



INTERCULTURAL PRAGMATICS IN ENGLISH

31053 - INTERCULTURAL PRAGMATICS IN ENGLISH (2024-25)

General

Code: 31053

Lecturer responsible:

No data

Credits ECTS:

6,00

Theoretical credits:

1,80

Practical credits:

0,60

Distance-base hours:

3,60

Departments involved

- **Dept:** ENGLISH STUDIES

Area: ENGLISH STUDIES

Theoretical credits: 1,8

Practical credits: 0,6

This Dept. is responsible for the course.

This Dept. is responsible for the final mark record.

Study programmes where this course is taught

- [DEGREE IN ENGLISH STUDIES](#)

Course type: OPTIONAL (Year: 4)

Competencies and objectives

Course context for academic year 2024-25

Introduction to the study of intercultural pragmatics, with special reference to communicative aspects stemming from cultural and linguistic transferences, taking place at the discursive-pragmatic level in intercultural communication, as well as communication barriers caused by the use of English as a Lingua Franca in professional contexts.

Course content (verified by ANECA in official undergraduate and Master's degrees) for academic year {0}

No data

Exclusive skill taught in this course

No data

Learning outcomes (Training objectives)

No data

Specific objectives stated by the academic staff for academic year 2024-25

- To use English as a means of communication between teacher-students and student-student in a classroom.
- To learn how to use English a means of expression while carrying out tasks, works and exams in the subject.
- To learn how to analyze data and summarize information extracted from bibliographical sources in English.
- To learn how to make use of the theoretical framework acquired to solve intercultural problems in academic and professional contexts.
- To learn how to do assistance tasks in terms of intercultural communication (English-Spanish) in academic and professional contexts. - To get to know the rhetorical structure of academic and professional texts in English. -To learn how to construct academic and professional texts by respecting cultural values of the targeted audience (Anglo-Saxon).
- To know the rhetorical strategies of academic and professional genres, and to be able to elaborate authentic texts.
- To learn how to identify the principal sources of misunderstanding, wronged communication, and loss of communicative efficiency in the process of intercultural communication between English and Spanish speakers.
- To learn alternative formulas for academic and professional texts addressed to English-speaking audience.
- To learn how to criticize the consulted bibliography on intercultural communication, and how to make it fit within a theoretical perspective.
- To know the main contributions of intercultural pragmatics as far as contrastive analysis is concerned regarding English and Spanish.

Specific Objectives provided by the lecturer

E22: To learn the rhetorical structure of academic and professional texts in English.

E22: To learn how to construct academic and professional texts in English by respecting cultural values of the targeted audience (Anglo-Saxon).

E32: To know the rhetorical strategies of academic and professional genres, and to be able to elaborate authentic texts.

E36: To learn how to identify the principal sources of misunderstanding, wronged communication, and loss of communicative efficiency in the process of intercultural communication between English and Spanish speakers.

E36: To learn alternative formulas for academic and professional texts addressed to English-speaking audience.

E43: To learn how to criticize the consulted bibliography on intercultural communication, and how to make it fit within a theoretical perspective.

E43: To know the main contributions of intercultural pragmatics as far as contrastive analysis is concerned regarding English and Spanish.

Content and bibliography

Content for academic year 2024-25

Unit 1. Culture and communication. Intercultural communication. English as a lingua franca.

Unit 2. Edward T. Hall and the origins of the study of intercultural communication. Case Study.

Unit 3. Hofstede and the paradigm of dimensions: the visible and invisible aspects of culture.

Unit 4. Cultural adaptations.

Unit 5. Linguistic perspectives in the study of intercultural communication.

Unit 6. Cognitive linguistics.

Unit 7. Intercultural pragmatics. Kecskes

Unit 8. Politeness.

Related links

No data

Cross-cultural pragmatics: requests and apologies

Author(s): Blum-Kulka, Shoshana

Issue: Norwood (New Jersey) : Ablex Publishing, cop. 1989;

ISBN: 0893915130

Category: Complementario

Pragmática sociocultural: estudios sobre el discurso de cortesía en español

Author(s): Briz Gómez, Antonio

Issue: Barcelona : Ariel, 2004;

ISBN: 84-344-8258-4

Category: Complementario

Inter-cultural communication at work: cultural values in discourse

Author(s): Clyne, Michael G.

Issue: Cambridge : Cambridge University Press, 1999;

ISBN: 0-521-57509-5

Category: Complementario

Consumer behaviour and culture: consequences for global marketing and advertising

Author(s): De Mooij, Marieke

Issue: Thousand Oaks, CA : SAGE, 2010;

ISBN: 978-1-41-297990-0

Category: Complementario

La cortesía verbal en inglés y en español: actos de habla y pragmática intercultural

Author(s): Díaz Pérez, Javier

Issue: Jaén : Universidad de Jaén, 2003;

ISBN: 84-8439-185-X

Category: Complementario

The hidden dimension

Author(s): Hall, Edward T.

Issue: New York : Doubleday, 1966;

ISBN: -

Category: Básico

Beyond culture

Author(s): Hall, Edward T.

Issue: New York : Doubleday, 1981;

ISBN: 0-385-12474-0

Category: Básico

The silent language

Author(s): Hall, Edward T.

