Magdalena Wawrzyniak-Śliwska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		1.0		9.0	25
Subject objectives	The aim of the course is to develop students ability to analyse discourse in digital communication environments, including social media, streaming platforms, online gaming, fan communities, and contemporary online interaction practices. Students become familiar with key approaches used in modern discourse studies, such as critical, sociolinguistic, interactional, pragmatic, post-structural, and multimodal perspectives, and learn to apply them to phenomena characteristic of digital culture. The course integrates qualitative methods with data-informed approaches, incorporating elements of corpus analysis and basic techniques for processing textual data used to investigate trends, linguistic patterns, and forms of representation in online discourse. Particular emphasis is placed on the analysis of user-generated discourse, platform-modulated and algorithmically shaped communication, and the dynamic, rapidly evolving forms of meaning-making typical of new media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FAMU2_W05] Knows and understands advanced terminology in the field of linguistics, in particular those used in English language studies.	Understands advanced terminology used in digital discourse analysis, including concepts from multimodal discourse studies, Critical Discourse Analysis (CDA) in online environments, and platform-based linguistics.	[SW2] presentation/project/paper/report
	[FAMU2_U06] Can communicate in speech and writing in English and Polish with diverse audiences on specialized topics in the field of linguistics and literature, also using advanced specialized terminology.	Is able to communicate with diverse audiences about digital discourse analysis, using advanced terminology related to digital discourse and contemporary online communication practices.	[SU2] presentation/project/paper/report
	[FAMU2_W07] Knows and understands to an in-depth extent selected issues constituting advanced detailed knowledge in the field of linguistics, including, in particular, research into the English language.	Understands advanced and specialised issues relevant to the analysis of discourse in digital environments, including key conceptual frameworks, methodological challenges, and characteristic features of online communicative practices.	[SW2] presentation/project/paper/report
	[FAMU2_W03] Knows and understands in depth advanced research methodologies and theories in the field of English linguistics.	Understands advanced research methodologies used in digital discourse analysis, including critical, sociolinguistic, pragmatic, interactional, and data-informed approaches, as well as corpus-assisted discourse studies (CADS).	[SW2] presentation/project/paper/report
	[FAMU2_W09] Knows and understands to an in-depth extent advanced methods of analysis relevant to linguistics, including, in particular, those applicable to English language studies.	Understands major developmental trends in contemporary linguistics as they relate to digital discourse research, including changes driven by platform culture, user participation, hybridisation of communicative genres, and the algorithmic shaping of content.	[SW2] presentation/project/paper/report
	[FAMU2_K01] Is ready to critically evaluate the extent of their knowledge and skills, in particular in the field of English-language linguistics and literature and English.	Is prepared to critically evaluate personal knowledge and skills in digital discourse analysis, including the reliability of digital data, limitations of analytical tools, and the validity of interpretative decisions.	[SK2] presentation/project/paper/report
	[FAMU2_K02] Is prepared to recognise the importance of knowledge and skills in English Studies in solving cognitive and practical problems and to seek the advice of a supervisor in their chosen place of work in the event of difficulty in solving problems on their own.	Is prepared to recognise the importance of knowledge and skills related to digital discourse analysis in addressing research problems and to seek academic guidance when necessary while conducting independent analyses of discourse in new media.	[SK2] presentation/project/paper/report

1. Introduction to digital discourse

- discourse as digital practice
- platform-based communication (TikTok, Instagram, X/Twitter, Reddit, Discord, Twitch)
- features of online communication: memeticity, hybridity, algorithmic modulation of visibility

2. Theoretical approaches to digital discourse

- Critical Discourse Analysis (CDA) in new media
- sociolinguistic approaches to online communication
- pragmatic and interactional analysis (comments, thread dynamics, live chat)
- post-structural and cultural perspectives on online discourse

3. Discourse of social media platforms

- language of trends and virality
- micro-narratives, comments, memetic formats
- users as discourse creators (UGC)
- platform governance and algorithmically shaped discourse

4. Discourse in gaming, streaming, and fan cultures

- interactive narratives in games
- gamer and streamer discourse (Twitch, YouTube Gaming)
- fandom practices, remix culture, participatory discourse
- performativity and digital identity

5. Multimodality in digital discourse

- memes, GIFs, emojis, audio, captioning
- intersemiotic relations (textimagesound)
- multimodal strategies for expressing evaluation and stance

6. CDA in digital environments

- strategies of representation in comments and trends

	• toxic discourse, antagonisation, and counter-speech • discursive construction of identities and social categories • platform power and algorithmic visibility 7. Data-informed approaches • basics of corpus-assisted discourse studies (CADS) • keywords, collocations, trend analysis • interpreting quantitative signals within qualitative analysis 8. Designing a mini-project in digital discourse analysis • developing a research question • collecting data ethically from digital platforms • analysing trends, hashtags, threads, communities • presenting interpretations and acknowledging limitations		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	100.0%
Recommended reading	Basic literature	1. Canning, P. & Walker, B. (2024). <i>Discourse Analysis: A Practical Introduction</i>. Routledge. 2. Baker, P. (2006). <i>Using Corpora in Discourse Analysis</i>. Bloomsbury. 3. Page, R., Barton, D., Unger, J. W., & Zappavigna, M. (2014). <i>Researching Language and Social Media</i>. Routledge.	
	Supplementary literature	1. Zappavigna, M. (2012). <i>Discourse of Twitter and Social Media</i>. Bloomsbury. 2. Abidin, C. (2018). <i>Internet Celebrity: Understanding Fame Online</i>. Emerald. 3. Herring, S. (ed.) (2010). <i>The Handbook of Computer-Mediated Communication</i>. Wiley.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	1. How do recommendation algorithms shape discourse on social media platforms? 2. How can multimodal analysis help interpret memes and viral formats? 3. In what ways can CDA be applied to toxic or antagonistic online discourse? 4. How are identities constructed in gaming or fan-based online communities? 5. What quantitative signals (keywords, collocations) can support the analysis of trends? 6. How do users negotiate meanings in comment threads or discussion chains? 7. Conduct a mini-analysis of digital discourse from a chosen platform (TikTok, Reddit, Discord, Twitch, etc.).
Work placement	Not applicable

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