



UNIVERSITI TEKNOLOGI MARA

TSL713: PRAGMATICS AND CROSS-CULTURAL COMMUNICATION

Course Name (English)	PRAGMATICS AND CROSS-CULTURAL COMMUNICATION APPROVED
Course Code	TSL713
MQF Credit	3
Course Description	This course will focus on some aspects of pragmatics from a cross-cultural perspective. It will highlight some of the key issues, concepts and methods in the field. In particular, it will concentrate on the role of language in cross-cultural contexts and how different ways of making and interpreting meanings impact human communication. Understanding theories will enable students to relate to real life problems associated with communication and ways of solving communication problems. This will be accomplished through examinations of case studies, research reports and personal experience. Students are expected to do a lot of independent reading, research and study.
Transferable Skills	Independent learning Cultural sensitivity
Teaching Methodologies	Lectures, Blended Learning
CLO	CLO1 At the end of course, the students should be able to • Demonstrate critical awareness of issues and debates in the field of pragmatics in cross cultural communication. • Recognise and appreciate norms and conventions in meaning making governing both spoken, written and non verbal discourses across cultures. • Conduct a small research project on a topic relating to pragmatics and cross cultural communication. • Apply knowledge of cross cultural pragmatics in the workplace and other settings.
Pre-Requisite Courses	No course recommendations
Topics	1. patterns of culture; culture shock, and communication problems 1.1) n/a

Assessment Breakdown	%
Continuous Assessment	50.00%
Final Assessment	50.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	In their writing, students will display their ability to use information and knowledge effectively in order to form new understanding and disseminate knowledge. Additionally, students need to show their ability to think critically and creatively in analyzing relevant issues. It is also an evident of their ability to communicate effectively in writing.	20%	CLO1
	Discussion	Students will be able to demonstrate their understanding and awareness of issues and debates in the field of pragmatics in cross cultural communication by engaging in discussions and relating their new knowledge to old knowledge (experience)	10%	CLO1
	Seminar	During the presentation, students will demonstrate their grasp of content; their critical and creative analysis of relevant issues as presented in their topic.	20%	CLO1

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources