

**SYLLABUS
2019-2020**

1st year of study / 2nd Semester

Metaphorical language in contemporary journalistic discourse

1. Information on academic programme

1.1. University	„1 Decembrie 1918”
1.2. Faculty	Faculty of History and Philology
1.3. Department	Department of Philology
1.4. Field of Study	Philology
1.5. Cycle of Study	<i>Master</i>
1.6. Academic programme / Qualification	English language, literature and culture in the European context / Occupations included in RNCIS: Researcher in Philology - 264314; Researcher in Linguistics - 264312; Interpreting Diplomatic Relations - 264303 / Access to the doctoral cycle (Philology)

1. Information of Course Matter

2.1. Course	<i>Metaphorical language in contemporary journalistic discourse</i>			2.2. Code	MEE424		
2.3. Course Leader							
2.4. Seminar Tutor	Associate Professor Teodora Iordăchescu, Ph.D.						
2.4.1. Laboratory Tutor	Associate Professor Teodora Iordăchescu, Ph.D.						
2.5. Academic Year	I	2.6. Semester	2	a. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	E	2.8. Type of course (C- Compulsory, Op – optional, F - Facultative)	OP

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	4	3.2. course	2	3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	56	3.5. course	28	3.6. seminar, laboratory	28
Allocation of time:					119 hours
Individual study of readers					50
Documentation (library)					20
Home assignments, Essays, Portfolios					30
Tutorials					4
Assessment (examinations)					2
Other activities.....					13
3.7 Total number of hours for individual study	119				
3.8 Total number of hours in the curriculum	56				
3.9 Total number of hours per semester	175				

3.10 Number of ECTS	7
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2. Prerequisites (*where applicable*)

4.1. curriculum-based	
4.2. competence-based	

3. **Requisites** (*where applicable*)

5.1. course-related	Computer room, video projector, internet access
5.2. seminar/laboratory-based	Computer room, video projector, internet access

4. **Specific competences to be acquired (chosen by the course leader from the programme general competences grid)**

Professional competences	<p>C1.1 Description of communication models, argumentative and rhetorical techniques</p> <p>C1.2 Interpretation of English-language discourses (especially scientific texts in the humanist field) through the argumentative and rhetorical strategies</p> <p>C1.3 Production of oral and written messages at C2 level - texts specific to scientific communication in the university environment (reports, reviews, communications, project presentations, dissertation), as well as literary, journalistic and literary translations</p> <p>C4.5 Elaboration of an interdisciplinary study, with openness to other humanities, including the clarification and argumentation of the chosen research method</p>
Transversal competences	The rigorous, efficient and responsible execution of professional tasks with a high degree of complexity, in terms of decision-making autonomy, with strict respect for professional deontology, on time.

5. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	This course is designed to assist students in developing better approaches to common forms of media discourses, especially in analysing figurative language and its rhetorical effects.
7.2 Specific objectives of the course	<ol style="list-style-type: none"> 1. To critically analyse mass-media situations common to professional, business discourse 2. To use that analysis to understand audience needs and address those needs in both written and oral communication 3. To hone skills in developing and formatting common, professional documents with an eye toward clarity and identification of the rhetorical situation 4. Finding the best means to position oneself within that rhetorical situation 5. To identify issues in addressing and advancing various agenda – whether your own career or based on client needs – and respond by means of identifying appropriate research materials 6. To work collaboratively within a research and documentation team toward a common goal while addressing multiple audiences 7. To develop interview, research, and presentation skills necessary to professional communications

