



UNIVERSITI TEKNOLOGI MARA

MLG712: PRAGMATICS AND INTERCULTURAL COMMUNICATION

Course Name (English)	PRAGMATICS AND INTERCULTURAL COMMUNICATION APPROVED	
Course Code	MLG712	
MQF Credit	3	
Course Description	This course begins with a review of pragmatic elements that contribute meaning to interactions. It looks at the features of intercultural communicative interactions at the level of the individual, the group, and the organization, with particular focus on pragmatic features. Students will gain enhanced awareness and sensitivity to cultural differences in communication practices in various contexts, which will enable them to enhance their intercultural communications more effectively. They will critically analyse case studies of communication situations in Malaysia and other countries with culturally diverse populations.	
Transferable Skills	Transferable Skills: - Knowledge of pragmatics and the relationship between culture and communication to make decisions about communication strategies in multicultural contexts - Critical and analytical skills - Academic writing skills - Presentation skills	
Teaching Methodologies	Lectures, Discussion, Presentation, Workshop	
CLO	CLO1 1. Apply theoretical approaches within pragmatics and intercultural communication. CLO2 Analyse interactions in intercultural communicative contexts based on principles of intercultural pragmatics CLO3 3. Demonstrate information management and retrieval skills in preparing a project in pragmatics and intercultural communication research	
Pre-Requisite Courses	No course recommendations	
Reading List	Recommended Text	<ul style="list-style-type: none"> • Bowe, H. & Martin, K. (2012). <i>Communication Across Cultures: Mutual Understanding in a Global World</i>. Cambridge: Cambridge University Press. 2012, <i>Communication Across Cultures: Mutual Understanding in a Global World</i>, 11, Cambridge University Press United Kingdom [ISBN: 9780511803925] • Culpeper, J. & Haugh, M. (2014). <i>The Pragmatics of the English Language</i>. Macmillan Education UK 2014, <i>Pragmatics and the English Language</i>, 1 Ed., 9, Macmillan Education UK United Kingdom [ISBN: 9780230551732] • Wierzbicka, A. (2003). <i>Cross-Cultural Pragmatics: The Semantics of Human Interaction</i>. Walter de Gruyter & Co: Berlin, Germany. 2003, <i>Cross-Cultural Pragmatics: The Semantics of Human Interaction</i>, 2nd Ed., Walter de Gruyter & Co Berlin, Germany [ISBN: 9783110177692]
Article/Paper List	Reference Article/Paper Resources	<ul style="list-style-type: none"> • Baker, W. 2012, From Cultural awareness to intercultural awareness: Culture in ELT, <i>ELT journal</i>, 66 (1) 62-70 • Evans, A. & Suklun, H. 2017, Workplace diversity and intercultural communication: A phenomenological study, <i>Cogent Business & Management</i>, 4(1) 1408943 • Hu, Y. & Fan, W. 2010, An exploratory study on intercultural

		<p>communication research contents and methods: A survey based on the international and domestic journal papers published from 2001 to 2005, <i>ELsevier International Journal of Intercultural Relations</i>, 35 (2011) 554-566</p> <ul style="list-style-type: none"> • Wierzbicka, A. 2010, Cross-cultural communication and miscommunication: The role of cultural keywords, <i>Intercultural Pragmatics</i>, 7.1, 1-23 • Trosberg, A. (Ed). 2010, Pragmatics across languages and cultures. (Handbooks of Pragmatics Series)., <i>Berlin: Mouton de Gruyter</i>.
Other References	This Course does not have any other resources	