UNIVERSITATEA BABEŞ-BOLYAI
BABEŞ-BOLYAI TUDOMÁNYEGYETEM
BABEŞ-BOLYAI UNIVERSITÄT
BABEŞ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

Facultatea de Litere
Str. Horea nr. 31
400202, Cluj-Napoca
Tel: 0264 5322388
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Detailed Syllabus

1. Information about the study program

1.1 University	Babeş-Bolyai University
1.2 Faculty	Faculty of Letters
1.3 Department	English Language and Literature
1.4 Field of study	Philology
1.5 Program level (bachelor or master)	Master
1.6 Study program / Qualification	Current Trends in Linguistics/ MA in Philology

2. Information about the subject

2.1 Code / Subject title	**LME1248 Internet Linguistics. (The Sociolinguistic Perspective) (taught in English)**							
2.2 Course activities professor				Reader PhD Diana Cotrău (d.cotrau@lett.ubbcluj.ro)				
2.3 Seminar activities professor				Lecturer PhD Alexandra Cotoc (alexandra.cotoc@lett.ubbcluj.ro)				
2.4 year of study	**I**	2.5 Semester	**2**	2.6 Type of assessment	**E**	2.7 Subject regime	Content[2)]	DA
							Mandatory[3)]	DI

3. Total estimated time (teaching hours per semester)

3.1 Number of hours per week	**4**	of which: 3.2 curs	**1**	3.3 seminar/practical course	**3**
3.4 Total numer of hours in the curriculum	48	of which: 3.5 curs	12	3.6 seminar/practical course	36

Time distribution	Hours
Study based on textbook, course support, references and notes	40
Additional documentation in the library, through specialized databases and field activities	40
Preparing seminars/laboratories, essays, portfolios and reports	44
Tutoring	8
Assessment (examinations)	2
Others activities	10

3.7 Total hours for individual study	144
3.8 Total hours per semester	192
3.9 Number of credits	8

4. Preconditions (as necessary)

4.1 curriculum	•
4.2 competencies	• adequate use of general linguistics terminology • efficient written and oral communication in English • study skills

5. Conditions(as the case may be)

5.1 for course management	• room with white board and multi-media equipment • course attendance not mandatory
5.2 for seminar/practical course management	• room with white board and multi-media equipment • seminar attendance not mandatory; presence for final evaluation is subject to no condition; evaluations is subject to fulfilling all assumed obligations (de fence of written assignments and practical course activity)

6. Acquired specific competences

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Professional competences	● knowledge of basic concepts and functional terminology in Internet Linguistics and their application in detailed analyses; ● understanding the relationships and mutual influences between digital communication, Social Media, formal linguistics and Internet Linguistics; ● capacity to analyse, distinguish and circumscribe issues pertaining to Internet Linguistics; ● capacity to elaborate an in-depth study, and operate with classifications and scientific research tools, as well as applying mixed-methods analytics.
Transversal competences	• CT1 Use of the components of the domain of language in full accordance with professional ethics. • CT2 Organizing individual lifelong professional training projects; fulfilling teamwork and informative project objectives

7. Subject objectives (deriving from the acquired specific competences)

7.1 Subject general objective	The subject provides an indepth approach to Internet Linguistics from a cultural sociolinguistic perspective traversing the textual landscapes of Social Network Sites : group or individual identity construction in the Internet, semiotic architecture and language landscapes, shifts in interactional patterns due to medium constraints or affordances, interactional practices and their impact on social performance (on-line-off-line interference), diffusion of (Net)style across general communication patterns, Internet multilingualism, and meta-language.
7.2 Specific objectives	• Identify and diagnose relevant features of Net language. • Explain contextualised samples of Internet written speech. • Relate studied texts and contexts to the capacity of constructing analytical argumentation on issues pertaining to Internet Linguistics. • Employ multi-perspective approaches to language and CMC issues. • Critically interpret and evaluate linguistic phenomena in the Internet. • Employ a lexically and syntactically rich, logically articulated, complex discourse on topics pertaining to research in the subject. • Use of the components of the domain of *Language and Literature* in full accordance with professional ethics.

8. Content

8.1 Course	**Teaching methods**	**Observations**
Topic 1:Internet Linguistics. The Sociolinguistic Perspective. Concepts and definitions **Concepts and keywords**:methods of observation and analysis; social correlates; socio-psychological factors; socio-political factors; language change; corpus linguistics	enhanced lecture, debate, problem solving	
Topic 2: Language, culture and communication online **Concepts and keywords:** speech communities; shared knowledge, values and expectations; online encounter; context and performance; social dynamics	enhanced lecture, debate, problem solving	
Topic 3: Linguistic and discourse features of Computer Mediated Communication 1 **Concepts and keywords**: written speech; asynchronicity; unconventional spelling; linguistic creativity and innovation; ludic typography	enhanced lecture, debate, problem solving	
Topic 4: Linguistic and discourse features of Computer	enhanced lecture, debate,	

