



Faculties of Humanities and Theology

SVEG33, Language Consultancy: Intercultural Communication and Ethnography of Communication including Case Study, 15 credits

Språkkonsult: Interkulturell kommunikation och kommunikationsetnografi med fallstudie, 15 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus is an old version, approved by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2014-02-03 and was last revised on 2019-06-14 by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology. The revised syllabus applied from 2019-06-14, autumn semester 2019.

General Information

The course is a compulsory course in the third semester of the Bachelor of Arts programme in Language Consultancy. It can also be included in a first or second cycle degree.

Language of instruction: Swedish

Main field of studies

Swedish with specialization in Language Consultancy

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- account for intercultural communication by means of pragmatic, text analysis and conversation analysis concepts
- account for ethnography of communication as a research method

Competence and skills

- analyse and describe conversations and texts based on theories of intercultural communication
- identify and describe potential communication problems in cultural and language encounters
- identify and describe successful strategies for intercultural communication
- carry out an ethnographic field study

Judgement and approach

- reflect on the concept of culture and intercultural communication with a scholarly approach
- evaluate and assess cultural and linguistic issues in a communicative event in a solutions oriented manner

Course content

On completion of the course, the students should have developed a basic understanding of the communication process with a focus on intercultural encounters. In the first part of the course, basic concepts in the field of intercultural studies are introduced. The students learn to apply pragmatic, conversation analysis and text analysis perspectives on intercultural communication. Furthermore, students are provided with a basic understanding of the intercultural aspects of interpretation and translation. Guest lecturers are invited to discuss linguistic aspects of cultural encounters in Swedish society. On completion of the course, the students should have developed their ability to identify communicative issues and to find solutions in organisations where cultural and language encounters occur. In the first part of the course, ethnography of communication methods are introduced. The second part of the course consists of planning and carrying out an ethnography of communication case study in a workplace. A report on the case study is submitted as a paper.

The course consists of two modules:

1. Intercultural Communication, 7.5 credits,
2. Ethnography of Communication including Case Study, 7.5 credits.

Course design

The teaching consists of lectures, exercises, supervision and five to seven compulsory seminars. Absence from the seminars is compensated for with a written assignment according to instructions.

Assessment

Assessment of Module 1 is based on a written take-home exam and assessment of Module 2 is based on a paper.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

Module 1 is awarded the grade of Fail, Pass or Pass with Distinction. The case study, Module 2, is awarded the grade of Pass or Fail.

For a grade of Pass with Distinction on the whole course, the student must have been awarded the grade of Pass with Distinction on Module 1 and at least the grade of Pass on Module 2.

Entry requirements

To be admitted to the course, the student must have been admitted to the Language Consultancy programme and have successfully completed all introductory courses in semesters one and two.

Further information

1. The course is offered at the Centre for Languages and Literature, Lund University.
2. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details, see the current registration information and other relevant documentation.
3. Module titles in Swedish:
 1. Interkulturell kommunikation
 2. Kommunikationsetnografi med fallstudie

Subcourses in SVEG33, Language Consultancy: Intercultural Communication and Ethnography of Communication including Case Study

Applies from H20

- 2001 Ethnography of Communication including Case Study, 7,5 hp
Grading scale: Fail, Pass
- 2002 Intercultural communication, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction

Applies from H14

- 1401 Examination, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction
- 1402 Examination, 7,5 hp
Grading scale: Fail, Pass