8. Course contents

8.1 Course	Teaching methods	Remarks: References
<p>C1. Introduction to metaphor in thought and language Gibbs, Raymond (Ed.). 2008. <i>The Cambridge Handbook of Metaphor and Thought</i>, Gibbs, Raymond, <i>Metaphor and Thought. The State of the Art</i>, pp. 3-13.</p> <p>C2. Conceptual Metaphor Theory Deignan 2005 Chapter 1, pp13-24</p> <p>C3. Linguistic and conceptual metaphors Deignan 2005 Chapter 1, pp. 24-32, and Chapter 2, pp. 33-36</p> <p>C4. Metaphors dead and alive: Lakoff and Goatley's models Deignan 2005 Chapter 2, pp. 36-47</p> <p>C5. Cultural aspects of metaphor Kövecses 2014, Kövecses 2008</p> <p>C6. Metonymy, and metonymy-based metaphor Deignan 2005 Chapter 3, 53-58; 59-69</p> <p>C7. Metaphor Identification Procedure – MIP – The Pragglejaz Group Steen et al. 2010 Chapter 2, Pragglejaz Group, 2007</p> <p>C8 Critical Metaphor Analysis Charteris-Black, Jonathan 2007</p> <p>C9 Media discourse analysis O’Keeffe, Anne 2006, <i>Investigating media discourse</i>, Chapter 2. A framework for analysing media discourse, pp. 14-31</p> <p>C10 Analysis of media identities O’Keeffe, Anne 2006, <i>Investigating media discourse</i>, Chapter 6. Creating identities, pp. 127-155</p> <p>C11 Business metaphors in Romanian business press Money metaphors Time metaphors - Popescu, T. (2015b). “A Corpus Analysis of TIME Metaphors in British and Romanian Business Press”. Company metaphors Popescu, T. (2016). Conceptualisation of COMPANIES in English and Romanian business journals. <i>Journal of Linguistic and Intercultural Education – JoLIE</i>, 9(1), 89-110.</p> <p>C12 Business metaphors in British business press Work metaphors Economy metaphors - Popescu, T. (2017.). Metaphorical conceptualisations of ECONOMY in Romanian and British business press. <i>Journal of Linguistic and Intercultural Education – JoLIE</i>, 10(2)</p> <p>C13 Corpus linguistics research applied to the media discourse – individual research</p> <p>C14 Corpus linguistics research applied to the media discourse – individual research</p>	<p>Discussion and survey; Elicitation Team-based learning; Active learning systems</p>	<p>Charteris-Black, Jonathan. 2004. <i>Corpus approaches to critical metaphor analysis</i>. New York: Palgrave Macmillan.</p> <p>Kövecses, Zoltan. 2005. <i>Metaphor in Culture. Universality and variation</i>. Cambridge: Cambridge University Press.</p> <p>Kövecses, Zoltan. 2010. <i>Metaphor: a practical introduction</i>, 2nd edition. New York, Oxford: Oxford University Press.</p> <p>Kövecses, Zoltan. 2014a. <i>Where metaphors come from: Reconsidering context in metaphor</i>. Oxford: Oxford University Press.</p> <p>Kövecses, Zoltan. 2014b. “Foreword”. In <i>Metaphor and intercultural communication</i>, edited by Andreas Musolff, Fiona MacArthur, and Giulio Pagani, xiv-xv. New York: Continuum Publishing Corporation.</p> <p>Lakoff, George, and Johnson, Mark. (1980). <i>Metaphors we live by</i>. Chicago: University of Chicago Press.</p> <p>Popescu, Teodora. 2015a. “Translation of metaphors and idioms. Mission impossible?” <i>Journal of Linguistic and Intercultural Education – JoLIE</i>, 8: 163-178.</p> <p>Popescu, Teodora. 2015b. “A Corpus Analysis of TIME Metaphors in British and Romanian Business Press”. In <i>Universals and variants of English and Romanian business metaphors. A corpus-based conceptual mapping of contemporary journalese from a pedagogical approach</i>. Proceedings of Project kick-off meeting, edited by Teodora Popescu and Grigore-Dan Iordachescu, 22-49. București: Editura Didactică și Pedagogică.</p> <p>Pragglejaz Group. 2007. “MIP: A method for identifying metaphorically used words in discourse”. <i>Metaphor and Symbol</i>, 22(1): 1–39.</p> <p>Stefanowitsch, Anatol. 2006. “Corpus-based approaches to metaphor and metonymy”. In <i>Corpus-based approaches to metaphor and metonymy</i>, edited by Anatol Stefanowitsch and Stefan Th. Gries, 1–16. Berlin/New York:</p>

