



# APPL911

## Pragmatics and Intercultural Communication

S2 External 2014

*Linguistics*

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## General Information

Unit convenor and teaching staff

Lecturer

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Contact via email

C5A 547

email for an appointment

Credit points

4

Prerequisites

Admission to MAppLing or PGDipAppLing or PGCertAppLing or MAusLEngInt or PGDipAusLEngInt or MSpchLngPath or MCommDis or MConflnt or MTransInter or MTransInterMIntRel or MTransInterMAppLing or MInter

Corequisites

Co-badged status

Unit description

This unit equips participants with the tools for analysis of how meaning is constructed in context through spoken and written language. The content includes speech act theory; politeness and face; the cooperative principle and implicature; relevance theory; cultural scripts; and metaphor. There is an emphasis on analysing how communication operates in different cultural contexts, and on accessing and interpreting current research.

Communication in social and institutional contexts, language in the media, and practical implications for language learning and translating/interpreting are explored.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Understand the relationship between pragmatics and culture

Understand the kinds of approaches to analysing language that are commonly used in pragmatics.

Make judgements about the types of analysis that are most suitable for researching particular types of discourse

Identify examples of unsuccessful cross-cultural communication and use pragmatic theories to explain them.

Analyse examples of discourse using speech act theory, politeness theory and theories of implicature

Reflect on how intercultural competence operates in their own professional context

Understand the applications of linguistic pragmatics in real life

Evaluate current research in pragmatics in an area of personal or professional interest

Apply a critical approach to choices in linguistic pragmatics in a range of text types

Design a research project which uses appropriate pragmatic theories to explore communication in a cross-cultural context or one related to an area of professional interest.

## General Assessment Information

### Late assignments

a) Unless students have negotiated an extension based on documented evidence of significant disruption to their studies, a penalty of 5% per day will apply to late submission of assignments. Please make sure you discuss any application for extensions with the unit convenor **before** the assignment is due.

b) Again, unless otherwise negotiated, assignments will not be accepted at all AFTER the date on which the marked assignments are returned to all students in the unit.

### Academic Honesty

As a good student, you are responsible for ensuring academic integrity practices are followed at all times. Your first step is to read the University's Academic Honesty Policy, and make sure you know what constitutes good practice. Then make sure you know how to reference and cite correctly. There are other practices we need to consider, and one of these is the potential for collusion.

Informal study groups are encouraged as a good way to assist your learning, but please remember that all your independently assessed assignments must be totally independently completed. Unless you are doing a group project where each member contributes to producing one piece of work, for which you get the one mark, using part or all of someone else's work constitutes collusion and breaches the University's Academic Honesty policy.

Do not collude with any other student by selling, giving, lending, explaining or showing all or parts of your independently assessed work/answers/past or current assignments, and do not ask to buy, borrow, see and use all or parts of the work of another student.

## Assessment Tasks

Name	Weighting	Due
<a href="#">Assignment 1: Text analysis</a>	17%	Week 6 8/9/14
<a href="#">Assignment 2: Essay</a>	18%	Week 8 7/10/14
<a href="#">Research project</a>	60%	Week 13 (10 November)
<a href="#">Web discussions</a>	5%	ongoing

### Assignment 1: Text analysis

Due: **Week 6 8/9/14**

Weighting: **17%**

#### **Analysis of transcript, plus commentary.**

You will be given a transcribed spoken text to analyse, applying what you have learnt about the elements of context, implicature, speech act theory and politeness theory.

The assignment will be assessed in relation to the following criteria

- Accuracy of identification of the features of context that must be understood in order to understand the speakers' meanings in the text.
- Accuracy of analysis using the tools from each of the three areas of pragmatics covered in the course.
- Statement and justification of conclusions drawn: clarity of argument and relationship to results of analysis.

On successful completion you will be able to:

- Understand the kinds of approaches to analysing language that are commonly used in pragmatics.
- Analyse examples of discourse using speech act theory, politeness theory and theories of implicature

### Assignment 2: Essay

Due: **Week 8 7/10/14**

Weighting: **18%**

This assignment involves considering an issue/problem/experience related to communication **in your own life**. It might be a recurring issue/problem or a 'one-off' experience. How do you think this issue/problem/experience might be addressed, illuminated or dealt with by one (or more) of

the pragmatics concepts which have been considered so far in this unit? The assignment will be assessed in relation to the following criteria.

You should:

- identify and describe a relevant issue or topic in a specific context that you are familiar with;
- demonstrate an understanding of the concepts introduced in the readings and study notes that are relevant to your chosen issue;
- apply these concepts to a consideration of your chosen issue and context;
- write clearly and concisely in academic style;
- refer specifically to the relevant readings and study notes to introduce, illustrate and support your own personal reflections;
- provide a reference list citing all and only those references cited in the body of your essay;
- use APA referencing style;
- observe the word limits.

Your grade will be mostly determined by:

- how well the relevant issue is identified and described;
- how well your discussion of the issue is related to the theory.

On successful completion you will be able to:

- Understand the relationship between pragmatics and culture
- Identify examples of unsuccessful cross-cultural communication and use pragmatic theories to explain them.
- Reflect on how intercultural competence operates in their own professional context
- Evaluate current research in pragmatics in an area of personal or professional interest

## Research project

Due: **Week 13 (10 November)**

Weighting: **60%**

Decide on an area of pragmatics that you would like to focus your research question.

Suggested theoretical areas are:

Politeness and face

Implicature and/or relevance theory

Discourse pragmatics

Metaphor

Critical discourse analysis

This assignment will involve a small research project based on a defined pragmatics topic, involving the analysis of selected linguistic data. Please choose **one** of the following **two** options:

**1.** Perform a pragmatic investigation involving an encounter between two or more interactants which is in some way interesting or problematic. Cross-cultural interactions are a particularly rich source. If you choose spoken data, it may be from a film; TV broadcast; radio or television broadcast; or other suitable public source. You will need to supply an appropriate transcript of relevant passages, showing the features which are relevant to your investigation. If you choose written data, it must consist of texts which are available in the public domain. This assignment will allow you to demonstrate your understanding of how pragmatics can be applied to explain linguistic/comprehension difficulties arising in situations of cross-cultural communication.

**OR**

**2.** A pragmatic investigation on a topic of your choice involving the collection of data. This may involve completion of a human ethics application which must be lodged as early as possible – so if you are interested in exploring this option you must have discussed your project and had it approved by the course convenor before the mid semester break. Note that the ethics approval procedure can lead to delays, so you should only choose this option if you are sure you will be available to complete the project in the latter half of November if an extension is required.

For each of these options, the type of pragmatic analysis you undertake will naturally depend on the nature of the discourse itself – not all aspects discussed in the unit may appear in or be relevant to your discourse sample and context. Do not attempt to cover all aspects dealt with in this unit! Keep your investigation focused and narrow in scope for this small study.

The general approach, format, style, mode of presentation, type of analysis, discussion and argument should aim to resemble the genre of the scholarly research paper found in professional refereed journals.

If in your exposition you refer to and discuss a piece of textual evidence (e.g., an exchange in an interaction), this excerpt should be shown in the main body of your text as well as being included in the longer transcript in an appendix. If you are quoting longer passages, it is recommended that you number each line in the transcript.

The word limit for this assignment (4000 words) does not include displayed data, any appendices and references.

The assignment will be assessed in relation to the following criteria. You should:

- identify the issue you are dealing with and the system of analysis you will use.
- undertake a brief literature review identifying and evaluating recent relevant work.
- demonstrate an understanding of relevant pragmatic concepts;
- apply these concepts appropriately to your chosen issue and context;

- evaluate your conclusions in the light of the scope of your project;
- write clearly and concisely in academic style;
- provide a reference list citing all and only those references cited in the body of your essay;
- use APA referencing style;
- provide a suitable transcript of your data
- observe the word limits.

Your grade will be mostly determined by:

- the relevance and critical nature of your literature review
- the quality of your analysis
- how well your discussion of the data is related to the theory.

On successful completion you will be able to:

- Make judgements about the types of analysis that are most suitable for researching particular types of discourse
- Understand the applications of linguistic pragmatics in real life
- Evaluate current research in pragmatics in an area of personal or professional interest
- Apply a critical approach to choices in linguistic pragmatics in a range of text types
- Design a research project which uses appropriate pragmatic theories to explore communication in a cross-cultural context or one related to an area of professional interest.

## Web discussions

Due: **ongoing**

Weighting: **5%**

### **Participation**

External students receive a grade for participation in online discussions and tasks. The criteria upon which participation marks will be awarded are quality of participation, frequency of participation, and contribution of participation to the learning of others. (The third criterion refers to making follow up comments of answering questions posed by other students). Quality of participation does not mean getting everything correct. The web forum is a place to explore, question, clarify and challenge.

Marks are allocated as follows:

Timely contributions in almost every web forum plus follow-up as well as initial contributions - 5 marks.

Contributions to most discussions, with follow up postings 3 - 4

Half or slightly less than half - 2

Little or no participation 0-1

On successful completion you will be able to:

- Understand the relationship between pragmatics and culture
- Understand the kinds of approaches to analysing language that are commonly used in pragmatics.
- Identify examples of unsuccessful cross-cultural communication and use pragmatic theories to explain them.
- Reflect on how intercultural competence operates in their own professional context

## Delivery and Resources

The textbook for this unit is Archer, D., Aijmer, K., & Wichmann, A. (2012). [Pragmatics: An advanced resource book for students](#). London & New York: Routledge. ISBN:978-0415497879

You will need to buy a copy of this book, which can be obtained through the co-op bookshop at Macquarie.

Another book which is useful for background reading is *Bowes, H. & Martin, K. (2007). Communication across cultures: Mutual understanding in a global world. Cambridge: Cambridge University Press.*

Reading material for this course also consists of book chapters and some journal articles that can be found on e-reserve, and other journal articles can be accessed directly through the library catalogue. Weekly reading lists will be available on the i-learn site, which you can access from the first day of the course. Reading guides and questions are provided for the key readings.

For copyright reasons, some of the items on e-reserve may not be available for the entire period of the course. This means that students must download them when they are available and also that it is no cause for concern if readings do not appear until shortly before the corresponding module is due to commence.

The APPL911 website has a range of resources, including course notes, tasks, online discussions, etc. To login to the website, go to the is <http://learn.mq.edu.au>.

There are also links to advice and assistance in the left column of this web page.

There is a range of other resources available to Macquarie students, including:

- electronic access to a variety of book chapters and journal articles at <http://www.lib.mq.edu.au/reserve/>
- electronic access to journals at <http://www.lib.mq.edu.au/journalfinder/>
- electronic document delivery for journal articles and book chapters not available locally



at <http://www.lib.mq.edu.au/docsup/>

See the following URL for more information:

<http://www.ling.mq.edu.au/support/postresources.htm>

## Unit Schedule

Week	Date	Topic	Lecturer
1	Aug 7	Introduction to pragmatics – context, and pragmatic failure	JM
2	Aug 14	Speech act theory	GF
3	Aug 21	Implicature and the co-operative theory	JM
4	Aug 28	Linguistic politeness	JM
5	Sept 4	Applying linguistic pragmatics to cross cultural communication	GF
6	Sept 11	Prosody and communication	JM
7	Sept 18	Pragmatics and discourse – corpus approaches	JM
BREAK			
8	Oct 9	Conducting research in pragmatics	JM
9	Oct 16	Politeness revisited – face / facework and impoliteness	JM
10	Oct 23	CDA, pragmatics and power	JM
11	Oct 30	Implicature revisited – post-Gricean pragmatics and relevance theory	JM
12	Nov 6	Metaphor, pragmatics and culture	JM
13	Nov 13	Applications of pragmatics	JM

For current updates, lecture times and classrooms, please consult the MQ Timetables website: <http://www.timetables.mq.edu.au>

## Learning and Teaching Activities

### HOW TO USE THE READINGS AND LECTURE MATERIALS - EXTERNAL students

In order to get the most from this unit, you will need to: 1. Read the course notes and work through all the readings and activities for the modules 2. Complete one online module per week. 3. Participate each week in web discussions and tasks 4. Maintain contact with the course convenor and other students. 5. Access other readings from the unit website as well as journals and library resources 6. Consult with the lecturer about any assessment or other issues that need clarification. NB: Powerpoints from the face to face lectures are also available to external students. External students who wish to attend some of the internal sessions should discuss this with the unit convenor. It may be possible if room size permits.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study

strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

### Learning outcomes

- Understand the relationship between pragmatics and culture
- Understand the kinds of approaches to analysing language that are commonly used in pragmatics.
- Make judgements about the types of analysis that are most suitable for researching particular types of discourse
- Analyse examples of discourse using speech act theory, politeness theory and theories of implicature

### Assessment tasks

- Assignment 1: Text analysis
- Assignment 2: Essay

- Web discussions

## PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

### Learning outcomes

- Understand the relationship between pragmatics and culture
- Make judgements about the types of analysis that are most suitable for researching particular types of discourse
- Evaluate current research in pragmatics in an area of personal or professional interest
- Apply a critical approach to choices in linguistic pragmatics in a range of text types
- Design a research project which uses appropriate pragmatic theories to explore communication in a cross-cultural context or one related to an area of professional interest.

### Assessment tasks

- Assignment 1: Text analysis
- Research project

## PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

### Learning outcomes

- Make judgements about the types of analysis that are most suitable for researching particular types of discourse
- Analyse examples of discourse using speech act theory, politeness theory and theories of implicature
- Evaluate current research in pragmatics in an area of personal or professional interest
- Design a research project which uses appropriate pragmatic theories to explore communication in a cross-cultural context or one related to an area of professional

interest.

## Assessment task

- Research project

## PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

## Learning outcomes

- Understand the relationship between pragmatics and culture
- Identify examples of unsuccessful cross-cultural communication and use pragmatic theories to explain them.

## Assessment tasks

- Assignment 2: Essay
- Web discussions

## PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

## Learning outcomes

- Understand the relationship between pragmatics and culture
- Identify examples of unsuccessful cross-cultural communication and use pragmatic theories to explain them.
- Reflect on how intercultural competence operates in their own professional context
- Apply a critical approach to choices in linguistic pragmatics in a range of text types

## Assessment task

- Assignment 2: Essay

## PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

### Learning outcomes

- Identify examples of unsuccessful cross-cultural communication and use pragmatic theories to explain them.
- Reflect on how intercultural competence operates in their own professional context
- Understand the applications of linguistic pragmatics in real life
- Apply a critical approach to choices in linguistic pragmatics in a range of text types
- Design a research project which uses appropriate pragmatic theories to explore communication in a cross-cultural context or one related to an area of professional interest.

### Assessment task

- Research project

## Changes since First Published

Date	Description
05/02/2014	The Prerequisites was updated.