



Master Communication and Information Studies, Specialization Metaphor in Discourse

VU University Amsterdam - Faculteit der Letteren - M Communication and Information Studies - 2013-2014

[Programma overview \(pdf\)](#)

Metaphor in Discourse focuses on English in all kinds of real usage documents and events, including literature, science, health communication, political discourse, newspaper articles, advertisements, conversations, chat, web pages and so on. The programme is meant for all students who are interested in the role of language in discourse and communication.

The angle of the programme differs greatly from others. Rather than looking at more general theories of discourse and language use and then focusing selections of smaller details, our programme starts by looking at one phenomenon in discourse, metaphor, and uses that phenomenon as a wedge to open up more general aspects of discourse and communication.

Thus, metaphor is a lens through which we can re-view aspects of language(s), register, style, rhetoric, framing, narration, argumentation, persuasion, interaction, modality, and so on.

Metaphors are ubiquitous in discourse, but what is their precise structure, function, and effect in language, cognition, and communication? How often is metaphor used, in which genres, for what purposes, and by whom? And how does it reveal the general aspects of discourse listed above? These questions are addressed in three compulsory courses focusing on (1) metaphor in professional practice, (2) metaphor, mind, and modality, and (3) tools for metaphor analysis.

The rest of the programme comprises a core course in genre analysis, two elective courses, and a master's thesis.

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Specialization Metaphor in Discourse Electives

Choose electives worth 12 credits.

Courses:

Name	Period	Credits	Code
Academic English: Advanced Writing for Master Students	Period 3	3.0	L_ETMAALG002
Academic English: Pronunciation training MA	Period 2	3.0	L_EAMAALG005
Academic English: Remedial Writing for Master Students	Period 2	6.0	L_ETMAALG001
Health Communication and New Media	Period 4	6.0	L_NCMACIW014
Introduction to Translation Studies	Period 1	3.0	L_TAMATWS012
Methods of Assessing Web Communication	Period 4	6.0	L_ETMATEC005
Stylistics Plus	Period 2+3	6.0	L_AAMACIW001
Translation English-Dutch 1	Period 1	3.0	L_ETMATEC001
Translation English-Dutch 2	Period 2+3	6.0	L_ETMATEC002

Academic English: Advanced Writing for Master Students

Course code	L_ETMAALG002 ()
Period	Period 3
Credits	3.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	prof. dr. M. Hannay
Teaching staff	prof. dr. M. Hannay
Teaching method(s)	Seminar
Level	400

Course objective

After successfully completing this course you will be able to write an academic text in English at the C1 level of the Common European Framework of Reference [CEFR] both in terms of relevant communicative competence and grammatical accuracy and vocabulary control; you will be able to spot the major coherence problems in the drafts of your own and other people's texts, and edit the text to improve coherence; you will also have a clear sense of where your English is strong and of what areas you can work on to develop your expressive potential .

Course content

This course is a partly remedial and partly finetuning course. It focuses on resolving linguistic issues that individual students still

have in their English, and on further refining academic style and textual coherence. On the one hand the idea is to resolve issues that participants still have with their English, and on the other hand it is about learning to use structures that can make one's writing more 'interesting'.

Form of tuition

6 hrs seminar per week, in two blocks of three hours

Type of assessment

[A section of] a research paper or a dissertation in progress, approx. 3000 words; a series of editing assignments; an analysis of and report on the weak areas in one's own English.

Course reading

Hannay, M. & J.L. Mackenzie (2009). Effective Writing in English. 2nd edition. Bussum: Coutinho. There will also be separate materials posted on Blackboard.

Entry requirements

At least one year of university study, including experience in writing academic text; premasterstudents may also follow this course as long as they have completed an academic skills course.

Target group

Master and research master students who are relatively experienced writers and who wish to further develop the quality of their written academic English.

Remarks

Before the start of the course, you must submit a sample of your own unedited work. An analysis of this will provide the basis for a part of the course content. The course has obligatory attendance. If you miss more than two sessions you will not be allowed to complete the course.

