

Contribution proposal for the workshop in Vršac, Republic of Serbia, 16-19 May 2019
Marina Ivanova, Chemnitz University of Technology (marina.ivanova@phil.tu-chemnitz.de)

The role of commentary and critical evaluation in the academic discussion of media texts from
the Balkans

Marina Ivanova, Chemnitz University of Technology

This workshop contribution introduces two core aspects which are essential for the academic treatment of media texts, namely source commentary and critical evaluation. The focus on the analysis of media texts from the Balkans in English aims to address the needs of the project “Conflicting Truths in Academic and Journalistic Writing”, yet the talk will also highlight general issues encountered by scholars striving for good academic practice. The contribution emphasizes the necessity for theory-informed authorial commentary to primary and secondary texts and provides guidelines for its writing in a concise and clear academic style. It also accents on the role of evaluation of the referenced sources and of one’s own work. It gains insight from various review genres and applies it to the delivery of objective and polite criticism in academic research articles. In order to demonstrate the practical implications of the outlined theoretical insights, the participants of the workshop will be engaged with an authentic selection of “conflicting truths” from Balkan news. Throughout, the importance of the recognized issues and the given suggestions will be supported by accounts of the contributor’s own research of open academic peer review. Thus, the contribution will show that while the identified challenges and proposed solutions are presented in the context of media discourse research, the two foregrounded aspects are central to academic writing and practice as a whole.