		Mouton de Gruyter.
<p>8.2 Bibliography</p> <p>Charteris-Black, Jonathan. 2004. <i>Corpus approaches to critical metaphor analysis</i>. New York: Palgrave Macmillan.</p> <p>Kövecses, Zoltan. 2005. <i>Metaphor in Culture. Universality and variation</i>. Cambridge: Cambridge University Press.</p> <p>Kövecses, Zoltan. 2010. <i>Metaphor: a practical introduction</i>, 2nd edition. New York, Oxford: Oxford University Press.</p> <p>Kövecses, Zoltan. 2014a. <i>Where metaphors come from: Reconsidering context in metaphor</i>. Oxford: Oxford University Press.</p> <p>Kövecses, Zoltan. 2014b. "Foreword". In <i>Metaphor and intercultural communication</i>, edited by Andreas Musolff, Fiona MacArthur, and Giulio Pagani, xiv-xv. New York: Continuum Publishing Corporation.</p> <p>Lakoff, George, and Johnson, Mark. (1980). <i>Metaphors we live by</i>. Chicago: University of Chicago Press.</p> <p>Popescu, Teodora. 2015a. "Translation of metaphors and idioms. Mission impossible?" <i>Journal of Linguistic and Intercultural Education – JoLIE</i>, 8: 163-178.</p> <p>Popescu, Teodora. 2015b. "A Corpus Analysis of TIME Metaphors in British and Romanian Business Press". In <i>Universals and variants of English and Romanian business metaphors. A corpus-based conceptual mapping of contemporary journalese from a pedagogical approach</i>. Proceedings of Project kick-off meeting, edited by Teodora Popescu and Grigore-Dan Iordachescu, 22-49. București: Editura Didactică și Pedagogică.</p> <p>Pragglejaz Group. 2007. "MIP: A method for identifying metaphorically used words in discourse". <i>Metaphor and Symbol</i>, 22(1): 1–39.</p> <p>Stefanowitsch, Anatol. 2006. "Corpus-based approaches to metaphor and metonymy". In <i>Corpus-based approaches to metaphor and metonymy</i>, edited by Anatol Stefanowitsch and Stefan Th. Gries, 1–16. Berlin/New York: Mouton de Gruyter.</p>		
a. Seminar-laboratory		
1. Style and language. Conceptual metaphors in British and Romanian texts. Analysis of	Elicitation; Cooperative learning	Charteris-Black, Jonathan. 2004. <i>Corpus approaches to critical metaphor analysis</i> . New York: Palgrave Macmillan.
2. Metaphorically used words in media discourses. Analysis of texts.	Discussion and survey; Elicitation	Kövecses, Zoltan. 2005. <i>Metaphor in Culture. Universality and variation</i> . Cambridge: Cambridge University Press.
3. Translation of metaphors and idioms. Analysis of British and Romanian media discourses.	Team-based learning; Active learning systems	Kövecses, Zoltan. 2010. <i>Metaphor: a practical introduction</i> , 2 nd edition. New York, Oxford: Oxford University Press.
4. Variants of English and Romanian business metaphors in press. Analysis of texts.	Cooperative learning; Active listening	Kövecses, Zoltan. 2014a. <i>Where metaphors come from: Reconsidering context in metaphor</i> . Oxford: Oxford University Press.
5. Communication through metaphorical language. Analysis of texts.	Explanation; Active listening	Kövecses, Zoltan. 2014b. "Foreword". In <i>Metaphor and intercultural communication</i> , edited by Andreas Musolff, Fiona MacArthur, and Giulio Pagani, xiv-xv. New York: Continuum Publishing Corporation.
6. Cognitive representations of metaphors in Business British press. Analysis of texts.	Explanation; Active listening	Lakoff, George, and Johnson, Mark. (1980). <i>Metaphors we live by</i> . Chicago: University of Chicago Press.
7. Metaphors and Intercultural communication. Analysis of texts.	Discussion and survey	Popescu, Teodora. 2015a. "Translation of metaphors and idioms. Mission impossible?" <i>Journal of Linguistic and Intercultural Education – JoLIE</i> , 8: 163-178.
	Team-based learning	Popescu, Teodora. 2015b. "A Corpus Analysis of TIME Metaphors in British and Romanian Business Press". In <i>Universals and</i>
	Active learning systems	
	Discussion and survey	
	Elicitation; Active listening	
	Discussion	