Academic English: Pronunciation training MA

Course code	L_EAMAALG005 ()
Period	Period 2
Credits	3.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	dr. L.M. Rupp
Teaching staff	dr. L.M. Rupp
Teaching method(s)	Seminar, Lecture
Level	400

Course objective

After successfully completing this course you will be able to describe the 10 most common English pronunciation difficulties and fix these in your own pronunciation. You will also be able to describe the adverse effects of a broad foreign accent in professional situations.

Course content

We will analyse the 10 most common English pronunciation difficulties.

Form of tuition

Lectures (2 hours) and classes (2 hours) supported by audiomaterial. Students are expected to do weekly readings and assignments.

Type of assessment

2 recordings

Course reading

Rupp, L. 2013. Uitspraakgids Engels voor professionals. Amsterdam: VU Uitgeverij.

Target group

Students across the university who wish to improve their English pronunciation

Remarks

Class attendance is obligatory (80%). Participants will also need to have submitted 80% of the set weekly assignments in order to be assigned a grade for the course.

Academic English: Remedial Writing for Master Students

Course code	L_ETMAALG001 ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	G.A. Dreschler MA
Teaching staff	G.A. Dreschler MA, drs. F. Teunissen
Teaching method(s)	Lecture, Seminar
Level	400

Course objective

After successfully completing this course you will be able to write a well-structured English text in a formal style about a subject related to your own study, free of serious lexical and grammatical error which would have an adverse effect on the readability of the text. In terms of the Common European framework of Reference you will have achieved level B2 for linguistic accuracy and B2/C1 for relevant communicative competence.

Course content

This course involves (a) a practical introduction to basic aspects of the grammar of contemporary English, focusing on the problems that students typically have when writing formal English, (b) a remedial treatment of the macrostructures of academic texts in different disciplines, and (c) help in getting to grips with the basic problems involved in writing good, formal English (e.g. differences between English and Dutch, the essentials of English punctuation, formal style).

Form of tuition

2 hrs lecture per week; 2 hrs seminar per week

Type of assessment

Grammar and writing assignments during the course; final online grammar test plus academic paper of 2000 words.

Course reading

- Hannay, M. & J.L. Mackenzie (2009). Effective Writing in English. 2nd edition. Bussum: Coutinho.
- Separate grammar materials via Blackboard

Entry requirements

Registration as a master student.

Target group

For Dutch and international students who feel insecure about their English.

Remarks

The course has obligatory attendance. If you miss more than two weeks you will not be allowed to complete the course.

Genre Analysis I

Course code	L_AAMATEC001 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	prof. dr. G.J. Steen
Teaching staff	prof. dr. G.J. Steen, W.G. Reijnierse
Teaching method(s)	Lecture, Seminar
Level	400

Course objective

The overall aim of this course is to bring theories and methods from disparate areas of discourse analysis together in one encompassing genre-analytical framework that helps you in adequately orienting yourself as an academically trained language and communication professional. In this framework, genre analysis organizes the relation between dimensions of discourse in such a way that it becomes predictive of language use. This offers an integrative basis for your academic as well as professional abilities to deal with language in communication, potentially involving analysis, evaluation, improvement, design, production and translation of written and spoken discourse.

Course content

This course will enable you to see the wood for the trees in the rather vast and bewildering domain of discourse analysis, without unduly simplifying the complexities involved or ignoring important traditions that are at odds with other ones. The course focuses on four content areas:

- 1 Phenomenological: you need to know how you can recognize distinct genre events and how these can constrain language use.
- 2 Theoretical: you need to know the relevant structures and functions of context, text, and code of genre events, and how these are modeled in a

wide range of traditions that often look at only part of the picture, or the complete picture but from one perspective.

3 Methodological: you need to know what research into genre structures and functions as opposed to genre processes and their products can and can't do, and you need to know that qualitative and quantitative research are in a complementary relationship with each other, serving different functions at different moments of research.

