Discourse and Multimedia Analysis Course Syllabus

Jay Lemke

(1) There is a Dollar Bill’s Coursepak for this course, available at Ulrich’s Bookstore.

(2) There are also two required books, which will be used in the second half of the course and should be at Ulrich’s a few weeks after the start of the term:


(3) Readings which are not in the coursepak or these books will be available online or made available later in the term. Some of the multimedia material contains images and video; please “read” these as carefully as you would read purely textual material in the course. See Online Readings and Media on CD. “Recommended” readings for a topic are optional; they will not be discussed in class but are very useful if you want to pursue the topic further.

(4) Some topics in the course will occupy one week; others will take two weeks. We will adjust the schedule during the course, depending on how much time we need with each topic. For the first class, please try to read at least the selections from Lemke (1990) available in Online Readings.

(5) Written work in the course will consist of either two shorter papers, one applying techniques of discourse analysis to a text of your choice and the other applying visual analysis techniques to the same or different material, or one longer paper combining discourse and visual analysis on the same material. I will consult with students individually about the most useful methods in relation to your research interests and media materials.

Course Topics

1. The value of discourse analysis in educational research


*Recommended:*


2. Overview of selected approaches to discourse analysis


3. Tools from functional linguistics


4. Analysis of classroom discourse


5. Transcription as theory and index


*Recommended:*

6. Resources for evaluative meanings


7. Analyzing visual images


Recommended:


8a. Text and image: Evaluations in political cartoons


8b. Text and image: Scientific texts and websites


9. Multimedia analysis: Video, action, and gesture


10. Multimedia analysis: Transcribing a television commercial

11. Multimedia analysis: Website design and hypermedia

Lemke, J.L. (2002). Multimedia genres for science education and scientific literacy. In M. Schleppegrell & M.C. Colombi (Eds.), *Developing advanced literacy in first and second languages* (pp. 21–44). Mahwah: Erlbaum [see Online Readings].


Recommended:


12. Multimedia analysis: Learning in multimodal interaction: A synthesis


Recommended:


**Course Bibliography**


Linguistics and Education, 10(3), 359–388.


