Syllabus

Summer 2021

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1. **Course Description**
   1. Title of a Course: *Multimodal Communication in the 21st Century*
   2. Pre-requisites: *English Level: B2*
   3. Course Type (compulsory, elective, optional): *Optional*
   4. Abstract

The course *Multimodal Communication in the 21st Century* is designed for international students enrolled in the *Summer University* at HSE. The present course adopts a multidisciplinary approach to the investigation of language and culture in global contexts in the 21st century. More specifically, the course introduces students to major theoretical concepts related to the relationship between language, culture and society, and contemporary multimodal communication. In addition, we will focus on questions such as: why do people talk differently, in other words, why do people modify their speech in different circumstances? How is one’s identity constructed (and reconstructed) via language use in today’s multilingual 21st century society? How do global economic and political processes, on the one hand, and gender, social class, and age on the other, exert influence on one’s linguistic behavior and attitudes to one’s own/other language and culture? What impact has the current Covid-19 Pandemic crisis had on people’s multimodality in communication. Finally, we will investigate the role of bilingualism in Tinder – online dating platform (examples from Russian contexts).

1. **Learning Objectives**

* *To familiarize students with the field of sociolinguistic theory*
* *To teach students how and why social, political, psychological factors may affect one’s multimodal language use in a globalized world*

1. **Learning Outcomes**

By the end of the course students will have

* *Obtained basic knowledge about the theory of sociolinguistics*
* *Analyzed case studies applying the sociolinguistic knowledge*

1. **Course Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| № | Topic name | Course hours, total | Audience hours | |
| Lectures | Workshops |
|  | a. Introduction to the field of Language and Society  b. Language choice in multilingual communities |  | 3 | 2 |
|  | a. Language behaviour: Language ideologies  b. Language behaviour: identity, gender, age |  | 2 | 2 |
|  | a. Multimodal communication in Covid-19 Pandemic era  b. Bilingualism in Tinder, why? |  | 3 | 2 |
|  | Project presentations |  |  | 2 |
|  | **Total** | 16 | 8 | 8 |

1. Reading List
   1. Required (classified in terms of importance/relevance)
      * 1. Holmes, J. and N. Wilson (2017). *An Introduction to Sociolinguistics*. London: Routledge.
        2. [**R. Mesthrie**](http://opac.hse.ru/absopac/index.php?url=/auteurs/view/128189/source:default) (ed) (2018). *The Cambridge handbook of sociolinguistics*. Cambridge: Cambridge University Press.
        3. Bayley, R., Cameron, R. and Lucas, C. (eds) (2013). *The Oxford Handbook of Sociolinguistics*. Oxford: Oxford University Press.
2. Lee, C. (2014). Language choice and self-presentation in social media: the case of university students in Hong Kong, In: Ph. Seargeant and C. Tagg (Eds.), The Language of Social Media: Identity and Community on the Internet (pp. 91–111). London: Palgrave Macmillan.
3. Androutsopoulos, J. (2006). Multilingualism, diaspora, and the Internet: Codes and identities

on German‐based diaspora websites. Journal of Sociolinguistics 10(4), 520–547.

1. [**S. K. Deckert**](http://opac.hse.ru/absopac/index.php?url=/auteurs/view/134740/source:default), [**C. H. Vickers**](http://opac.hse.ru/absopac/index.php?url=/auteurs/view/134741/source:default) (2011). *An introduction to sociolinguistics: society and identity*. London; New York: Continuum, 2011.
2. [**N. Coupland**](http://opac.hse.ru/absopac/index.php?url=/auteurs/view/39056/source:default) (ed) (2016). *Sociolinguistics: theoretical debates*. Cambridge: Cambridge University Press.
3. Grading System: *10-point scale*
4. Guidelines for Knowledge Assessment
   1. *Participation 20%*
   2. *Assignment 30%*
   3. *Project Presentation 50%*
5. Methods of Instruction

*(Online) Interactive lecture*

1. Special Equipment and Software Support (if required)

*Computer (or a lap-top), a projector and speakers, ZOOM online platform*