

Global Englishes and the marketplace

Description of qualifications

Purpose:

The aims of the course are (1) to provide the student with critical knowledge of different contemporary forms of Englishes and knowledge of how, why and where they emerge around the world and (2) to strengthen the student's proficiencies in analysing, assessing and using different forms of English that are appropriate in a wide variety of global marketplaces and international professional contexts.

The course discusses and reflects on the interconnections of geo-historical, cultural, political, legal and technological changes and developments that have influenced the emergence of a multiplicity of Englishes and their diverse contemporary uses in different business and professional domains.

Academic objectives:

In the evaluation of the student's performance, emphasis is placed on the extent to which the student can:

Knowledge:

- demonstrate knowledge of the interconnections of geo-historical, cultural, political, legal and technological changes that have led to different forms of Englishes
- demonstrate knowledge of the multiple variations of Englishes in use, such as English as a lingua franca, English as a corporate language, computer-mediated English and English for specific purposes.

Skills:

- choose and analyse varieties of spoken and written Englishes used in global marketplaces and international professional contexts in a sensitive and accommodating way
- reflect on, choose and use specific forms of English that are appropriate to specific professional contexts.

Competences:

- connect and reflect on essential themes within the field of Global Englishes in a meaningful and accommodating way
- describe, analyse and discuss a chosen or given theme drawn from course readings, class discussions and empirical data in an informed, systematic, critical and situationally aligned way
- use appropriate language, style and terminology and adhering to academic standards for argumentation and referencing.

Contents

See the description of qualifications.

Instructor

Ushma Chauhan Jacobsen, Anne Schjoldager, Alan Firth, Matthias Stephan

Forms of instruction

Lecture, Classroom instruction

Comments on form of instruction

Teaching methods include, but are not limited to, lectures, seminars, workshops, oral presentations and written assignments.

Exam details

TAKE-HOME ASSIGNMENT ON TOPIC OF STUDENT'S CHOICE

Aid:

Not defined

Assessment:

7-point grading scale

Grading:

Internal co-examination

Notes

Ordinary examination:

As a prerequisite for taking the exam, the student is required to hand in/present a number of assignments during the semester. The number of assignments, their form (individual and/or in a group, written and/or oral, set or on a topic of the student's choice etc.) and deadlines will be provided in writing on Brightspace by the course teacher at the beginning of the semester. The student's performance in the assignments will be assessed by the course teacher.

The exam takes the form of a take-home assignment in the form of an academic paper of 6-8 standard pages (exclusive of front page, list of contents, list of references and appendices) on a topic of the student's own choice. The paper demonstrates ability to describe and discuss a chosen theme drawn from course readings, class discussions and empirical data, complying with academic standards for argumentation and referencing and using appropriate language, style and terminology.

Re-examination:

The exam takes the form of a take-home assignment in the form of an academic paper of 8-10 standard pages (exclusive of front page, list of contents, list of references and appendices) on a topic of the student's own choice. The aim of the exam paper is two-fold: (1) to demonstrate ability to discuss and analyse given themes within Global Englishes; (2) to demonstrate ability to describe and discuss a chosen theme drawn from course readings, class discussions and empirical data, complying with academic standards for argumentation and referencing and using appropriate language, style and terminology.

Literature

Will be announced on Brightspace at the start of the semester

ECTS

10

Period

Spring semester 2023

Level

Bachelor

Academic term

BA, 2nd semester.

Hours - weeks - periods

Time and place will be announced no later than at the start of the semester here:

<https://timetable.au.dk/schedule>

Language of instruction

English

Course type

Vacant place scheme, Ordinary, Exchange

Primary programme

Bachelor's Degree Programme in International Business Communication in English

Related educations

Supplementary Subject in English Business Communication

Department

School of Communication and Culture

Faculty

Arts

Location

Aarhus

STADS UVA code

132171U013