

# LANGUAGE, IDEOLOGY & PROPAGANDA

Semester No 3	Code LA-211	Credit Hours 3-0
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## COURSE OBJECTIVES:

1. Broadening of knowledge
2. Exercising critical thinking
3. Demonstrating reasonable and pacific argumentation
4. strengthening abilities to publicly advocate scientifically proven apprehensions.

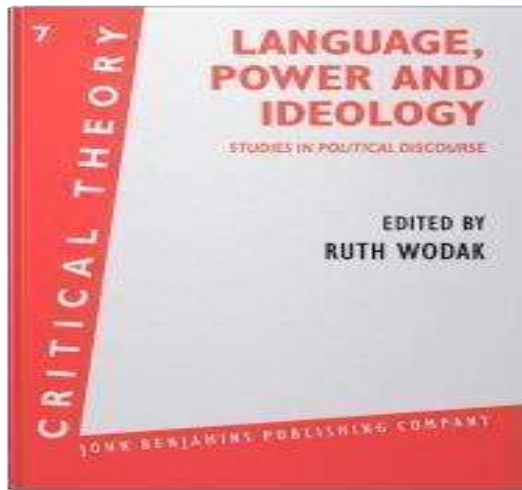
## COURSE LEARNING OUTCOMES:

Upon successful completion of the course, students should be able to

1. To develop students' understanding of language policy, its analysis, development and impact in diverse contexts.
2. Students will draw upon understandings of language, ideology and diverse orientations to critically analyze language and literacy policies in diverse contexts, their impact and consequences.
3. They will develop understandings of policy making processes and enactment, and develop a language policy to address a particular aspect of practice in a particular context.

## PRESCRIBED TEXTS:

1. Language, Power and Ideology: Studies in Political Discourse. Edited by Ruth Wodak.



### **PREREQUISITES:**

**NIL**

### **COURSE DESCRIPTION:**

The topic of Language and Ideology has increasingly gained importance in the linguistic sciences. The general aim of critical linguistics is the exploration of the mechanisms of power which establish inequality, through the systematic analysis of political discourse (written or oral). This reader contains papers on a variety of topics, all related to each other through explicit discussions on the notion of ideology from an interdisciplinary approach with illustrative analyses of texts from the media, newspapers, schoolbooks, pamphlets, talkshows, speeches concerning language policy in Nazi-Germany, in Italofascism, and also policies prevalent nowadays. Among the interesting subjects studied are the jargon of the student movement of 1968, speeches of politicians, racist and sexist discourse, and the language of the green movement. Because of the enormous influence of the media nowadays, the explicit analysis of the mechanisms of “manipulation”, “suggestion”, and “persuasion” inherent in language or about language behaviour and strategies of discourse






are of social relevance and of interest to all scholars of social sciences, to readers in all educational institutions, to analysts of political discourse, and to critical readers at large.


#### ASSESSMENT SYSTEM:

Quizzes	10%-15%
Assignments	10%
Final Term Project	15%
Mid Term	20%
ESE	40%

Weekly breakdown of course contents is as follows:

WEEK	TOPICS	QUIZZES	ASSIGNMENTS
1	<ul style="list-style-type: none"> <li>✚ Introduction to course objectives, contents and policies</li> <li>✚ Language and Totalitarianism <ul style="list-style-type: none"> <li>Structures of consensus-making and intervention</li> </ul> </li> </ul>		
	<ul style="list-style-type: none"> <li>The concept of Nazi language policy in occupied Holland ("Deutsche Zeitung in den Niederlanden" 1940 to 1945)</li> </ul>		
2-4	<ul style="list-style-type: none"> <li>✚ Language and Totalitarianism <ul style="list-style-type: none"> <li>Language policy during the fascist period</li> <li>The case of language education</li> </ul> </li> </ul>	01	01

<b>5-6</b>	<p> <b>Language and Totalitarianism</b></p> <p>The political speech of Futurism and its relationship to Italian Fascism</p> <p>War with words</p>	01	01
<b>7-8</b>	<p> <b>Language of politics/or politicians</b></p> <ul style="list-style-type: none"> <li>• Some remarks on linguistic strategies of persuasion</li> <li>• Credibility and political language</li> </ul>		01
<b>9</b>	<b>MID-TERM</b>		
<b>10</b>	<p> <b>Language of politics/or politicians</b></p> <ul style="list-style-type: none"> <li>• The power of political jargon — a “Club-2” discussion</li> </ul>		
<b>11-12</b>	<p> <b>Language of politics/or politicians</b></p> <p>Phonological variation in parliamentary discussions</p> <p>Social prejudice as a resource of power</p> <p>Towards the functional ambivalence of stereotypes</p>	01	01
<b>13-14</b>	<p> <b>Institutions, control and discourse in specific settings</b></p> <ul style="list-style-type: none"> <li>• Mediating racism</li> <li>• The role of the media in the reproduction of racism</li> <li>• Manipulation strategies in newspapers</li> <li>• A program for critical linguistics</li> </ul>		

14-16	 <b>Institutions, control and discourse in specific settings</b> <ul style="list-style-type: none"> <li>• The case of W.A critical journey to the border between psychiatry and justice</li> <li>• Revising the patriarchal paradigm</li> <li>• Language change and feminist language politics</li> </ul>	01	01
17	<b>Revision</b>		
18	<b>END SEMESTER EXAMINATION</b>		