4 Empirical: you need to know how fundamental as well as applied research on language use can be guided by provisionally fixing and testing assumptions in a genre model, which itself does not have to be complete; this also means that you have to understand that such provisional models for research come from long-standing traditions that you have to take on board and apply to the (sub) genre in question, often by tailoring more general theoretical and empirical claims to more specific situations and problems of communication.

Form of tuition

Weekly lectures and two-weekly seminars

Type of assessment

Take home test

Course reading

TBA

Entry requirements

BA degree in communication studies, language, linguistics, or other field relevant to the course content.

Target group

Master's students of Communication studies, Language, or Linguistics.

Remarks

Registration obligatory

Genre Analysis II

Course code	L_AAMATEC002 ()
Period	Period 2+3
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	J. van Berkel MA
Teaching staff	W.G. Reijnierse, J. van Berkel MA
Teaching method(s)	Seminar
Level	400

Course objective

The overall aim of this course is to turn the knowledge and skills you learned in Genre Analysis 1 to practice. The course will focus on the application of the genre variables and categories to the analysis of a selection of discourse events and their media in order to analyze the genre-specific structures and functions of the materials for applied purposes: you will then either improve a text that you found to be problematic or design and produce a new text. 'Texts' may be written or

spoken, monologic or dialogic. The crux of the course lies in the empirical testing of the quality of the effect of your own product. For this purpose, a differentiation will be made between students taking the Communication in Institutional Contexts specialization and students taking the Metaphor in Discourse specialization. If your specialization is Writing and Translation you must choose which of these two trajectories you wish to follow.

Course content

Issues of text quality will be considered against the background of the genre model presented in part I of the course. In weekly assignments you will carry out different type of analyses of authentic materials in order to achieve a solid understanding of a particular genre, whether written or spoken, monologic or dialogic. On the basis of this understanding, a genre profile can be created which can then guide the evaluation of a problematic text that needs to be improved or the design of a new text that needs to be developed. For the distinct specializations, we will focus on the role of institutional contexts or metaphor. After production of an improved or new text, you will carry out informant-based research evaluating the quality of the effect of your product. The results of the analysis will be formulated in a professional report, which you will present, along with your analyses, during the graduate seminar to be held in January.

Form of tuition

Weekly lectures on the academic foundations of professional discourse analysis, including its empirical testing, and two-weekly seminars on the progress of the applied work.

Type of assessment

Quality and completeness of weekly assignments; quality of the professional report; quality of the presentation at the graduate seminar.

Course reading

TBA

Entry requirements

Genre Analysis 1

Target group

Master's students of Communication studies, Language, or Linguistics.

Remarks

Registration obligatory

Health Communication and New Media

Course code	L_NCMACIW014 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	dr. C.M.J. van Hooijdonk
Teaching staff	dr. C.M.J. van Hooijdonk, J. van Berkel MA
Teaching method(s)	Seminar

Course objective

During this course, students familiarize themselves with the ways in which new communication technologies influence communication processes between patients, practitioners and health organisations. They learn to apply current theories in the domain of human computer interaction and computer mediated discourse to analyse and evaluate how new communication technologies can be most effectively employed depending on their specific purposes.

Course content

Students learn how health communication and new media are related to each other in theory and practice. During the first part of the course students familiarize themselves with relevant theories, concepts and research approaches within the domain of online health, focusing on two theoretical perspectives in particular: human computer interaction (HCI) and computer mediated discourse analysis (CMDA). In the second part of the course, students work in groups on a small research project. The emphasis will lie on analysing a communication environment from a HCI and CMDA point of view, evaluate different aspects of the environment and formulate well-grounded recommendations for its improvement.

Form of tuition

Oral presentations in February (20 per cent of the grade); poster presentations (40 per cent of the grade) and group research paper (40 per cent of the grade) in April.

Type of assessment

Oral presentation in week 4 (20 per cent of the total grade), poster presentation at the symposium (40 per cent of the total grade) and group research paper (40 per cent of the total grade). Presence at the oral presentation in week 4 and at the symposium is mandatory.

