

MCM-243 Language & Communication Processes (3 Credit Hours)

Pre-requisites: None

Course Objectives

1. This is a general education course without any prerequisites which tends to explore the role of Language in Human Communication Process and how it is used to the benefit of communication. The course compares alternative communication methods with use of language.

Learning Outcomes

2. After completion of course, students shall be able to:

- a. Develop a sense of the importance of Language
- b. Understand the history and various aspects of language

3. **Contents**

- a. Introduction to the field of Linguistics and the role it plays in communication.
 - (1) Linguistics and its sub fields.
 - (2) The origin of language
 - (3) Animal versus Human Language
- b. Psycholinguistics and language acquisition vs. learning
 - (1) Psycholinguistics, Language a biologically triggered innate ability
 - (2) Language and the brain.
 - (3) Animal communication vs. human communication.
- c. Sociolinguistics; society and class.
 - (1) Effect of language on culture.
 - (2) Effect of culture on language.
- d. Sociolinguistics and the concept of dialects
 - (3) Idiolects and dialects.
 - (4) Isogloss and the concept of di-glossia.
 - (5) Phonetics and Phonology
 - (6) Phonology and phonetics and how the sounds we produce are different than the **English alphabet**.
 - (7) International Phonetic Alphabet (IPA) and how it help to pronounce words.
- e. Morphemes and Neologisms, and the Use of Neologisms in Media.
- f. Introduction to Semantics (study of meaning)

- (1) Meaning and theories of meaning.
 - (2) Affective Meaning and Social Meaning.
- g. Semantics
 - (1) Connotations and shades of meaning.
 - (2) Euphemisms and dysphemisms.
- h. Pragmatics (meaning in context)
 - (1) Knowledge and its types, reference (anaphora, cataphora).
 - (2) Cohesion.
- i. Pragmatics
 - (1) Speech Acts (Direct and indirect).
 - (2) Maxims of cooperation given by Paul Grice.
 - (3) Practical application of pragmatics.
- j. Signed language.
 - (4) History of signed language.
 - (5) Need for signed language and its evolution through time.

References

1. Deacon, Terrence William (1998). The Symbolic Species: The Co-Evolution of
2. Language and the Brain. New York: W. W. Norton & Company.
3. Littlejohn, Stephen W. (1999). Theories of Human Communication. 6th ed. Belmont, CA, Wadsworth.
4. Wood, J. T. (2002) Interpersonal Communication: Everyday Encounters (3rd edition) Wadsworth Study Skills by Richard York
5. Harmon, William; Holman, C. Hugh. A Handbook to Literature. 7th ed. Upper Saddle River, NJ: Prentice-Hall, 1996
6. Linguistics: An Introduction to Language and Communication (fifth edition) by Adrian
7. Akmajian, Richard A. Derrms, Ann K. Farmer, Robert M. Harnish.
8. Study of Language (fourth edition) by George Yule.