INTRODUCTION TO LANGUAGE AND CULTURE

BBI3301

3 (3+0)

120

1. Describe The Relationship Between Language And Culture (C1)
2. Explain The Way That Language Can Influence Worldview (A3)
3. Discuss The Problematics Of Language And Cultural Identity (P3)
4. Develop An Enquiring Mind To Seek New Knowledge (L1)

HASIL

Pelajar dapat

SINOPSIS

This Course Covers The Relationship Between Language And Culture, Including The Connection Between Language And Thought Processes. It Examines The Way That Language Can Influence Worldview And Evaluates The Problematics Of Language And Cultural Identity.


KANDUNGAN

LEcTure

1. Introduction To Language And Culture
   - What Is Culture
   - Other Aspects Of Communication
   - What Is Language
   5

2. The Relationship Of Language And Culture
   - Ethnoscience
   - Language And Thought Processes
   - Language And Culture
   5
3. **Meaning As Sign**
   - Metaphors, Proverbs, Icons, Encodings
   - Denotation And Connotation

4. **Meaning As Action**
   - Context Of Culture
   - Context Of Situation
   - The Co-Operative Principle

5. **Spoken Language, Oral Culture**
   - Social Positionings
   - Deixis
   - Differences Between Speech And Writing

6. **Print Language, Literate Culture**
   - Exploring The Text
   - The Concept Of Literacy

7. **Language And Cultural Identity**
   - Cultural Stereotypes
   - Language Crossing As Acts Of Identity

8. **Linguistic Nationism**
   - Language And National Identity
   - Standard Language
   - Linguistic And Cultural Imperialism

9. **Current Issues**
   - Gender
   - World Englishes

**Jumlah** 42

**PENILAIAN**
- Kerja Kursus 60%
- Peperiksaan Akhir 40%

**RUJUKAN**