Course reading

List of articles and book chapters available via VU Library

Entry requirements

Students with an interest in language as it relates to health communication and new media;
A sufficient receptive and productive proficiency in English; at least two years of experience with the use of English at Higher Educational level.

Target group

MA students Communication and Information Studies; MA students Health Sciences; MA students Communication Science; MA students Linguistics (Research)

Remarks

The maximum group size is 25 students. In the case of over-registration, selection will take place on the basis of a letter of motivation. If asked to do so, please send your letter of motivation to the course organizer Charlotte van Hooijdonk (e-mail: c.m.j.van.hooijdonk@vu.nl).

Introduction to Translation Studies

Course code	L_TAMATWS012 ()
Period	Period 1
Credits	3.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	prof. dr. L.J. de Vries
Teaching staff	prof. dr. L.J. de Vries
Teaching method(s)	Lecture
Level	400

Course objective

The student has knowledge of fundamental notions and methods of translation studies. The student is able to apply notions and methods of translation studies to concrete translation projects and problems. The student has the ability of critical reflection on translation processes. The student is able to report in a clear fashion about translation problems. The student is able to interact in a critical manner with scholarly sources on translation studies and methods of translation.

Course content

Basic notions of translation theory and translation studies are introduced and applied: equivalence, skopos, translation typologies, texttype and translation, style and translation, linguistics and translation, translation and culture.

Form of tuition

Lectures and reading assignments

Type of assessment

Written exam

Course reading

- All students: C. Nord, Translating as a purposeful activity, Manchester: St. Jerome
- Additional for Bible Translation students only: T. Wilt, ed., Bible Translation: Frames of Reference, Manchester: St. Jerome Publishing

Target group

Master's students of Linguistics (Bible Translation); master's students CIW (Specialization ICT and Translation); master's students Theology (Bible Translation)

MA-Thesis Communication and Information Studies: Metaphor in Discourse

Course code	L_NCMAMIDSCR ()
Period	Ac. Year (September)
Credits	18.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	prof. dr. G.J. Steen
Level	400

Course objective

Students apply and demonstrate their ability to do academic research on Metaphor in Discourse as a significant case in Language and Communication studies with substantial scope and complexity. They can develop their own idea for a relevant and feasible project which, when approved, they can plan and execute independently. Their work is aimed at producing new academically reliable and valid findings, which form a new contribution to an on-going discussion and tradition. They can write a report in the form of a thesis that reflects these qualities according to the conventions of the discipline.

Course content

In the master thesis students produce a research report about a topic in the domain of Metaphor in Discourse. They select a problem, topic, and goal of research, analyze recent publications concerning their topic, formulate a research question with subquestions, carry out an empirical investigation that is quantitative or qualitative, and produce a report in the form of a thesis of around 25,000 words.

Form of tuition

Individual tuition

Type of assessment

MA thesis meeting the requirements of the programme (see faculty guide).

Course reading

To be collected by the student

Entry requirements

3 obligatory Metaphor in Discourse courses and Genre Analysis 1 and 2

Target group

Master Students Communication and Information Studies: Metaphor in Discourse

Metaphor in Professional Practice

Course code	L_ECMATEC003 ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	prof. dr. G.J. Steen
Teaching staff	prof. dr. G.J. Steen
Teaching method(s)	Seminar
Level	400

Course objective

It is the aim of this course to show how metaphor works in a wide range of genre events in professional settings, in order to forge a solid foundation for metaphor analysis, evaluation and application by linguists and discourse analysts

Course content

This course will equip you with the knowledge and skills needed to analyze metaphor in professional practice. We will discuss the role of metaphor in a range of professional contexts such as education, therapy, and the mass media, and make a distinction between three dimensions of metaphor use: its linguistic form, its conceptual structure, and its communicative function. Using texts from different kinds of discourse you will learn how to analyse these dimensions of metaphor in use, gain knowledge of their specific behavior in specific professional practices, and learn how to think about possibilities for evaluation and intervention.

