UNIVERSITI TEKNOLOGI MARA
EPC541: PRAGMATICS IN BUSINESS AND PROFESSIONAL SETTINGS

Course Name (English)	PRAGMATICS IN BUSINESS AND PROFESSIONAL SETTINGS `APPROVED`
Course Code	EPC541

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 and politeness. It explores how speakers, writers, hearers and readers use language to communicate meaning in business and professional settings

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 communicate clearly and confidently, and listen critically (Effective communicator)

Teaching Methodologies	Lectures, Discussion, Presentation

CLO	CLO1	demonstrate knowledge of main concepts of pragmatics
	CLO2	demonstrate knowledge of politeness strategies and apply the politeness strategies appropriately in business and professional settings
	CLO3	analyse the socio-pragmatics of language used in business and professional settings

Pre-Requisite Courses	No course recommendations

Topics

1. Levels of Meaning
1.1) Syntax
1.2) Context
1.3) Prior Knowledge
1.4) Force

2. Deixis and Reference
2.1) Person
2.2) Temporal
2.3) Spatial

3. Presupposition and entailment
3.1) Presupposition Triggers
3.2) Types of Presuppostion

4. Cooperative Principle
4.1) Quality
4.2) Quantity
4.3) Relation
4.4) Manner

5. Implicatures
5.1) Conversational Implicatures
5.2) Conventional Implicatures

6. Speech Acts and Speech Events
6.1) Classification of Speech Acts
6.2) Direct Speech Acts
6.3) Indirect Speech Acts

7. Politeness
7.1) Face
7.2) Positive Face
7.3) Negative Face
7.4) Face Threatening Acts
7.5) Factors: Power Distance Imposition

8. Politeness Strategies
8.1) Bald on Record
8.2) Positive Politeness Strategies

9. Politeness Strategies
9.1) Negative Politeness Strategies

10. Politeness Strategies
10.1) Off record Strategies

11. Dealing with People in the Organisation
11.1) Dealing with Subordinates
11.2) Dealing with superiors
11.3) Dealing with Peers

12. Managing Miscommunication through humour
12.1) Within the organisation
12.2) With people outside the organisation

13. Constructing Solidarity
13.1) Small Talk
13.2) Social Chat

14. Dealing with People Outside the Organisation
14.1) Types of Face threatening Acts
14.2) Politeness Strategies

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	The written assignment requires students to demonstrate their understanding of key terms in pragmatics, and provide contextualised examples in an academic essay.	20%	CLO1
	Group Project	This group project requires students to choose a radio interview, transcribe the radio interview, identify face threatening acts and discuss mitigation strategies	30%	CLO3
	Presentation	The oral presentation task requires students to find a face threatening act (for example, a complaint), and show, in an oral presentation, how they would save face by using appropriate politeness strategies.	20%	CLO2

Reading List	Recommended Text	• George Yule 1996, *Pragmatics*, Oxford University Press [ISBN: 9780194]
		• Jenny Thomas 1995, *Meaning in Interaction*, Taylor & Francis [ISBN: 9780582291515]
		• Janet Holmes,Maria Stubbe 2003, *Power and Politeness in the Workplace*, Taylor & Francis [ISBN: 0582368774]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	