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Mediated Communication2 **Concepts and keywords**: interactional features; online forums; chat rooms; emails; virtual worlds	problem solving	
Topic 5: Linguistic and discourse features of Computer Mediated Communication3 **Concepts and keywords:** conversational norms; politeness; gender and turn allocation;empowering and self-empowerment; democracy; anonymity	enhanced lecture, debate, problem solving	
Topic 6: Gender and language on the Internet. **Concepts and keywords:** identity construction; gendered use of emoticons; girl-directed niche media; social grooming; nicknames	enhanced lecture, debate, problem solving	
Topic 7: Language and Culture on the Internet **Concepts and keywords:** social capital bridging; subjective culture; reactive ethnicity; otherisation	enhanced lecture, debate, problem solving	
Topic 8: The Multilingual Internet. **Concepts and keywords**: *lingua franca* of the Internet; globalization; glocalization; language choice and code-switching;tolerance for language shifting	enhanced lecture, debate, problem solving	
Topic 9: The New Media. Social Media **Concepts and keywords**: constraints; affordances; multimodality; convergence; hyperconnectivity; hashtag #	enhanced lecture, debate, problem solving	
Topic 10: Discourse 2.0 **Concepts and keywords**: networked public; social performance; interpersonal communication; mass communication	enhanced lecture, debate, problem solving	
Topic 11: Facebook. **Concepts and keywords**: the public and private divide; *loci* of social interaction; group adminstration; social dynamics	enhanced lecture, debate, problem solving	
Topic 12: Youtube and participatory culture. **Concepts and keywords**: User Generated Content; prosumers (user and consumer); multimedia content	enhanced lecture, debate, problem solving	
Topic 13: Blogs and narratives . **Concepts and keywords**: blurring of rhetorical borders, personal content, online diary	enhanced lecture, debate, problem solving	
14. **Conclusions, wrap-up.**	Group analysis	

Bibliografie:

Baym, Nancy. 2015. *Personal Connections in the Digital Age*. 2nd edition. Cambridge: Polity Press

Cotrău, Diana. 2008. *Youth Identity in Media Discourse. A Sociolinguistic Perspective*, Cluj Napoca: Napoca Star

Cotrău Diana, Cotoc Alexandra, Papuc Oana, *An Introduction to Internet Linguistics. The Cultural Sociolinguistic Take with Case Studies*, Editura: Presa Universitara Clujeana, 2021

Cotrău Diana, Cotoc Alexandra, *Online and Offline Discourses. New Worlds, New Sociolinguistic Perspectives,* Editura: Presa universitara clujeana, 2019

Crystal, David. 2011. *Internet Linguistics: A Student Guide*. London and New York: Routledge.

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8.2 Seminar	**Teaching-learning methods**	**Observations**
Topic 1.The medium of Netspeak Concepts and keywords: social network sites, blogs, synchronous and asynchronous; emails; groups; chatgroups;virtual worlds; the world wide web	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 2.Digital literacy, the affordances and the language of the Internet Concepts and keywords: technical and structural affordances, graphic features; orthographic and graphological features; grammatical features; lexical features; discourse features	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 3. The language of emails Concepts and keywords: structural elements; header; body/message; greetings and farewells; automatic signature; personal vs. institutional; intelligibility	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 4.The language of chat groups Concepts and keywords: multi-party conversation online; chatgroups, newsgroups, usergroups, chatrooms, mailing lists, discussion lists, e-conferences, and bulletin boards; urgency; temporal constraints; pragmatic norms	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 5. The language of virtual worlds Concepts and keywords: MUD; multi-user dungeon; virtual worlds; electronic conversation on imaginary subjects; acronym proliferation; avatar and on-screen persona	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 6. Hypertext and interactivity Concepts and keywords: HTML conventions; complete and automatic interlocking of text; social and legal issues; copyright; reliability of information; search engine	enhanced lecture, debate, problem solving	
Topic 7. Texting: who, what and why they do it? Concepts and keywords: misconceptions about texting; long term effects of texting on languages;communicative	Student papers. Text analysis. Group work.	

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strengths; logograms and pictograms; initialisms; omitted letters; nonstandard spelling; shortening; genuine novelties; gendered and generational differences in use	Exemplification. Exercises.	
Topic 8. Power and solidarity in online communication Concepts and keywords: markers of solidarity; address and naming; asymmetry in a democratic medium; anonymity; true and fake profiles/online personna	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 9. Conflict and resolution in the Social Media Concepts and keywords: self-inclusive and other-directed; norm breaking of interaction etiquette; otherisation; language accommodation; semantic markers; community of interest	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 10. The Multilingual Internet and interculturality Concepts and keywords: eclecticism; multilingual inclusiveness; minority languages and the Internet; the spreading of English as the language of the Internet; cross-cultural exploration	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 11. Online identity construction and the New Media Concepts and keywords: authenticity; naming; social performance and dynamics; individual and group identity; social capital bridging; prosuming; the SIDE effect	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 12. Creativity and ludic discourse Concepts and keywords:storytelling, 'Netlish', 'Weblish', 'Internet language', 'cyberspeak', 'electronic discourse', 'electronic language', 'interactive written discourse', 'computer-mediated communication' (CMC)	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 13. Language change Concepts and keywords: language indexing social change; potential enrichment of individual languages; *homo loquens*and the Net; no threat posed to existing languages	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 14.Conclusions. Wrap-up**.**	Group work.	

