



**UNIVERSITI TEKNOLOGI MARA**

**EIC602: PRAGMATICS AND INTERCULTURAL COMMUNICATION**

<b>Course Name (English)</b>	PRAGMATICS AND INTERCULTURAL COMMUNICATION <b>APPROVED</b>
<b>Course Code</b>	EIC602
<b>MQF Credit</b>	4
<b>Course Description</b>	This course focuses on key concepts in pragmatics and the application of principles of pragmatics in multicultural contexts. It also explores how language is employed to convey different levels of meaning in communication. It also develops students' intercultural pragmatic competence in order to equip students with requisite communication skills to interact appropriately in English in intercultural situations. Communication in social and institutional contexts, language in the media, and practical implications for language learning and translating/interpreting are explored.
<b>Transferable Skills</b>	Communication and Analytical skills
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Discussion, Presentation, Small Group Sessions, Directed Self-learning, Computer Aided Learning, Collaborative Learning, Project-based Learning
<b>CLO</b>	<p>CLO1 Display effective communication skills related to concepts of pragmatics failures in intercultural communication.</p> <p>CLO2 Display advanced language skills when explaining politeness strategies appropriate to multicultural, social and professional interactions.</p> <p>CLO3 Analyse quantitative or/and qualitative data in examining specific pragmatic features in intercultural settings.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Overview of the Course Syllabus, Pragmatics and Intercultural Communication</b> 1.1) Syntax and semantic, Speaker meaning, Context	
<b>2. Current Pragmatic Theories</b> 2.1) issues with current intercultural theories 2.2) Cooperation vs egocentrism 2.3) Speaker meaning 2.4) Context	
<b>3. Principles of intercultural communication Intercultural and cross cultural pragmatic failure</b> 3.1) Concepts in pragmatics	
<b>4. Speech Acts</b> 4.1) Presupposition and entailment	
<b>5. Blended Learning 1</b> 5.1) Intercultural Pragmatic Failure, Speech Acts, Implicature and Cooperative Principles 5.2) intercultural comparison of speech acts	
<b>6. Assessment 1: Oral Presentation</b> 6.1) Concepts in Pragmatic and Intercultural/Crosscultural Pragmatic Failure	
<b>7. Politeness and impoliteness theories in Intercultural Communication</b> 7.1) Concept of Face and Face Threatening Acts 7.2) Positive and negative face	
<b>8. Blended learning 2</b> 8.1) Politeness Strategies: Negative and Positive Strategies	
<b>9. Politeness in Intercultural Communication</b> 9.1) Directness and indirectness strategies	

<b>10. Blended Learning 3</b> 10.1) Pragmatics Competence in Cross Cultural Interactions
<b>11. Assessment 2: Written Assignment</b> 11.1) Presentation on Politeness Strategies in Intercultural Communication
<b>12. Pragmatic Competence in second language learning</b> 12.1) Pragmatic competence and intercultural competence
<b>13. Common ground in intercultural interactions</b> 13.1) core common and emergent common ground 13.2) common ground in intercultural interactions
<b>14. Assessment 3: group project</b> 14.1) Presentation on Cross Cultural Pragmatic competence and Submission of group project

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Written Assignment - 30 % out of 30 on week 10, Passing Mark(s) : 15	30%	CLO2
	Group Project	Project - 40% out of 40 on week 14. Passing marks (s) : 20	40%	CLO3
	Presentation	Presentation - 30% out of 30 on week 7. Passing Mark (s) : 15	30%	CLO1

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• Allan, K., &amp; Jaszczolt, K. M 2012, <i>The Cambridge Handbook of Pragmatics</i>, Cambridge University Press Cambridge</li> <li>• Thomas, J 1995, <i>Meaning in interaction: An introduction to pragmatics</i>, Longman London</li> </ul>

Article/Paper List	This Course does not have any article/paper resources

Other References	
	<ul style="list-style-type: none"> <li>• Book Atkinson, D. 2013, <i>Intercultural rhetoric and intercultural communication. In J. Jackson (Ed.), The Routledge handbook of language and intercultural communication (pp. 116-129).</i> , Routledge, New York</li> <li>• Book Craith, M. 2012, <i>Narrative of place, belonging and language: An intercultural perspective.</i> , Palgrave Macmillan, London, UK</li> <li>• Book Kzcske, I 2014, <i>Intercultural Pragmatics</i>, Oxford University Press, Oxford</li> <li>• Book Kecskes, Istvan &amp; Stavros Assimakopoulos (eds.) 2017, <i>Current Issues in Intercultural Pragmatics</i> , John Benjamins, Amsterdam/Philadelphia</li> <li>• Journal Wagner, M., &amp; Byram, M. 2015, <i>Gaining intercultural communicative competence.</i> , The Language Educator, 10(3), 28-30.</li> <li>• Journal Zhu, H. 2015, <i>Negotiation as the way of engagement in intercultural and lingua franca communication: frames of reference and interculturality.</i> , Journal of English as a Lingua Franca 4(1): 63–90.</li> </ul>