



UNIVERSITI TEKNOLOGI MARA

ALS425: LANGUAGE AND SOCIETY

Course Name (English)	LANGUAGE AND SOCIETY APPROVED
Course Code	ALS425
MQF Credit	4
Course Description	This course introduces students to the role played by language in society. The course emphasizes the concept that language both reflects and influences the social, economic, political and cultural environment in which it is used. The role of language planning with reference to the Malaysian context is examined. New varieties of World Englishes will also be explored.
Transferable Skills	-Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts (Reflective Learner) -Demonstrate ability to socialize with people from different walks of life (Responsive)
Teaching Methodologies	Lectures, Case Study, Discussion, Presentation, Journal/Article Critique, Role Play
CLO	CLO1 Use language appropriately in a range of social situations CLO2 Differentiate socio-cultural norms to function and communicate effectively in different situations CLO3 Use verbal and non-verbal language appropriately according to the socio-cultural norms of a society
Pre-Requisite Courses	No course recommendations
Topics	
1. Theoretical considerations of language and society 1.1) of language use domains in a society 1.2) factors affecting code choice 1.3) diglossia and polyglossia	
2. Language variation on users 2.1) regional and social dialects 2.2) ethnicity 2.3) social networks	
3. Language variation on uses 3.1) accommodation theory 3.2) types of registers 3.3) functions of speech 3.4) men's language and women's language 3.5) gender influences in language	
4. Pragmatics and discourse analysis 4.1) linguistic and physical contexts in meanings 4.2) four maxims of cooperative principles 4.3) power and ideology in interactions	
5. Bilingualism 5.1) role of bilingualism in a society 5.2) types of bilingualism 5.3) effects of bilingualism	
6. Multilingualism 6.1) individual and societal multilingualism 6.2) benefits and problems of multilingualism in a society 6.3) code-switching	

<p>7. Language Shift and Evolution 7.1) factors contributing to language shift 7.2) linguistic changes involved in language shift 7.3) various means of language maintenance 7.4) factors contributing to language death</p>
<p>8. World Englishes 8.1) different varieties of English Language 8.2) features and role of lingua franca 8.3) features of a pidgin and a creole</p>
<p>9. The history and status of English Language in Malaysia 9.1) history of English Language use in Malaysia 9.2) role of English Language in Malaysia 9.3) future implications on the role of English Language in Malaysia</p>
<p>10. English as an International Language 10.1) reasons for becoming an international language 10.2) functions of English Language as an international language</p>
<p>11. The influence of New Technologies on English Language in Society 11.1) changes in linguistic features of the language</p>

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	The first assignment is individual work and related to topics taught from Week 2 to Week 6. It is a take-home assignment and students are given a week to complete it.	20%	CLO1 , CLO2
	Assignment	The second assignment is individual work. The question is related to the topics taught from Week 7 to Week 10. Students are given a week to complete the assignment.	20%	CLO1 , CLO2 , CLO3
	Group Project	The project is carried out in groups of 3-4 students. The question is related to topics taught from Week 2 to Week 12. Students have to carry out a small-scale investigation related to the issue given in the task sheet. They have to search for information and collect data from respondents. They will write a report based on the data.	30%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	• Holmes, Janet. 2001, <i>An Introduction to Sociolinguistics.</i> , Pearson Education Limi Essex, United Kingdom
	Reference Book Resources	<ul style="list-style-type: none"> • Asmah Haji Omar. 1993, <i>Language and society in Malaysia.</i>, Dewan Bahasa dan Pustaka Kuala Lumpur • Crystal, D. 1997, <i>The Cambridge Encyclopedia of Language</i>, Cambridge University Press. Kuala Lumpur
Article/Paper List	This Course does not have any article/paper resources	
Other References	• Book Roumaine, S. 2000, <i>Language in Society: An Introduction to Sociolinguistics.</i> , Oxford University Press, Oxford	