



## UNIVERSITI TEKNOLOGI MARA

### EPC565: PRAGMATICS IN BUSINESS AND PROFESSIONAL SETTINGS

<b>Course Name (English)</b>	PRAGMATICS IN BUSINESS AND PROFESSIONAL SETTINGS <b>APPROVED</b>
<b>Course Code</b>	EPC565
<b>MQF Credit</b>	4
<b>Course Description</b>	This course provides students with a basic understanding of pragmatics. It focuses on the application of the principles of pragmatics. It explores how speakers, writers, hearers and readers use language to communicate meaning in business and professional settings
<b>Transferable Skills</b>	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)
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation
<b>CLO</b>	CLO1 demonstrate understanding of the main concepts of pragmatics CLO2 display the ability to apply concepts in pragmatics CLO3 explain the use of politeness strategies in written documents and defend the use of appropriate politeness strategies CLO4 display sensitivity to the socio-pragmatics of language used in business and professional contexts to demonstrate pragmatic competence
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Levels of Meaning</b> 1.1) Syntax 1.2) Context 1.3) Prior Knowledge 1.4) Force	
<b>2. Deixis and Reference</b> 2.1) Person 2.2) Temporal 2.3) spatial	
<b>3. Presupposition and Entailment</b> 3.1) Presupposition Triggers 3.2) Types of Presupposition	
<b>4. Cooperative Principle</b> 4.1) Quality 4.2) Quantity 4.3) Relation 4.4) Manner	
<b>5. Implicatures</b> 5.1) Conversational Implicatures 5.2) Conventional Implicatures	

<b>6. Speech Acts and Speech Events</b> 6.1) Classification of Speech Acts 6.2) Direct Speech Acts 6.3) Indirect Speech Acts
<b>7. Politeness</b> 7.1) Face 7.2) Positive Face 7.3) Negative Face 7.4) Face Threatening Acts 7.5) Factors of Power Distance and Imposition
<b>8. Politeness Strategies</b> 8.1) Bald on Record 8.2) Positive Politeness Strategies
<b>9. Politeness Strategies</b> 9.1) Negative Politeness Strategies
<b>10. Politeness Strategies</b> 10.1) Off Record Strategies
<b>11. Dealing with People in the Organisation</b> 11.1) Dealing with Subordinates 11.2) Dealing with Superiors 11.3) Dealing with Peers
<b>12. Managing Miscommunication through humour</b> 12.1) within the organisation 12.2) with people outside the organisation
<b>13. Constructing Solidarity</b> 13.1) Small Talk 13.2) Social Chat 13.3) Humour
<b>14. Dealing with People Outside the Organisation</b> 14.1) Types of Face Threatening Acts 14.2) Politeness Strategies

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Key Concepts in Pragmatics	20%	CLO1
	Group Project	Socio-pragmatics in Oral Interactions	30%	CLO4
	Individual Project	Speech Acts in Context	30%	CLO2
	Presentation	Politeness in Written Interactions	20%	CLO3

  

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• George Yule 1996, <i>Pragmatics</i>, 1 Ed., 1,2,3,4,5,6,7, Oxford University Press Oxford [ISBN: 9780194372077]</li> <li>• Jenny Thomas 1995, <i>Meaning in interaction</i>, 1 Ed., 1,2,3, London ; Longman, 1995. Harlow, Essex [ISBN: 9780582291515]</li> <li>• Janet Holmes and Maria Stubbe 2003, <i>Power and politeness in the workplace</i>, 1 Ed., 3,5,6,7, Longman London [ISBN: 0582368774]</li> <li>• Betty J. Birner 2013, <i>Introduction to Pragmatics</i>, First Ed., Wiley-Blackwell [ISBN: 9781405175838]</li> <li>• Geoffrey Leech 2014, <i>The Pragmatics of Politeness</i>, Oxford New York [ISBN: 987654321]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources