

課程名稱 (course name)	(中) 語言、文化與溝通				
	(Eng.) Language, Culture and Communication				
開課系所班級 (dept. & year)	通識教育中心	學分 (credits)	2	規劃教師 (teacher)	通識中心 張文俐
課程類別 (course type)	必修	授課語言 (language)	中文、英文	開課學期 (semester)	上、下
課程簡述 (course description)	<p>(中) 本課程旨在探索語言的文化本質，了解語用目的、結構、發展及變異。課程目標語鎖定英語，引導學生透過分析與討論，發現語言與其他文化構成要素（如個人思想、行為、角色、地位或社會傳統、習俗、規範等）其間的互動關係。相關電影及影片為主要語料來源，並於片段賞析過程中鼓勵學生主動發覺每週文化溝通議題，進而善用小組討論及線上分享相互交流，以期加深學生對於語言的文化認知。</p> <p>(Eng.) This course aims to explore language as a cultural product of human society. Major topics include the purpose, structure, development and variation of language. The target (English) language is to be analyzed and discussed to help students discover its dynamic relationship with various cultural elements (such as beliefs, values, roles, statuses, social collectives, norms and mores, manners and customs). Relevant films and videos are introduced as a primary source of language samples. Students' active exploration and in-depth investigation are encouraged through their participation in small group sharing and online discussion.</p>				
先修課程 (prerequisites)	無				
課程目標與核心能力關聯配比(%) (relevance of course objectives and core learning outcomes)					
課程目標	course objectives	核心能力 core learning outcomes	配比 合計 100%		
本課程主要著重於引導學生主動思考並嘗試批判性反思： (一) 日常生活語用範例的溝通意義 (二) 語用範例與社會文化實踐的交互關係	Through completion of the course, students will be able to think and reflect critically about: (1) examples of real-life language use (2) relations between language and social/cultural practices	人文素養	20%		
		科學素養	10%		
		溝通能力	25%		
		創新能力	20%		
		國際視野	25%		
		社會關懷	0%		

課程目標之教學方法與評量方法
(teaching and assessment methods for course objectives)

教學方法 (teaching methods)

學習評量方式 (evaluation)

講授
討論
遠距教學

紙筆測驗
口頭報告
出席狀況
線上/課堂活動

授課內容 (單元名稱與內容、習作/考試進度、備註)
(course content and homework/tests schedule)

WK	Topic	Extended topic
1	(Introduction to the course)	
2	What do you know about language?	English; Globish; lingua franca
3		
4	What is language/paralanguage?	code-switching; stereotyping
5		
6	Why do we need language?	euphemism; political correctness
7		
8	How do we use language?	argot; jargon
9		
10	(Midterm)	
11	How is language studied?	acronym; abbreviation; blend
12		
13	How is language taught and learned?	alliteration; onomatopoeia
14		
15	How does language evolve?	creole; dialect; pidgin
16		
17	(Final)	
18		

教科書與參考書目 (書名、作者、書局、代理商、說明)
(textbook & other references)

Agar, M. H. (1996). *Language Shock: Understanding the Culture of Conversation*. Harper Paperbacks.
 Bauer, L. & Trudgill, P. (Eds.) (1999). *Language Myths*. Penguin.
 Blum, S. D. (2008). *Making Sense of Language: Readings in Culture and Communication*. Oxford University Press.
 Kramsch, C. & Widdowson, G. (1998). *Language and Culture*. Oxford University Press.
 Ottenheimer, H. J. (2008). *The Anthropology of Language: An Introduction to Linguistic Anthropology*. Wadsworth Publishing.
 Rawson, H. (1992). *Wicked Words: A Treasury of Curses, Insults, Put-Downs, and Other Formerly Unprintable Terms from Anglo-Saxon Times to the Present*. Three Rivers Press.
 Salzmänn, Z., Stanlaw, J., & Adachi, N. (2011). *Language, Culture, and Society: An Introduction to Linguistic Anthropology*. Westview Press.

課程教材（教師個人網址請列在本校內之網址）
(teaching aids & teacher's website)

<http://ecampus.nchu.edu.tw/eCampus3P/Learn>

課程輔導時間
(office hours)

(by appointment)