

In-session Programme

INU6474: Seminar Skills for Postgraduates in Media and PR

Course Outline

Lesson	Promotional Cultures topic focus	Seminar skills functional language focus
1	Critical Discourse Analysis (CDA)	<ul style="list-style-type: none">• seminar experience and expectations• expressing ideas and opinions• explaining and giving reasons• expressing uncertainty and speculating
2	Multimodal Analysis	<p>Recycled language functions from last week:</p> <ul style="list-style-type: none">• expressing ideas and opinions• explaining and giving reasons• expressing uncertainty and speculating <p>Today's focus:</p> <ul style="list-style-type: none">• responding to other students' ideas and opinions
Note: In the 3rd week of the course, there is no lesson.		
3	Advertising	<p>Recycled language functions from previous lessons:</p> <ul style="list-style-type: none">• expressing ideas and opinions• explaining and giving reasons• expressing uncertainty and speculating• responding to other students' ideas and opinions <p>Today's focus:</p> <ul style="list-style-type: none">• negotiating with other students to try to reach a new understanding / building meaning together

4	Influencer Marketing	<p>Recycled language functions from previous lessons:</p> <ul style="list-style-type: none"> • expressing ideas and opinions • explaining and giving reasons • expressing uncertainty and speculating • responding to other students' ideas and opinions • negotiating with other students to reach a new understanding <p>Today's focus: summarizing and concluding</p>
5	The News: Gates and Agendas	<p>Recycled language functions from previous lessons:</p> <ul style="list-style-type: none"> • expressing ideas and opinions • explaining and giving reasons • expressing uncertainty • responding to other students' ideas and opinions • negotiating with other students to reach a new understanding <p>Today's focus: talking critically about the topic</p>
6	Brand Journalism	<p>All language functions from the course will be practised today:</p> <ul style="list-style-type: none"> • expressing ideas and opinions • explaining and giving reasons • expressing uncertainty • responding to other students' ideas and opinions • negotiating with other students to reach a new understanding • talking critically about the topic

