

<b>Faculty</b>	Arts and Humanities		
<b>Home Department</b>	Linguistics		
<b>Module Topic</b>	Inter- and Cross-Cultural Communication		
<b>Generic Module Name</b>	Linguistics 732		
<b>Alpha-numeric Code</b>	LIN732		
<b>NQF Level</b>	8		
<b>NQF Credit Value</b>	30		
<b>Duration</b>	Semester		
<b>Proposed semester to be offered.</b>	Second Semester		
<b>Programmes in which the module will be offered.</b>	BA Honours full-time (2731) BA Honours part-time (2701)		
<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>Examine the critical issues in cross-cultural communication from a theoretical and practical point of view with specific reference to the South African situation.</li> <li>Develop students' sensitivity to cross cultural variation in communication and to provide a theoretical framework for interpreting it.</li> </ul>		
<b>Main Content</b>	<p>Topics covered will include:</p> <ul style="list-style-type: none"> <li>Theories and practice in inter-cross cultural communication</li> <li>The communicative process and barriers to communication</li> <li>Communicative competencies and culture</li> <li>The concept of culture in inter cultural encounters</li> <li>Politeness, politeness systems and the presentation of face</li> <li>Communicative styles and asynchronies</li> <li>Intercultural and interlingual aspects of language use</li> <li>Culture, communication and the orality/literacy debate</li> <li>Intercultural communication in learning and business contexts</li> <li>Intercultural communication, transformation and transgressive semiotics.</li> <li>Discourse as site for cultural struggle in learning, business and other contexts.</li> <li>The notion of gendered discourse.</li> <li>Cultural perspectives on discourse (analysis): Western and other (e.g. African, Asian) perspectives on discourse.</li> </ul>		
<b>Pre-requisite modules</b>	None		
<b>Co-requisite modules</b>	None		
<b>Prohibited module Combination</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>	29	<i>Lectures p.w.</i>	0
<i>Assignments &amp; tasks:</i>	100	<i>Practicals p.w.</i>	0
<i>Assessments:</i>	6	<i>Tutorials p.w.</i>	0
<i>Self-study:</i>	165		
<i>Practicals:</i>	0		
<i>Other:</i>	0		
<b>Total Learning Time</b>	<b>300</b>		
<b>Methods of Student Assessment</b>	Continuous Assessment (CA): 50% Final Assessment (FA): 50%		
<b>Assessment Module type</b>	Continuous and Final Assessment (CFA)		