

OFERTA SEMINARIJNA WYDZIAŁU HUMANISTYCZNEGO US

Kierunek studiów	Global communication
Promotor	Dr Ewa Glapka
Główne obszary tematyczne seminarium dyplomowego	Critical discourse analysis and (digital) media literacy Social semiotics and multimodality: visual grammar, design of space and objects, visual literacy, memes, interface design & dark patterns Discourse and identity: gender, race, social class, performative identity Semiotics of consumption and advertising: construction & positioning of brands, construction of consumer identity, commodification, manipulation Social media discourse: influencer culture, performative identities in social media, manosphere & femosphere, interpretative communities (dog whistles and humor) Discourse and health: language of therapy culture, neoliberal discourse of health Discourse and ideology: immigration, militarism, online humor and hate speech Qualitative methods of communication analysis on today's job market
Przykładowe tematy prac dyplomowych napisanych w minionych latach pod opieką promotora	Inceldom and looksmaxxing: A multimodal discourse analysis of masculinity in the manosphere Discursive construction of femininity in the lyrics of a new generation of female hip-hop artists 'Outstanding one!' – a discursive analysis of the performances of gender on Tinder and Tinder Nightmares Discursive construction of the male body and beauty in social media – a critical multimodal discourse analysis Symbolic construction of gender in video games: a social semiotic analysis Toys as the socio-semiotic of gender. A multimodal analysis Postfeminist subjectivities of fashion bloggers – a discursive analysis Discursive mechanisms of constructing conspiracy theories – a critical discourse analysis of online conspiracy communities Discursive construction of female sexuality in "Women's Health" Anti-LGBT rhetoric in religious discourse – a critical discourse analysis of the documents of selected religious organizations in the United States Vegans as the Other – a critical multimodal discourse analysis of social media representations of veganism
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