Global Studies 351

Language, Media, and Social Practice in Global Communications

Instructor: Professor Sooho Song (Foreign Language and Literature & Global Studies)
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Office Hours: Monday & Wednesday 1:00-2:00 PM

Course Description

This course examines globalization and its effect on the world’s language. Language is an essential medium in which the ability to communicate across cultures develops. Knowledge of multiple languages enables us to perceive new horizon, to think globally, and to increase our understanding of ourselves and of our neighbors. Without language, globalization is not possible, and without globalization, there will be no active intercultural communication. Every society has its own cultural, ethnocentric, linguistic norms that describe the implicit agreement of the society that certain types of language should be used in certain situations. Within the given ethnic/cultural community, efficient use of language is based on cultural presuppositions about the appropriate language behavior for particular situations. Language users in a given society also need to satisfy the expectations in their oral or written discourses. Accordingly, in the global communication, it is necessary to understand the cultural expectations on appropriate linguistic behaviors. Thus, in this course, we will address the following questions: What are the linguistic conventions and communicative patterns culturally distinctive in discourses and speech acts over various regions? Where do these distinctive patterns of linguistic behavior come from? What kind of impacts do the different cultural assumptions have on language acquisition? What kind of role do media play in the era of globalization? To answer these questions, we will discuss the recent literature on various speech acts and text discourses. The global language system is closely interconnected because multilingual people hold various linguistic groups together. This course will explore divers discourse strategies and patterns across various cultural settings and linguistic differences associated with cultural differences.

Required Texts

All assigned readings will be available in the content section of the course site on D2L.

Requirements

Two Exams (25% each)

The dates of the exams are in the syllabus. Exams will be taken through D2L. You can take the exam anytime it is available, but you will have only one opportunity to take it. Once you begin the exam, you MUST finish it. You have 60 minutes to take the exam once you begin. Make sure that you have set aside the whole time allotted to take the exam. Also make sure that you have a secure connection before you begin. No computer issues (e.g. internet connection) can be an excuse for a make-up. You should study and prepare for these exams in
the same way you would any closed-book exam and be prepared to complete the exam on your own.

**A Research Paper (18%): Presentation + Term paper**

5-7 double-spaced pages with regular font size (e.g. Times New Roman 12 point) and margin (1 inch around). At least 4 academic references (e.g. academic journals and/or books) are required. NO ON-LINE materials are counted as a reference. You are free to choose any topic related to the course material. You must have a clearly defined research question and your answer to the question should be backed up with supporting evidence based on your research. You have to present your paper at the end of the semester. The paper is due last class. **I do not accept any electronic submission of the paper.**

**Response to Discussion Questions (12%)**

**We have four on-line discussions in this semester.** On the days of on-line discussion, I will post a discussion question along with my lecture notes. You are required to post your response to the discussion question(s) in the “Discussion Questions Forum” on the D2L site. You are required to post your response to the question and comment on another student’s response. Your response to the discussion question must be at least 300 words although your comment on another student’s response has no length requirement. Students are required to post discussion and comment by **11:59 PM on Sunday of the week.** As long as you meet these requirements, you will get full credits (3 points). When you fail to meet the requirement of minimum length and deadline, you will be penalized. There are 4 discussion questions to respond this semester.

Keep in mind that all of your responses and posts on the Discussion Question forum must follow the etiquette we would use in class. Your response to the discussion question should address the question itself and demonstrate that you understand the topic of discussion. When you respond to someone else’s post, do so respectfully. Personal attacks or excessive opinion-spouting will not be tolerated. You should honor each other’s ideas and respond in a thoughtful and constructive manner.

**Discussion participation in class (5%)**
You are expected to do the assigned reading before you come to the class and participate **actively in class discussion.** You should be prepared to comment on the main ideas of the assigned readings.

**Class Attendance and Quiz (15%)**
Students are expected to attend classes regularly and to play active roles in class discussion. As a routine of checking attendance, you will take a quiz at the end of every class. Quiz questions will come from the content we go through in class on that day. Each quiz will have three questions. If you are correct with at least one question, you will get 1 point, which is the full credit for that day’s attendance. The average score of the two other questions will be added on your final grade as extra credits in the end of the semester. There will be 17 quizzes, but you can miss two quizzes. Your absence will be excused only if you provide me with proof approved by the university (i.e. a doctor's note).

**Academic Misconduct**
The University promotes academic honesty and develops procedures that deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, appropriate citation of sources, and respect of other’s academic endeavors.

**Course Rules**

All the electronic devices such as computer or cellphone are not allowed to use in class.

Final grades will be calculated on a 100-point scale that breaks down as follows. There is no extra credit or curve.

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**Course Schedule**

**What is Globalization?**

Week 1 (9/7) Introduction

Week 2 (9/12 & 14) Intercultural Communication and Globalization


Week 3 (9/19 & 21) Language and Thought

Week 4 (9/26&28) Communication and Pragmatic Differences across Cultures: The Role of Cultural Contexts


On-line Discussion (300 words minimum length)

Language and Cultural Identities in Social Practice in the Era of Globalization

Week 5 (10/3 & 5) Verbal Communication in Intercultural Encounters

Week 6 (10/10 & 12) Identity and Globalization

On-line Discussion (300 words minimum length)

Week 7 (10/17) Mid-term Review  (10/19) Mid-term Exam

Week 8 (10/24 & 26) Socio-cultural Norms in Language Use

Week 9 (10/31 & 11/2) Second Language Learning


On-line Discussion (300 words minimum length)
Week 10 (11/7 & 9) Global Language and Language Restriction

Nettle, Daniel and Suzanne Romaine (2000) “: Ch. 1, Where Have All the Languages Gone?” In Vanishing Voices: the extinction of the world languages, Oxford University Press

Media and Globalization

Week 11 (11/14 & 16) Globalization of Media

Week 12 (11/21) Media and Stereotypes
- On-line Discussion (300 words minimum length)


Week 13 (11/28 & 30) Current Issues on Global Media

Week 14 (12/5 & 7)

Term paper presentation

Week 15 (12/12 & 14) Term paper presentation

(12/14) Term paper due

Week 15 (12/16-22) Final exam