Introduction to the course

The course provides an introduction to the way in which language and culture reflect each other. It also aims to introduce arenas in which language and culture are linked. We will examine how language structures thought; how people talk as a means of accomplishing their goals; and investigate connections between language and social structures.

Aims of the course

By the end of this course, you should be able to:

1. Understand the fundamental concepts used in the study of language and culture.
2. Discuss the notions of language and cultures.
3. How language and culture are related or interconnected to one another.

Synopsis

The course will examine the relationship of language and culture. It examines how meaning is related to sign and action. It investigates the spoken language and oral culture; the print language and literate culture; as well as the relationship between language and cultural identity. It will also discuss some current issues in relation to language and culture.

Assessment

The assessment requirements for the course include:

- An assignment: 25%
- Mid-semester test: 35%
- Final examination: 40%
Assignment

The questions or topics for the assignment will be distributed during our first face-to-face.

Mid-semester Test

The mid-semester test will cover units 1, 2, 3 and 4 of this module and chapters 1, 2 and 3 of your text. They are objective and subjective questions.

Final Examination

Questions for the final examination will be based on units 5, 6, 7 and 8 of this module and 4, 5, 6 and 7 of your text. They are objective and subjective questions.

Main Text


The text, Language and Culture by Claire Kramsch (1998) OUP provides a broad and readable overview of a wide range of topics. Topics in this text will be referred to throughout the guide and you are to do the required reading as stipulated at certain points in your reading of the guide.

For other recommended reading, refer to the section under references at the end of the module.

Learning schedule

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About the instructor

Prof Dr. Chan Swee Heng

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You may also fax me at 03-89439951
BBI 3301 INTRODUCTION TO LANGUAGE AND CULTURE

Assignment (Individual):

A person’s use of language is influenced by his cultural experiences. Describe with specific examples to show Malaysians’ use of language or non-language in relation to:

- Signs
- Gestures
- News in media
- Cultural practices

You are to explain and give three specific examples to show the relationship between language and culture for each of the aspects listed above. You are to use examples other than those found in the module.

Your essay is to be written in about 1.500 words (not more than 6 pages using font size 12, 1.5 spacing, Times New Roman) excluding the reference list. Your binding should just be a simple tape binding, not comb binding. The cover page should be the usual 4A size white paper. (The reason is not to add to the weight of the assignment.)

In your essay, the introduction should make the links between language and culture by referring to concepts, hypothesis or frameworks exposed to you in the course. Extra marks are given to show further reading cited in-text for at least three current readings (from 2000 onwards). These readings should from part of your reference list that appears at the end of the essay. The complete list should include no less than six (6) references. Use the APA style for your citation.

Date of submission: 12th week of the semester. (6th March 2011). Send all assignments through IDEAL for processing.
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