Issue: Garden City, N.Y. : Doubleday, 1959;

ISBN: -

Category: Básico

Culture's consequences: comparing values, behaviors, institutions and organizations across nations

Author(s): Hofstede, Geert

Issue: Thousand Oaks : Sage, 2001;

ISBN: 0-8039-7324-1

Category: Básico

La comunicación intercultural y el discurso de los negocios

Author(s): Ivorra Pérez, Francisco Miguel

Issue: S.Vicente Raspeig : Publicacions de la Universitat d'Alacant , 2014;

ISBN: 978-84-9717-313-1

Category: Básico

Intercultural communication: an introduction

Author(s): Jandt, Fred Edmun

Issue: Thosands Oaks, CA : Sage Publications, 2001;

ISBN: 0-7619-2202-4

Category: Complementario

When cultures collide: managing successfully across cultures

Author(s): Lewis, Richard D.

Issue: London : Nicholas Brealey, 2004;

ISBN: 1-85788-087-0

Category: Complementario

Intercultural business communication and simulation and gaming methodology

Author(s): Marimón Llorca, Carmen

Issue: Bern : Peter Lang, 2009;

ISBN: 978-3-03911-688-1

Category: Básico

Intercultural Business Communication

Author(s): Robert Gibson

Issue: Oxford [etc.] : Oxford University Press, 2002;

ISBN: 0-19-442180-5

Category: Básico

Yearbook of corpus linguistics and pragmatics 2014 : new empirical and theoretical paradigms

Author(s): Romero-Trillo, Jesús (ed.)

Issue: Cham : Springer, 2014;

ISBN: 978-3-319-06006-4

Category: Complementario

Genre analysis: english in academic and research settings

Author(s): Swales, John M.

Issue: Cambridge : Cambridge University Press, 2006;

ISBN: 978-0-521-33813-4

Category: Complementario

Marketing across cultures

Author(s): Usunier, Jean-Claude

Issue: - : Pearson Education Limited, 2009;

ISBN: 9780273713913

Category: Complementario

Doing business internationally: the guide to cross-cultural success

Author(s): Walker, Danielle Medina

Issue: New York : McGraw-Hill, 2003;

ISBN: 0-07-137832-4

Category: Complementario

Cross-cultural pragmatics: the semantics of human interaction

Author(s): Wierzbicka, Anna

Issue: Berlin, [etc.] : Mouton de Gruyter, 1991;

ISBN: 3-11-017769-2

Category: Complementario

Assessment

Assessment procedures and criteria 2024-25

IMPORTANT: Unacceptable English errors, particularly in C1 level such as subject omission, pluralized adjectives, or third person singular without grammatical -s. these will be considered enough reasons not to pass the subject.

The following aspects will be taking into account:

1. Active participation in class, attendance is highly recommendable.
2. The degree of autonomy and responsibility while learning.
3. The accomplishment of tasks within the dates previously allotted.
4. The quality of the projects submitted.
5. The level of progress made by the student.

Description	Criteria	Type	Weighting system
Attendance and active participation	Active participation, particularly debates and problem-solving sessions, will be observed.	ACTIVITIES OF EVALUATION DURING THE SEMESTER	20
Portfolio	<p>During the semester, students are supposed to develop practical tests that will be compiled within a learning portfolio.</p> <p>Criterion: The portfolio will be completed on weekly basis, and it will include the resolution of practical problems, and the writing of essays and reviews. All the submissions are compulsory.</p> <p>Observation: The in-time submission will be assessed, as well as the quality of the tasks developed in terms of presentation, organization, and written expression in English language.</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	50
Level of responsibility and accomplishment of tasks	<p>The degree of responsibility and compromise will be also assessed.</p> <p>Criterion: Students are doing oral presentations, and are supposed to provide regular reviews of the bibliography consulted.</p> <p>Observation: oral presentation will be assessed, as well as the in-time submission and quality of the oral and written tasks.</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	30

Official exam dates for academic year 2024-25

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
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(C3) Periodo ordinario
para asignaturas de
segundo semestre y
anuales

11/06/2025

(C4) Pruebas
extraordinarias para
asignaturas de grado y
máster

10/07/2025

Academic staff

Groups

THEORY CLASS




Group	Semester	Morning or afternoon session	Language	No. of enrolled students
Gr. 1 (THEORY CLASS) : 1	2S	Morning	English	28

THEORETICAL/PRACTICAL SEMINAR / WORKSHOP

Group	Semester	Morning or afternoon session	Language	No. of enrolled students
Gr. 1SEM (THEORETICAL/PRACTICAL SEMINAR / WORKSHOP) : 1	2S	Morning	English	28

Timetables

THEORY CLASS

Group	Start date	End date	Day	Start time	End time	Lecture room
1	27/01/2025	23/05/2025	LUN	14:00	15:00	GE/0-02P 
1	27/01/2025	23/05/2025	MAR	14:00	15:00	GE/0-02P 
1	27/01/2025	23/05/2025	MIE	08:00	09:00	GE/0-02P 

THEORETICAL/PRACTICAL SEMINAR / WORKSHOP

Group	Start date	End date	Day	Start time	End time	Lecture room
1SEM	27/01/2025	23/05/2025	MIE	09:00	10:00	GE/0-02P 