**AL-FARABI KAZAKH NATIONAL UNIVERSITY**

**Faculty of Philology, Literary Studies and World Languages**

[**Department of General Linguistics and Foreign Philology**](http://kaznu.kz/en/8588/page/Departments/Faculty_of_Philology%2c_Literary_Studies_and_World_LanguagesChairsDepartment_of_Foreign_Languages_and_General_Linguistics)

**Educational Program on Speciality «6М021000- Foreign Philology»**

# Approved at

the meeting of Scientific council of

Faculty of philology, literary studies and world languages

Protocol №\_\_\_\_ « \_\_\_\_»\_\_\_\_\_\_\_\_\_\_ 2014

Dean of the faculty \_\_\_\_\_\_\_\_\_ G. Kazybek

**SYLLABUS**

**THEORY OF discourse: KONTENT-ANALYSIS**

**2 course, English department, autumn semester, 3 credits**

**Lecturer:**

Karagoishiyeva Danel Almasbekovna, PhD, candidate of philological sciences, docent, telephone: 377-33-39 (1329),

e-mail: [danel.karagoish@mail.ru](mailto:danel.karagoish@mail.ru)

**Teacher (seminar):**

Karagoyshyeva Danel Almasbekovna, PhD, candidate of philological sciences, docent, telephone: 377-33-39 (1329),

e-mail: [danel.karagoish@mail.ru](mailto:danel.karagoish@mail.ru)

**The aim of discipline** is to study deeply by means of innovative methods the basic theories of «Discourse of Business Communication».

**Objectives of discipline**: to explore important theoretical and practical problems of Discourse of Business Communication; to determine application of modern information technologies in modern sciences; to generate the systemic representation about applicability and development of computer technologies in philological researches and in the linguistic analysis; to show an opportunity of using Business Communicative Approaches for much deeper studying native and foreign languages; to analyze the basic methods of creation and using of Business Communicative Approaches in language teaching; to give representation about work with computer programs, which enable the philological information.

As a result of studying the given discipline Master student **should know**: modern scientific paradigm and the main provisions of the theory of language; the basic principles of Business Communicative Linguistics; variety of modern Business Communicative Linguistics; main principles of organization of linguistic databases; important search systems.

As a result of studying the given discipline Master student **be able to:** put the research task in the field of Business Communicative Linguistics; work with the basic retrieval information and expert systems, systems of information processing of lexicography; use a professional achievements of native and foreign methodological heritage, modern teaching trends and concepts of teaching foreign languages; use the conceptual apparatus theoretical and applied linguistics to solve professional problems; use modern technologies for the collection, processing and interpretation of the experimental data; independently develop the actual problem, which has theoretical and practical significance.

**Prerequisites:** theoretical and practical disciplines (Introduction to Linguistics, General Linguistics, “History of Linguistics”).

