



UNIVERSITI TEKNOLOGI MARA

EPC499: PRAGMATICS IN BUSINESS AND PROFESSIONAL SETTINGS

Course Name (English)	PRAGMATICS IN BUSINESS AND PROFESSIONAL SETTINGS APPROVED
Course Code	EPC499
MQF Credit	4
Course Description	This course provides students with a basic understanding of pragmatics. It focuses on the application of the principles of pragmatics in workplace discourse. More specifically, students learn to acquire appropriate language/communication skills and strategies used in business and professional contexts, as well as develop students' linguistic and pragmatic competence overall.
Transferable Skills	Demonstrate ability to identify and articulate knowledge and understanding confidently and in a variety of contexts (Reflective Learner) Demonstrate ability to communicate clearly and confidently, and listen critically (Effective Communicator) Demonstrate ability to socialize with people from different walks of life (Responsive) Demonstrate ability to work professionally and contribute positively in a team (Experienced Collaborator) Demonstrate professional skills, knowledge and competencies (Expert in Field)
Teaching Methodologies	Lectures, Discussion, Presentation
CLO	CLO1 describe/explain understanding of main concepts in pragmatics CLO2 demonstrate politeness strategies in workplace discourse CLO3 display linguistic and pragmatic competence in professional contexts
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to pragmatics 1.1) syntax 1.2) semantics 1.3) Speaker meaning 1.4) Utterance interpretation 1.5) Context, prior knowledge and force	
2. Main concepts in pragmatics 2.1) Deixis and reference 2.2) Presupposition and entailment 2.3) Speech acts and events 2.4) The cooperative principle and maxims 2.5) Conversational and conventional implicature 2.6) Non observance of the maxims	
3. Pragmatics, facework and (im)politeness: Brown and Levinson's model of politeness 3.1) Concept of face 3.2) Positive face and Negative Face 3.3) Face threatening acts (FTA) 3.4) Factors of relative power, distance, imposition 3.5) Bald on record, positive, negative and off-record politeness strategies	
4. Getting things done in the workplace and Interlanguage pragmatics 4.1) Getting things done within the organization: Being direct downwards, mitigation and management between equals, getting the boss to cooperate 4.2) Doing small talk and social chat 4.3) Doing humour in the workplace 4.4) Dealing with miscommunication and problematic talk in the workplace	

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Students transcribe a business interview and internalise their knowledge of speech acts and politeness concepts/strategies in a mini research paper.	50%	CLO2
	Presentation	Students identify and analyse pragmatic concepts in professional communication (samples of business discourse) via oral presentations.	25%	CLO3
	Written Report	Students display understanding of main concepts in pragmatics by analyzing English-written texts in an academic essay of at least 2500 words.	25%	CLO1

Reading List	Recommended Text	• Archer, D., Aijmer, K., & Wichmann, A. 2012, <i>Pragmatics: An advanced resource book for students</i> , Routledge Abingdon: UK
	Reference Book Resources	<ul style="list-style-type: none"> • Barron, A., Gu, Y., & Steen, G. (Eds.) 2017, <i>The Routledge Handbook of Pragmatics</i>, Routledge Abingdon: UK • Birner, B. J. 2013, <i>Introduction to Pragmatics</i>, John Wiley and Sons Ltd. Chichester: UK • Huang, Y. 2007, <i>Pragmatics</i>, Oxford University Press Oxford: UK • Kadar, D. Z. & Haugh, M. 2013, <i>Understanding politeness</i>, Cambridge University Press Cambridge: UK • Leech, G. 2014, <i>The pragmatics of politeness</i>, Oxford University Press Oxford: UK
Article/Paper List	Reference Article/Paper Resources	• Blitvich, P. G. C., & Sifianou, M. 2019, Im/politeness and discursive pragmatics, <i>Journal of Pragmatics</i> , 145
Other References	This Course does not have any other resources	