



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

## **SVEG22, Language Consultant: Text, Genre and Discourse in Society, 7.5 credits**

*Språkkonsult: Texter, genrer och diskurser i samhället, 7,5  
högskolepoäng*

**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus was approved by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2013-09-19 and was last revised on 2015-12-03 by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology. The revised syllabus applies from 2015-12-03, autumn semester 2015.

### **General Information**

The course is a compulsory component of semester 2 of the Bachelor of Arts programme in Language Consultancy. It can also be included in a first or second cycle degree.

*Language of instruction:* Swedish

*Main field of studies*

Swedish with specialization in Language Consultancy

*Depth of study relative to the degree requirements*

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

On completion of the course, the students shall be able to

#### **Knowledge and understanding**

- account for some key theories and concepts for the linguistic analysis of non-fiction texts
- account for basic lines of thought within critical discourse analysis
- account for basic theories of multimodality and visual text analysis
- provide a specialised account of the factors that affect the readability and intelligibility of texts

### **Competence and skills**

- apply methods of discourse analysis to understand a communicative event
- analyse and describe the use of images in texts
- analyse and describe the norms and variation of genre in texts of public information

### **Judgement and approach**

- use a scholarly approach to reflect on texts as conveyors of power
- assess and judge the function, readability and intelligibility of texts in a societal perspective

### **Course content**

The aim of the course is to enable students to develop specialised understanding of how to use text and discourse analysis to examine texts and communication in society. The relationship between form, function and intelligibility is of central importance. The students are introduced to a few different theories of relevance to the analysis of non-fiction. Different methods of text analysis, such as critical discourse analysis and visual text analysis, are applied to the practical analysis of texts from different genres of public information.

### **Course design**

The teaching consists of lectures, exercises, supervision and seminars. Three to five seminars may be compulsory.

### **Assessment**

The assessment is based on 3-5 compulsory seminars and 2-3 written assignments and a written take-home exam.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

### **Grades**

Marking scale: Fail, Pass, Pass with distinction.

### **Entry requirements**

To be admitted to the course, students must be admitted to the BA programme in Language Consultancy and have passed the courses SVEG11, SVEG12, SVEG13 and SVEG14.

## Further information

- The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current registration information and other relevant documentation.
- The course is offered at the the Centre for Languages and Literature, Lund University.
- The title of the Bachelor's programme in Swedish: Språkkonsultprogrammet

## Subcourses in SVEG22, Language Consultant: Text, Genre and Discourse in Society

Applies from V14

1301 Text, Genre and Discourse in Society, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction