



APPL8110

Pragmatics and Intercultural Communication

Session 1, Weekday attendance, North Ryde 2020

Dept of Linguistics

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General Information

Unit convenor and teaching staff

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Credit points

10

Prerequisites

Admission to MAppLing or MAppLingTESOL or MTransInter or MAdvTransInterStud or MTransInterMAppLingTESOL or MIntPubDip or MAccComm

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://students.mq.edu.au/important-dates>

Learning Outcomes

ULO1: 1. Identify examples of successful and unsuccessful cross-cultural communication and use pragmatic theories to explain the reasons

ULO2: 2 Analyse examples of authentic discourse using speech act theory, politeness theory and theories of implicature.

ULO3: 3. Make judgements about the types of analysis that are most suitable for researching particular types of discourse.

ULO4: 4. Evaluate current research in pragmatics in an area of personal or professional

interest.

ULO5: 5. Reflect on how intercultural competence operates in your own personal and/or professional contexts

ULO6: 6. Apply theories of pragmatics in order to conduct research in an area of personal or professional interest.

General Assessment Information

Late assignments The policy regarding late assignments has now been standardised across postgraduate Linguistics units but there may be some minor differences in how they are applied, submission times etc. Please read this carefully and ask the convenor if you have any questions.

For this unit:

- Assignments to be submitted through turnitin are due at 11.59pm Sydney time on the due date. Late submissions without an extension will receive a penalty of 5% **of the mark achieved for the assignment** for each day after the due date. This will be calculated on a pro-rata basis for the first day, which means that if you have issues uploading your work and you submit shortly after the due time you may not be penalised at all. From the second day onwards the full 5% will apply.
- Late submission of an assignment without an extension will not be permitted after marks have been released to the rest of the class.
- Extensions will only be given in special circumstances, and can be requested by completing the Special Consideration request at ask.mq.edu.au and providing the requisite supporting documentation. The discretion of the convenor to grant extensions is limited.
- For more information on Special Consideration, see the university website <https://students.mq.edu.au/study/my-study-program/special-consideration>
- Assignments submitted after the deadline, regardless of the reason, will be marked and returned at a date determined by the unit convenor.

Extensions cannot continue beyond the start of the following semester, and students should be aware that long extensions may impact graduation dates.

Assessment Tasks

Name	Weighting	Hurdle	Due
Text analysis	30%	No	Monday April 20

Name	Weighting	Hurdle	Due
Research project	60%	No	Monday June 1
Web discussions	10%	No	Week 6 for assessed task. Others ongoing throughout the unit.

Text analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 20 hours

Due: **Monday April 20**

Weighting: **30%**

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.

This takes the form of a quiz with a 600 word commentary section at the end. The total word limit is 2000 words.

On successful completion you will be able to:

- 1. Identify examples of successful and unsuccessful cross-cultural communication and use pragmatic theories to explain the reasons
- 2 Analyse examples of authentic discourse using speech act theory, politeness theory and theories of implicature.

Research project

Assessment Type ¹: Report

Indicative Time on Task ²: 40 hours

Due: **Monday June 1**

Weighting: **60%**

1. Perform a pragmatic investigation involving an encounter which is in some way interesting or problematic. If you choose spoken data, it may be from a film; internet, radio, or television broadcast or other suitable public source. If you choose written data, it will usually 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 the reasons and effects of the language choices made by the speakers or writers. OR 2. A pragmatic investigation on a topic of your choice involving the collection of data. [a] Choose one aspect of pragmatics which you think may be interesting to examine. Thoroughly review the published literature and design a task through which you will be able to gather data on performance of the task by people from different cultural backgrounds, and complete an ethics amendment form to submit for approval. Recruit participants, and gather and analyse data. Explore the implications of your findings.

[b] Alternatively, you may undertake a research project using a corpus such as the BNC, or COCA, to be decided in consultation with the convenor.

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

On successful completion you will be able to:

- 3. Make judgements about the types of analysis that are most suitable for researching particular types of discourse.
- 4. Evaluate current research in pragmatics in an area of personal or professional interest.
- 5. Reflect on how intercultural competence operates in your own personal and/or professional contexts
- 6. Apply theories of pragmatics in order to conduct research in an area of personal or professional interest.

Web discussions

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Week 6 for assessed task. Others ongoing throughout the unit.**

Weighting: **10%**

WEB DISCUSSION PARTICIPATION Graded web task This task involves considering an issue/ problem/experience related to communication in your own life. 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?

Your peers will provide feedback on this task, based on: how well the relevant issue is identified and described; how well your discussion of the issue is related to the theory. the clarity of your writing and referencing.

You are also required to provide feedback to at least one other student.

For the remaining 5 marks in the this section, participation in the other forums is required.

On successful completion you will be able to:

- 1. Identify examples of successful and unsuccessful cross-cultural communication and use pragmatic theories to explain the reasons
- 4. Evaluate current research in pragmatics in an area of personal or professional interest.

¹ If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

This unit is delivered in blended mode. This means that both internal and external students are expected to work through the online materials. For the internal students, it will be clearly indicated on the ilearn site which tasks and readings should be completed before the face to face session, which after. Most of the activities are compulsory, but a small number are optional. These include some advanced tasks.

There is no set textbook for this unit but the following resources texts are useful.

Archer, D., Aijmer, K., & Wichmann, A. (2012). *Pragmatics: An advanced resource book for students*. London & New York: Routledge. ISBN:978-0415497879

Archer, D. and Grundy, P. (Eds) (2011). *The pragmatics reader*. London and NY: Routledge

Bowes, H. & Martin, K. (2007). *Communication across cultures: Mutual understanding in a global world*. Cambridge: Cambridge University Press.

Culpeper, J., and Haugh, M. (2014). *Pragmatics and the English language*. UK/US: Palgrave McMillan

Hua, Z., (Ed) (2011) *The language and intercultural communication reader*. London and NY: Routledge

Reading material for this course consists of book chapters and some journal articles available through the library's course management system Leganto 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.

The ilearn site has a range of resources, including course notes, tasks, online discussions, etc.

Unit Schedule

Week	Lecture Date	Topic	TASKS
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1	WEDNESDAY 26 Feb	Introduction to pragmatics.	
2	4 Mar	Implicature and the co-operative theory	
3	11 Mar	Speech act theory	
4	18 Mar	Linguistic politeness	
5	25 Mar	Applying linguistic pragmatics to intercultural communication	
6	1 Apr	Prosody and communication	Graded web task (5%) Tutorials for people who wish to do A2 Option 2: Obtaining ethics approval. Date to be arranged.
7	8 Apr	Conducting research in pragmatics	
BREAK		Complete all web activities up to week 7 (2.5%) Assignment 1 - Text analysis due 20/4 (30%) Deadline for preparing ethics application for Assignment 2 Option 2 Monday April 27.	
8	29 April	Review and extension: informational and interpersonal pragmatics	Tutorials for people who wish to do A2 Option 2: Final checking of ethics applications:date to be arranged (If you wish to do Option 2 you MUST attend these tutorials)
9	6 May	Pragmatics and discourse	
10	13 May	Critical Discourse Analysis: Pragmatics and power	
11	20 May	Figurative language, metaphor and culture	
12	27 May	Acquiring, teaching and learning pragmatic competence	
13	3 June	Review: Applications and directions.	Assignment 2 - Research project due Monday 1/6 (60%) Complete all web activities up to week 13 (2.5%)

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr>)

al). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

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) 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 Enquiry Service

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

Equity 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.

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

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

Changes since First Published

Date	Description
11/02/2020	Details of assessment have been added.