

## Study Plan

**M. A. Degree**

**in**

**Language, Culture, and  
Communication**

**Linguistics Department**

**2014/2015**

**Faculty of Foreign Languages, University of Jordan**

**Study Plan**  
**Faculty of Foreign Languages**  
**Masters in Language, Culture & Communication**  
**(Non- Thesis Track)**

Plan Number			2014	N
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**First: General Rules & Conditions:**

1. This plan conforms to the valid regulations of the programs of graduate studies.
2. Specialties Admitted:
  - First Priority: Bachelor of Arts in English.
  - Second Priority: Bachelor of Arts in any foreign language.
3. Admission Policy:  
 More weight is given to "First Priority" than to "Second Priority".  
 Student averages are calculated in accordance with this table:

Priority	Average	Weight	Corrected Average
First Priority	80	1.0	$80 \times 1 = 80$
Second Priority	80	0.9	$80 \times 0.9 = 72$

**Second: Special Conditions:**

1. Students have to pass the TOEFL with a score of **550** or higher, or attain an equivalent score in other international EFL tests.
2. The language of instruction in this program is English.

**Third: Study Plan: Students shall study (33) credit hours as follows:**

1. Compulsory Courses: (24) credit hours:

Course No.	Course Title	Credit hrs.	Theory	Practical	Pre-requisite
2205711	Research Methods in Language, Culture, and Communication	3	3	0	
2205720	General Linguistics	3	3	0	
2201752	Sociolinguistics	3	3	0	
2201754	Discourse Analysis	3	3	0	
2205725	Theories of Communication	3	3	0	
2205723	Pragmatics and Communication	3	3	0	
2205726	Negotiation and Intercultural Communication	3	3	0	
2205727	Computer-Mediated Communication	3	3	0	

## 2. Elective Courses: (9) credit hours selected from the following:

Course No.	Course Title	Credit hrs.	Theory	Practical	Pre-requisite
2205734	Gender and Communication	3	3	0	
2205735	Organizational and Business Communication	3	3	0	
2205737	Mass Communication	3	3	0	
2205738	Health Communication	3	3	0	
2205741	Culture and Society	3	3	0	
2205743	Identity & Discourse with the Other	3	3	0	

3. **The comprehensive exam (2205798).**

**Study Plan**  
**Faculty of Foreign Languages**  
**Masters in Language, Culture & Communication**  
**(Thesis Track)**

Plan Number			2014	N
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**First: General Rules & Conditions:**

1. This plan conforms to the valid regulations of the programs of graduate studies.
2. Specialties Admitted:
  - First Priority: Bachelor of Arts in English.
  - Second Priority: Bachelor of Arts in any foreign language.
3. Admission Policy:  
 More weight is given to "First Priority" than to "Second Priority".  
 Student averages are calculated in accordance with this table:

Priority	Average	Weight	Corrected Average
First Priority	80	1.0	$80 \times 1 = 80$
Second Priority	80	0.9	$80 \times 0.9 = 72$

**Second: Special Conditions:**

1. Students have to pass the TOEFL with a score of **550** or higher, or attain an equivalent score in other international EFL tests.
2. The language of instruction in this program is English.

**Third: Study Plan: Students shall study (33) credit hours as follows:**

1. Compulsory courses: 15 credit hours.

Course No.	Course Title	Credit hrs.	Theory	Practical	Pre-requisite
2205711	Research Methods in Language, Culture, and Communication	3	3	0	
2205720	General Linguistics	3	3	0	
2201752	Sociolinguistics	3	3	0	
2201754	Discourse Analysis	3	3	0	
2205725	Theories of Communication	3	3	0	

- 2- Elective Courses (9) credit hours selected from the following:

Course No.	Course Title	Credit hrs.	Theory	Practical	Pre-requisite
2205723	Pragmatics and Communication	3	3	0	
2205726	Negotiation and Intercultural Communication	3	3	0	
2205727	Computer-Mediated Communication	3	3	0	
2205734	Gender and Communication	3	3	0	
2205735	Organizational and Business Communication	3	3	0	
2205737	Mass Communication	3	3	0	
2205738	Health Communication	3	3	0	
2205741	Culture and Society	3	3	0	
2205743	Identity & Discourse with the Other	3	3	0	

3- A thesis (9) credit hours: (2205799).

