



SYLLABUS

Internet Linguistics. (The Sociolinguistic Perspective)

Academic year 2025-2026

1. Information about the study program

1.1. University	Babeș-Bolyai University
1.2. Faculty	Faculty of Letters
1.3. Department	English Language and Literature
1.4. Field of study	Philology
1.5. Study cycle (BA/MA)	Master
1.6. Study programme/Qualification	Current Trends in Linguistics/ MA in Philology
1.7. Enrolment frequency	Full time

2. Information about the subject

2.1. Course title			Internet Linguistics. (The Sociolinguistic Perspective)				Course code		LME1248/2248	
2.2. Course tutor					Lecturer PhD Alexandra Cotoc (alexandra.cotoc@ubbcluj.ro)					
2.3. Seminar / practical course (laboratory) tutor					Lecturer PhD Alexandra Cotoc (alexandra.cotoc@ubbcluj.ro)					
2.4. Year of study	I	2.5. Semester	2	2.6. Type of assessment	E	2.7. Course status	Contents		DA	
							Mandatory	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 number of hours in the curriculum	48	of which: 3.5 curs	12	3.6 seminar/practical course	36
Allotted time for individual study (ID) and self-study activities (SA)					hours
Study based on textbook, course manual, recommended bibliography, personal notes (SA)					40
Additional research (in the library, online scientific databases/platforms, or field documentation)					40
Preparation for seminars / laboratory classes/ essays/ projects/ homework/ portfolios and reports					44
Tutoring					8
Assessment (examinations)					2
Other activities:					10
3.7. Total hours for individual study (ID) and self-study activities (SA)	144				
3.8. Total hours per semester	192				
3.9. Number of credits	9				

Date of approval
Name and signature of Dean



4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. skills	<ul style="list-style-type: none"> adequate use of general linguistics terminology efficient written and oral communication in English study skills

5. Conditions (if necessary)

5.1. for delivering lectures	<ul style="list-style-type: none"> room with white board and multi-media equipment course attendance not mandatory MsTeams platform, digital resources and digital apps and tools
5.2. for teaching seminars / practical courses (laboratory classes)	<ul style="list-style-type: none"> room with white board and multi-media equipment seminar attendance not mandatory; presence for final evaluation is subject to no condition; evaluation is subject to fulfilling all assumed obligations (defence of written assignments and practical course activity) MsTeams platform, digital resources and digital apps and tools

6. Acquired specific skills

Professional/essential skills	<ul style="list-style-type: none"> 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 skills	<ul style="list-style-type: none"> 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. Course objectives (derived from the acquired specific skills)

7.1 General objective of course	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 <i>Language and Literature</i> in full accordance with professional ethics.



8. Contents

8.1 Course	Teaching methods	Remarks
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 Mediated Communication 2 Concepts and keywords: interactional features; online forums; chat rooms; emails; virtual worlds	enhanced lecture, debate, problem solving	
Topic 5: Linguistic and discourse features of Computer Mediated Communication 3 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: <i>lingua franca</i> 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; <i>loci</i> of social interaction; group administration; 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	
<p>Bibliography Baym, Nancy. 2015. <i>Personal Connections in the Digital Age</i>. 2nd edition. Cambridge: Polity Press Cotoc Alexandra (coordinating editor), Cotrău, Diana, Papuc Oana (co-editors) (2024), <i>How Youth Culture Articulates. A Languageculture Incursion into Subcultural Assemblages</i>, Cluj-Napoca: Presa Universitară Clujeană, ISBN: 978-606-37-2275-2. Cotoc Alexandra and Cotrău Diana-Roxana (eds.) (2022), <i>Textual Negotiation of Online Identities</i>, Volume 67 (LXVII) 2022, December 4, DOI:10.24193/subbphilo.2022.4. Available at: http://www.studia.ubbcluj.ro/download/pdf/1465.pdf Cotrău Diana, Cotoc Alexandra, Papuc Oana, <i>An Introduction to Internet Linguistics. The Cultural Sociolinguistic Take with Case Studies</i>, Editura: Presa Universitara Clujeana, 2021 Cotrău Diana, Cotoc Alexandra, <i>Online and Offline Discourses. New Worlds, New Sociolinguistic Perspectives</i>, Editura: Presa universitara clujeana, 2019 Crystal, David. 2011. <i>Internet Linguistics: A Student Guide</i>. London and New York: Routledge. Crystal, David. 2008. <i>Txting. The Gr8 Db8</i>. Oxford: Oxford University Press Danet, Brenda, Herring, Susan C. 2007. <i>The Multilingual Internet. Language, Culture, and Communication Online</i>. Oxford, New York: Oxford University Press Fuchs, C. (2011). "An Alternative View of Privacy on Facebook". In <i>Information</i>. Volume 2, issue 1 (Pp.140-165). Available at: http://www.mdpi.com/2078-2489/2/1/140/htm. Galloway, Alexander, Thacker, Eugene. 2007. <i>The Exploit. A Theory of Networks</i>. Minneapolis, London: University of Minnesota Press Llamas, Carmen, Mullany, Louise, Stockwell, Peter (eds.). 2007. <i>The Routledge Companion to Sociolinguistics</i>. London and New York: Routledge. Taylor and Francis Group O'Keeffe, Anne, McCarthy, Michael (eds.). 2010. <i>The Routledge Handbook of Corpus Linguistics</i>. London and New York: Routledge. Taylor and Francis Group Papacharissi, Z. (Ed.) 2011. <i>Networked Self. Identity, Community, and Culture on Social Network Sites</i>. New York and London: Routledge Taylor and Francis Group Tannen, Deborah, Trester, Anna Marie. 2008. <i>Discourse 2.0. Language and New Media</i>. Washington DC: Georgetown University Press Turkle, Sherry. 1997. <i>Life on the screen: identity in the internet age</i>. New York: Touchstone Urbanski, Heather. 2010. <i>Writing and the Digital Generation. Essays on the New Media Rhetoric</i>. Jefferson, North Carolina, London: McFarland & Company, Inc., Publishers Van Dijk, J. (2006). <i>The Network Society. Social Aspects of New Media</i>. London, Thousand Oaks, New Delhi: SAGE Publications</p>		