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8.3Applied Practice work	**Teaching-learning methods**	**Observations**
Topic 1. Building and designing a corpus Concepts, keywords: key considerations; specialised corpora; spoken corpus; written corpus; audio-visual corpus; voice transcription conventions	Group work. Exemplification. Exercises.	
Topic 2. Using a corpus for language research. Concepts, keywords: corpus software; concordances; exploring patterns; corpus availability	Text analysis. Group work. Exemplification. Exercises.	
Topic 3: How to use corpus linguistics in social media discourse Concepts, keywords: critical discourse analysis; language, power and ideology; corpus-based cultural keywords; orientation; collocation analysis and semantic significance	Text analysis. Group work. Exemplification. Exercises.	
Topic 4.*Wordsmith* Tools Concepts, keywords: ideological reproduction and referencing; semantic pattern types;	Text analysis. Group work. Exemplification. Exercises.	
Topic 5.Prosumption Concepts, keywords:prosumer critical discourse analysis; citizen produced media; reader electronic media on online journalism; contributions to newspaper web discussion forums	Text analysis. Group work. Exemplification. Exercises.	
Topic 6. Sampling emails Concepts, keywords: ethics; reply and forward functions; organisational structure	Text analysis. Group work. Exemplification. Exercises.	
Topic 7.Search engines Concepts, keywords: *googling*; creating and sharing Google documents; Google lists; Google hang-outs; Google chat	Text analysis. Group work. Exemplification. Exercises.	
Topic 8. WebPage Concepts, keywords: public and commercial; structure and design; blogging; vlogging; User Generated Content	Text analysis. Group work. Exemplification. Exercises.	
Topic 9. Facebook Concepts, keywords: Profile; Wall; Newsfeed; public	Text analysis. Group work.	

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and closed groups; volunteering and humanitarian campaigning	Exemplification. Exercises.	
Topic 10. Instagram Concepts, keywords: profile; followers; community of interest; VIP instagramming	Text analysis. Group work. Exemplification. Exercises.	
Topic 11. Social Network Sites Concepts, keywords: interactional patterns and the transformation of public through enhanced engagement	Text analysis. Group work. Exemplification. Exercises.	
Topic 12.Fluidity of identities Concepts, keywords: construction of identity: temporary and situated; current focal sociocultural identities	Text analysis. Group work. Exemplification. Exercises.	
Topic 13.Diagnosing majorities and minorities Concepts, keywords: ethnic, sexual, religious identities; marginal and deviant versus counter- and alternative; subcultural identities	Text analysis. Group work. Exemplification. Exercises.	
14. **Conclusions. Wrap-up**	Group work	

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9. Corroboration of syllabus content with the expectations of the epistemic communities, professional associations, and representative employers in program-related domains

- Syllabus content is reflected to a great extent in the secondary and academic curricula the main employers of the studyline alumni).
- Topics are compiled in accordance with the specialty bibliography.
- Part of the course and seminar components have been defended as papers at national and international symposia.

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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	- capacity for interactivity - knowledge and understanding - operational command of specialty discourse - ability to explain and interpret - complete and correct task solutions.	Written paper	½
10.5Seminar	Seminar papers, written assignments, active participation in debates, applied work in pra ctical activities.	PowerPoint presentation	¼
10.6 Practical course/project	Applied activity.	Individual and team projects	1/4
10.7 Minimum performance standard			

- Students know, identify, and correctly define the main instrumental concepts of Internet Linguistics, employ them adequately for analyses of specific material (email, chat, Virtual Worlds, Social Media, etc).
- Students will be able to sample, gather corpus, analyse, interpret findings and reach conclusions on authentic Internet language.
- Good command of specialty language.

Organisation details, managing exceptional situations:
Sitting the exam is not subject to minimum course attendance or applied work.
Exam fraud will trigger the immediate stop of examination and student will be automatically assigned grade 1 (one).

Dateof filling in	**Signature of course professor** Diana Cotrău	**Signature of seminar professor** Alexandra Cotoc
14.03.2022		

Date of approval in department	**Signature of Department Director**
14.04.2022	

Date of Faculty approval	**Signature of Vice Dean in charge**	**Faculty stamp**