**Course Descriptions**  
**Faculty of Foreign Languages**  
**Master's in Language, Culture & Communication**

**2205711 Research Methods in Language, Culture, and communication (3 credit hours)**

This course covers methodological approaches to research in language, culture and communication (corpus and quantitative approaches; working with informants, interviews, and questionnaires); collecting and analyzing data; research ethics and documentation.

**2205720 General Linguistics (3 credit hours)**

This is a general introduction to the scientific study of language and its structure. On the one hand, it enables students to gain insight about linguistic issues and debates, and on the other it introduces phonetics, phonology, morphology, syntax, and semantics as well as such interdisciplinary studies as sociolinguistics, dialectology, psycholinguistics, cognitive linguistics, applied linguistics, and computational linguistics.

**2205723 Pragmatics and Communication (3 credit hours)**

This course is an introduction to pragmatics in the context of communication studies. It examines the study of communicative meaning; the role that context plays in the production and interpretation of utterances. Particular attention will be paid to the relationship between communication, semantics and pragmatics. Topics to be covered include implicature, presupposition, and speech acts, how the context and form of an utterance interact to affect our understanding of meaning.

**2205725 Theories of Communication (3 credit hours)**

The course inspects the history of human communication, the communication process and forms: verbal (spoken, written) and non-verbal (sign, body language), intrapersonal communication, interpersonal communication, and mass communication. It examines various theories of communication including symbolic interaction theory, cognitive dissonance, and expectancy violations, social penetration, social exchange, organizational culture, organizational information, gratifications, cultivation, and diffusion. It also takes into focus the definition of culture, its components and the usage of spoken and written words, sign language, and body language in the communication between people of different cultures. It examines how culture can affect personal, national, and international understanding in terms of beliefs and behavior. The course also examines barriers, difficulties, and dangers of cultural misunderstanding.

**2205726 Negotiation and Intercultural Communication (3 credit hours)**

This course explains how the negotiation process works under both adverse and optimum conditions and explains the role of culture and qualities and functions of language that are most influential in an instance of negotiation. It commits itself to business negotiation, dispute resolution, and decision-making in multicultural environments. While it explains the basic negotiation concepts, such as power and interests, it shows how they acquire different meanings in different cultures. It discusses how culture affects negotiators' assumptions about

when and how to negotiate, their interests and priorities, and their strategies. It equips the student with the tools to come to clear judgments and creative, non-aggressive solutions, and with strategies and specific tactics for managing spoken interaction, such as controlling topic, using listening skills to read a situation, turn-taking and turn-yielding, gaining cooperation, and handling cross-cultural encounters.

**2205727 Computer-Mediated Communication (3 credit hours)**

This is an investigation of practical and theoretical issues that relate to e-communication from a social scientific perspective. It examines how computer technology has affected patterns of human communication and discusses identity and social relationships in the context of computer-mediated communication.

**2205734 Gender and Communication (3 credit hours)**

This course is a survey of the role of gender in communication processes. It identifies the differences in male and female communication patterns in public and private settings and the effect these differences have on the communication process. The course studies the relationship between gender, communication, and culture; theoretical approaches to gender development; gendered verbal communication, gendered nonverbal communication, gendered organizational communication, gendered media, and gendered power and violence. Topics of discussion include gender roles, interactive relationships between gender and communication in contemporary Arab societies, gender communication and the decisive role gender plays in personal and professional relationships, as well as its role in culture and in media.

**2205735 Organizational and Business Communication (3 credit hours)**

The course focuses on the process of communication within organizations such as formal communication: (downward, upward, and horizontal), informal communication (gossiping), teamwork, small group communication, customer care communication with internal and external public of organizations, types of customers, organizational excellence culture, decision-making and problem-solving processes, conflict resolution, and negotiation skills.

