

## Medijski diskurzi in konstrukcija identitete (izbirni predmet, 2. Stopnja)

V osrednjem delu bo predmet predstavil procesni vidik identitete:

- identiteta kot neprestana »stilizacija« vsakdanjega življenja, kot nenehno umeščanje v določen identitetni kontekst;
- fluidnost posameznikove identitete; identitete v samem govoru aktivno konstruiramo, sprejemamo/zavračamo;
- raziskovanje tistih identitet, ki so relevantne za samega posameznika, raziskovanje za posameznika relevantnih identitet, na katere se posameznik orientira,
- raziskovanje tistih identitet, katere v govoru posameznik naredi za relevantne.

Ključni poudarek bo na vlogi medijskih diskurzov na področju konstrukcije identitet, ki se vzpostavljajo v procesu prepoznavanja, kategoriziranja in samoumeščanja/sidranja posameznikov.

Osnovne teme:

- Medijski diskurzi/medijska komunikacija kot polje konstrukcije in konstitucije identitete;
- Identiteta kot kontekstualni dejavnik interakcije; interakcija kot kontekstualni dejavnik identitete;
- Performativnost identitete; identiteta kot neprestan proces, ki se odvija v govoru in *skozi* govor;
- Spolna identiteta kot ponavljajoča stilizacija telesa in (govornih) dejanj znotraj vnaprej postavljenega dualizma moškost-ženskost;
- Nestabilnost in variabilnost (spolnih) identitet;
- Ideološki mehanizmi identifikacije; ideološka interpelacija, evidenca subjekta;
- Vloga jezika v reprodukciji identitet;
- Analiza ideoloških formul/domnev o (spolni) identiteti v medijskem diskurzu (množični mediji, oglaševanje);
- Leksikalizacija, stigmatizacija, implicitni pomen, predpostavke kot strategije reprezentacije (spolne) identitete;

## Media discourses and construction of identities (Optional course, 2. level)

The course will expose procesual aspect of identities:

- identity as a never-ending "stylisation" of everyday life, as constant categorisation into certain identity context;
- fluidity of identities: identities are actively constructed/accepted/rejected in a speech;
- the focus on exploring identities, toward which individual are oriented, which are relevant for individuals/which are made for relevant by individuals themselves.

The key accent will be put on the role of media discourses in the field of identity construction, which are constituted in a process of recognition, categorization and self positioning and anchoring of individuals.

Basic themes:

- Media discourses/ communication as a field of identity construction/constitution;
- Identity as contextual factor of interaction; interaction as contextual factor of identity;

- Performativity of identity; identity as continuing process, which takes place in speech and through speech;
- Gender identity as repeating stylization of bodies, the role of (speech) acts within already established dualism masculinity-femininity;
- Unstability and variability of (gender) identities;
- Ideological mechanisms of identification; ideological interpellation, evidency of the subject;
- The role of language in reproduction of identities;
- Analysis of ideological formulas/assumption considering (gender) identity in media discourses (mass media, advertising).
- Lexicalization, stigmatization, implicit meaning, presupposition as strategies of identity representation;