Form of tuition

Seminars based on student presentations

Type of assessment

Grades will be based on a combination of assignments, at least one presentation, and a final paper of about 5,000 words; the paper must be a pass.

Course reading

TBA

Entry requirements

BA degree in communication studies, language, linguistics, or other field relevant to the course content.

Target group

Master's students of Communication studies, Language, or Linguistics.

Metaphor, Mind and Multimodality

Course code	L_ETMATEC006 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	prof. dr. A.J. Cienki
Teaching staff	prof. dr. A.J. Cienki
Teaching method(s)	Seminar
Level	400

Course objective

To learn about metaphor as it may reflect patterns of thought; to gain insight into how we understand abstract ideas in terms of our physical experience; to see how approaches in this area have been applied to analyse metaphor use in different media of expression (audio and visual). The course can thus provide useful background for audio-visual communication advising.

Course content

What does it mean to say that there are many 'metaphors we live by'? In this course, we explore approaches to this question, including the theories of conceptual metaphor and conceptual blending. We examine how they relate to a view of meaning that focuses on the embodied basis of

our experience in the world, looking at how our abstract concepts are grounded in physical perceptions. Research on metaphor use in different modes of expression (gestures with speech, print ads and commercials, visual arts, sound/music) then provides material for discussing the value of (and potential problems with) these theories. Methods of analysing metaphor in different expressive modes and their combinations (multimodal forms) will be considered throughout.

Form of tuition

Seminars with presentations and discussions of readings.

Type of assessment

Presentations, active participation in class discussions, short essays, and a final paper (4000 words).

Course reading

Selected journal articles and book chapters.

Entry requirements

BA degree in communication studies, language, linguistics, literature, or other relevant field of study.

Methods of Assessing Web Communication

Course code	L_ETMATEC005 ()
Period	Period 4
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Letteren
Coordinator	dr. M.J. van den Haak
Examinator	dr. M.J. van den Haak
Teaching staff	dr. M.J. van den Haak
Teaching method(s)	Seminar
Level	400

Stylistics Plus

Course code	L_AAMACIW001 ()
Period	Period 2+3
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Letteren
Coordinator	prof. dr. M. Hannay
Teaching staff	dr. M.G. Onrust, prof. dr. M. Hannay
Teaching method(s)	Seminar
Level	400

Tools for Metaphor Analysis

Course code	L_ECMATEC004 ()
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Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Faculteit der Letteren
Coordinator	dr. T. Krennmayr
Teaching staff	dr. T. Krennmayr
Teaching method(s)	Seminar
Level	400

Course objective

develop analytical skills for researching metaphor in discourse with special attention to the identification of metaphor across registers

Course content

This course will equip you with the skills needed to build your own dataset coded for metaphor. We will discuss what it means to identify metaphor on a linguistic and conceptual level of analysis and critically look at tools analysts can use to code their data for metaphor. Through hands-on activities using texts from different kinds of discourse you will learn to identify various types of metaphor, to describe their patterns and functions, and to resolve challenges you encounter as you gather your data.

Form of tuition

TBA

Type of assessment

Grades will be based on a combination of assignments, at least one presentation, and a final paper of about 4,000 words.

Course reading

TBA

Entry requirements

BA degree in communication studies, language, linguistics, or other field relevant to the course content.

Target group

Master's students of Communication studies, Language, or Linguistics. May also be of interest to students of literary studies.

Remarks

Registration obligatory

Translation English-Dutch 1

Course code	L_ETMATEC001 ()
Period	Period 1
Credits	3.0
Language of tuition	Dutch
Faculty	Faculteit der Letteren
Coordinator	dr. M.J. van den Haak
Teaching staff	dr. M.J. van den Haak

Teaching method(s)	Seminar
Level	400

Translation English-Dutch 2

Course code	L_ETMATEC002 ()
Period	Period 2+3
Credits	6.0
Language of tuition	Dutch
Faculty	Faculteit der Letteren
Coordinator	dr. M.J. van den Haak
Teaching staff	dr. M.J. van den Haak
Teaching method(s)	Seminar
Level	400