**2205737 Mass Communication (3 credit hours)**

This is an in-depth study of the theory of media effects on the individual. It studies communication in the context of theories of behavior, memory structure, memory activation, dual process cognition models, and media effects.

**2205738 Health Communication (3 credit hours)**

Discussions of the role of communication in public health are the focus of this course. While health communication draws on mass communication, social marketing, health education, anthropology, sociology, and linguistics, this course summarizes recent trends and discusses key issues, factors, forces, and challenges in health communication from a multicultural perspective. The topics covered include: Current health communication theories and issues; cultural, gender, ethnic, religious, and geographical influences on conceptions of health and illness; health communication approaches including interpersonal communication, public relations and public advocacy, community mobilization, professional medical communication, and constituency relations in health communication; changing health needs and the imperative of a multicultural paradigm; theoretical framework for communicating with multicultural populations; case studies of health communication in high-risk multicultural populations.

**2205741 Culture and Society (3 credit hours)**

This course introduces students to the relationship between culture and society. It will analyze the concepts and components of human culture and human society and how they interact with each other. Furthermore, the course will discuss the factors that impact cultural change in societies and their influence on the behavior of individuals in their daily lives. It will also emphasize the relativistic nature, and will discuss culture differences and similarities of culture. The course will discuss the role of culture in the development of the individual's human personality and its impact on communication. Finally, the course will be taught from comparative and global perspectives.

**2205743 Identity & Discourse with the Other (3 credit hours)**

This course is aimed at analyzing and investigating the formation of identity at the personal, societal and cultural levels triggered by the contact between the Self and the Other. It introduces students to the different dimensions of (Hegemony, Hierarchy) applicable to relationships of oppositions such as (Man/Woman, Hierarchical System/Society, Colonizer/Colonized, White/Black, Subject/Object, Self/Other, and difference/diversity). The course provides first a historical overview of chosen intellectual and political moments of certain countries which have affected either negative or positive change, starting the Renaissance. Students will then identify and trace the moments of colonial relations which will allow the location of diverse postcolonial/postmodern synergy through the theoretical studies of knowledge, power and being.

**2201752 Sociolinguistics (3 credit hours)**

The course provides an overview of the emergence and development of sociolinguistics. It also provides a brief account of language variation across communication, i.e. the role of situational variables in linguistic expression and discourse structure. Moreover, it trains students on how to collect and analyze sociolinguistic data

**2201754 Discourse Analysis (3 credit hours)**

The course explores the organization of language beyond the sentence in both speech and writing and how it relates to critical thinking. It examines the standards of textuality with the view of improving critical thinking skills. Emphasis is placed on recognizing persuasive techniques used in media contents, political discussions, advertisements, and general academic writings.

**Open Minds Academy Brief**

Open Minds Academy

<http://www.carpevitam.se/oma.html>

Open Minds Academy (OMA) is a partnership between several well-known US and European universities, the faculties of which have selected projects, where they have a recognised expertise, and which they consider important for peace and sustainable social development. There will in the beginning be two and a half year graduate courses and shorter courses on how to implement the theories of sustainable development in practice.

The focus is to give the students a holistic understanding to develop an entrepreneurial spirit and create jobs.

Learning for Sustainable Development

The OMA is an initiative that aims to set up a post graduate academy for the Middle East region in consortium with eight European and regional universities.

It seeks to provide young professionals from the region with learning experiences, entrepreneurial mind-sets and leadership skills geared towards addressing the complex challenges of sustainable development.

#### Providing Professional Qualifications

OMA aims to offer accredited masters degree programs and practical training for candidates seeking career paths in public policy, business and community development with extensive knowledge of means and tools for enabling and achieving sustainable development.

Graduates of OMA degree programs will be able to utilize analytical and critical thinking tools, communicate, and perform flexibly in a continuously changing and globalizing world economy.

#### Partners and Alliances

Success of OMA's educational model is dependent on having strong ties with private sector organizations, local and international institutions. The current concept of OMA has been developed in collaboration with several world-renowned universities that will provide leading edge knowledge and expertise.