Walrave, Michel, Ponnet, Koen, Vanderhoven, Ellen, Haers, Jacques, Segaert, Barbara (eds.). 2016. <i>Youth 2.0. Social Media and Adolescence. Connecting, Sharing and Empowering</i> . Springer		
Watson, James, Hill, Anne. 2012. <i>Dictionary of Media and Communication Studies</i> . 8 th ed. London: Bloomsbury Academic		
8.2 Seminar / practical course (laboratory class)	Teaching methods	Remarks
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 strengths; logograms and pictograms; initialisms; omitted letters; nonstandard spelling; shortening; genuine novelties; gendered and generational differences in use	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 8. Power and solidarity in online communication	Student papers. Text analysis. Group work. Exemplification.	



Concepts and keywords: markers of solidarity; address and naming; asymmetry in a democratic medium; anonymity; true and fake profiles/online persona	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; <i>homo loquens</i> and the Net; no threat posed to existing languages	Student papers. Text analysis. Group work. Exemplification. Exercises.	
Topic 14. Conclusions. Wrap-up.	Group work.	
<p>Bibliography</p> <p>Baym, Nancy. 2015. <i>Personal Connections in the Digital Age</i>. 2nd edition. Cambridge: Polity Press</p> <p>Crystal, David. 2011. <i>Internet Linguistics: A Student Guide</i>. London and New York: Routledge.</p> <p>Crystal, David. 2008. <i>Txting. The Gr8 Db8</i>. Oxford: Oxford University Press</p> <p>Danet, Brenda, Herring, Susan C. 2007. <i>The Multilingual Internet. Language, Culture, and Communication Online</i>. Oxford, New York: Oxford University Press</p> <p>Fuchs, C. (2011). "An Alternative View of Privacy on Facebook". In <i>Information</i>. Volume 2, issue 1 (Pp.140-165). Available at: http://www.mdpi.com/2078-2489/2/1/140/htm.</p> <p>Galloway, Alexander, Thacker, Eugene. 2007. <i>The Exploit. A Theory of Networks</i>. Minneapolis, London: University of Minnesota Press</p> <p>Kress, G. (2003). <i>Literacy in the New Media Age</i>. London and New York: Routledge. Taylor and Francis.</p> <p>Llamas, Carmen, Mullany, Louise, Stockwell, Peter (eds.). 2007. <i>The Routledge Companion to Sociolinguistics</i>. London and New York: Routledge. Taylor and Francis Group</p>		



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Watson, James, Hill, Anne. 2012. *Dictionary of Media and Communication Studies*. 8th ed. London: Bloomsbury Academic

8.3 Applied Practice work	Teaching methods	Remarks
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. <i>Wordsmith</i> 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: <i>googling</i> ; 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 and closed groups; volunteering and humanitarian campaigning	Text analysis. Group work. 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	



Bibliography

- Baym, Nancy. 2015. *Personal Connections in the Digital Age*. 2nd edition. Cambridge: Polity Press
- Crystal, David. 2011. *Internet Linguistics: A Student Guide*. London and New York: Routledge.
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9. Validating course contents based on the expectations of epistemic communities, professional associations and of potential employers related to the field of study.

- 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.

10. Assessment (examination)

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Course	<ul style="list-style-type: none"> - capacity for interactivity - knowledge and understanding - operational command of specialty discourse - ability to explain and interpret - complete and correct task solutions. 	Written paper	½

Date of approval
Name and signature of Dean



10.5 Seminar/practical course (laboratory class)	Seminar papers, written assignments, active participation in debates, applied work in practical activities.	PowerPoint presentation	1/4
10.6 Practical course/project	Applied activity.	Individual and team projects	1/4
10.6 Basic performance standard			
<ul style="list-style-type: none"> 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).			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development

Date:
05.02.2025

Course tutor's name and signature

Lecturer Alexandra Cotoc

Seminar tutor's name and signature /
Practical course tutor's (Laboratory tutor's)
name and signature,
Lecturer Alexandra Cotoc

Date of approval:

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Head of Department's name and signature,

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Date of approval
Name and signature of Dean