		<p>variants of English and Romanian business metaphors. A corpus-based conceptual mapping of contemporary journalese from a pedagogical approach. Proceedings of Project kick-off meeting, edited by Teodora Popescu and Grigore-Dan Iordachescu, 22-49. București: Editura Didactică și Pedagogică.</p> <p>Pragglejaz Group. 2007. "MIP: A method for identifying metaphorically used words in discourse". <i>Metaphor and Symbol</i>, 22(1): 1–39.</p> <p>Stefanowitsch, Anatol. 2006. "Corpus-based approaches to metaphor and metonymy". In <i>Corpus-based approaches to metaphor and metonymy</i>, edited by Anatol Stefanowitsch and Stefan Th. Gries, 1–16. Berlin/New York: Mouton de Gruyter.</p>
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Charteris-Black, Jonathan. 2004. *Corpus approaches to critical metaphor analysis*. New York: Palgrave Macmillan.

Kövecses, Zoltan. 2005. *Metaphor in Culture. Universality and variation*. Cambridge: Cambridge University Press.

Kövecses, Zoltan. 2010. *Metaphor: a practical introduction*, 2nd edition. New York, Oxford: Oxford University Press.

Kövecses, Zoltan. 2014a. Where metaphors come from: Reconsidering context in metaphor. Oxford: Oxford University Press.

Kövecses, Zoltan. 2014b. "Foreword". In *Metaphor and intercultural communication*, edited by Andreas Musolff, Fiona MacArthur, and Giulio Pagani, xiv-xv. New York: Continuum Publishing Corporation.

Lakoff, George, and Johnson, Mark. (1980). *Metaphors we live by*. Chicago: University of Chicago Press.

Popescu, Teodora. 2015a. "Translation of metaphors and idioms. Mission impossible?" *Journal of Linguistic and Intercultural Education – JoLIE*, 8: 163-178.

Popescu, Teodora. 2015b. "A Corpus Analysis of TIME Metaphors in British and Romanian Business Press". In *Universals and variants of English and Romanian business metaphors. A corpus-based conceptual mapping of contemporary journalese from a pedagogical approach. Proceedings of Project kick-off meeting*, edited by Teodora Popescu and Grigore-Dan Iordachescu, 22-49. București: Editura Didactică și Pedagogică.

Pragglejaz Group. 2007. "MIP: A method for identifying metaphorically used words in discourse". *Metaphor and Symbol*, 22(1): 1–39.

Stefanowitsch, Anatol. 2006. "Corpus-based approaches to metaphor and metonymy". In *Corpus-based approaches to metaphor and metonymy*, edited by Anatol Stefanowitsch and Stefan Th. Gries, 1–16. Berlin/New York: Mouton de Gruyter

9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

The content of the subject matter was analysed in the monitoring and assessment board of the MA programme. The board consists of representatives of employers and professional associations if the field.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Grid tests, lexical exercises</i>	S (Written) written work; questionnaire; test	60%

10.5 Seminar/laboratory	<i>Making a glossary of metaphors / idioms / collocations</i>		40%
		P (Practice)	
10.6 Minimum performance standard:			
<ul style="list-style-type: none"> • Pass, average grade 5 			
<i>Minimum promotion requirements (for grade 5):</i> <ul style="list-style-type: none"> - participation of at least 50% in the classes and seminar hours; - mastery of basic knowledge on the subject of the discipline; - reduced ability to reproduce and transmit information specific to the domain addressed - obtaining at least 1 point for the seminar activity and 4 points for the written work <i>Maximum promotion requirements (for grade 10):</i> <ul style="list-style-type: none"> - active participation in all courses and seminars - mastery of in-depth knowledge on the subject of the discipline; - increased ability to reproduce and transmit information specific to the field addressed; <ul style="list-style-type: none"> • - obtaining the maximum score on all the indicators above. 			

Submission date

Course leader signature

Seminar tutor signature

Date of approval by Department members
02.09.2019

Department director signature
Senior Lecturer **Gabriel Bărbuleț**, Ph.D