

<b>Faculty</b>	Arts and Humanities		
<b>Home Department</b>	Linguistics		
<b>Module Topic</b>	Introduction to Language and Communication and Society		
<b>Generic Module Name</b>	Language and Communication Studies 111		
<b>Alpha-numeric Code</b>	LCS111		
<b>NQF Level</b>	5		
<b>NQF Credit Value</b>	15		
<b>Duration</b>	Semester		
<b>Proposed semester to be offered.</b>	First Semester		
<b>Programmes in which the module will be offered.</b>	BA (2101); BLIS (2201)		
<b>Year Level</b>	1		
<b>Main Outcomes</b>	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> <li>• To define and explain key introductory concepts and terms in language, communication and linguistics.</li> <li>• To use these concepts to analyse data.</li> <li>• To collect and analyse a small sample of their own data.</li> <li>• To present their data analysis effectively in a given task.</li> <li>• To critically evaluate selected concepts or topics from a given theoretical perspective.</li> <li>• To critically reflect on the relationship between language and society, especially the role of power.</li> <li>• To reflect on the richness of southern africa's linguistic heritage.</li> </ul>		
<b>Main Content</b>	<p>The course will deal with the following topics:</p> <ul style="list-style-type: none"> <li>• Communication in context</li> <li>• Approaches to communication</li> <li>• Semiotics</li> <li>• Sociolinguistics</li> <li>• Language families &amp; typologies</li> <li>• Language standardisation</li> <li>• Language contact &amp; 'linguaging'</li> <li>• Language &amp; identity</li> <li>• Language &amp; branding/ advertising</li> </ul>		
<b>Pre-requisites</b>	None		
<b>Co-requisites</b>	LCS121		
<b>Prohibited module Combinations</b>	None		
<b>Breakdown of Learning Time</b>	<b>Hours</b>	<b>Timetable Requirement per week</b>	<b>Other teaching modes that does not require time-table</b>
<i>Contact with lecturer / tutor:</i>	57	<i>Lectures p.w.</i>	2
<i>Assignments &amp; tasks:</i>	43	<i>Practicals p.w.</i>	0
<i>Other:</i>	0	<i>Tutorials p.w.</i>	1
<i>Assessments:</i>	5		
<i>Selfstudy:</i>	45		
<b>Total Learning Time</b>	<b>150</b>		
<b>Methods of Student Assessment</b>	Continuous Assessment (CA): 60% Final Assessment (FA): 40%		
<b>Assessment Module type</b>	Continuous and Final Assessment (CFA)		