**Postrequisites**: theoretical and practical disciplines of Master degree programme.

**STRUCTURE AND CONTENT OF THE DISCIPLINE**

|  |  |  |  |
| --- | --- | --- | --- |
| Week | Theme | Hours | Points |
| **Module 1** | | | |
| **1** | **Lecture 1** «Aim, object of course of Discourse Business Communication». | 1 | 0 |
| Seminar 1,2  The definition of terms from different dictionaries: Discourse, Information, Sender, Receiver. | 2 | 10 |
| **2** | **Lecture 2** «Communication as a main function of Linguistics. Communicative Linguistics Communicative acts» | 1 | 0 |
| Seminar 3,4  The definition of terms from different dictionaries: Action, Intention, Pragmatics. | 2 | 20 |
| **3** | **Lecture 3** «Origin of Communication. The Ontogenesis of Communicative acts» | 1 | 0 |
| Seminar 5,6  The role of Sender and Receiver in Business Communication. | 2 | 10 |
| IWMT 1,2  Misunderstandings, Tolerance and Success in Business Communication. | 2 | 10 |
| **Module 2** | | | |
| **4** | **Lecture 4** «Methods of the theory of Communication». | 1 | 0 |
| Seminar 7,8  Technical communication. Communicative competence as a component of the professional culture | 2 | 10 |
| IWMT 3,4  Informational society and informational culture. | 2 | 5 |
| **5** | **Lecture 5** «Verbal communication» | 1 | 0 |
| Seminar 9,10  Development and role of telecommunication system. | 2 | 10 |
| IWMT 5  Professional Communication and recourses of Business Information in Internet | 1 | 10 |
| **6** | **Lecture 6** «Culture Semiotics» | 1 | 0 |
| Seminar 11,12  Symbols. Non-signalled symbols. | 2 | 6 |
| IWMT 6  Non-communicative symbols (Presentation). | 1 | 4 |
| **7** | **Lecture 7** «Culture and Communication» | 1 | 0 |
| Seminar 13,14  Intercultural competence. Peculiarities of Intercultural Communication in e-world | 2 | 10 |
| IWMT 7  Project: Preparing of CV in Business: advantages and disadvantages | 1 | 5 |
| **Module Control 1** | 1 | 100+100 |
| **Midterm Exam** | 1 | 100 |
| **Module 3** | | | |
| **8** | **Lecture 8** «Communicating across Cultures» | 1 | 0 |
| Seminar 15,16  Rules of Business Communication in Kazakhstan and the USA | 2 | 5 |
| **9** | **Lecture 9** «The roles and Norms of Communication» | 1 | 0 |
| Seminar 17,18  The etiquette of the Business Communication: Kazakh, Russian, English (presentation) | 2 | 10 |
| **10** | **Lecture 10** «The types of Intercultural communication» | 1 | 0 |
| Seminar 19,20  The styles of verbal communication. | 2 | 15 |
| IWMT 8,9  The gender differences of the Verbal Business Communication: Kazakh, Russian, English (presentation) | 2 | 10 |
| **11** | **Lecture 11** «Non-Verbal communication. Part 1» | 1 | 0 |
| Seminar 21,22  The contexts of verbal communication. Kinesics. | 2 | 5 |
| IWMT 10  Ophthalmology (Oculesics, Eye contact) (Presentation). | 1 | 10 |
| **Module 4** | | | |
| **12** | **Lecture 12 «**Non-Verbal communication. Part 2» | 1 | 0 |
| Seminar 23,24  Sensorika. | 2 | 5 |
| 11 IWMT  Haptics (tacesika). | 1 | 10 |
| **13** | **Lecture 13** «Paraverbal communication. Part 1» | 1 | 0 |
| Seminar 25,26  Proxemics. | 2 | 5 |
| IWMT 12,13  Chronemics. | 2 | 5 |
| **14** | **Lecture 14** «Paraverbal communication. Part 2» | 1 | 0 |
| Seminar 27,28  Intercultural conflicts in Business Communication. | 2 | 5 |
| IWMT 14,15  Stylistic and topic content of peculiarities of Business texts. | 2 | 5 |
| **15** | **Lecture 15** «Successful Business Communication» | 1 | 0 |
| Seminar 29,30  Mini Project about «Language Competence of Business person»  Preparing for the MC2 | 2 | 10 |
| **Module Control 2** | 1 | **100** |
| **Examination** | 1 | **100** |
| **Total** | 1 | **500** |

**List of Literature:**

**Main Literature:**

1. Астафурова Т.H. Лингвистические аспекты межкультурной деловой коммуникации. – Волгоград, 1997 – 108 с.

2. Бландел. Р. Эффективные бизнес-коммуникации: теория и практика в эпоху информации. СПб.: Изд-во "Питер", 2000. – 381с.

3. Гуманитарные исследования в Интернете. / Под ред. А.Е. Войскунского. М.: Можайск-Терра, 2000. – 432с.

4. Лэйхифф Дж. М. Бизнес-коммуникации. Стратегии и навыки. / Дж. М. Лэйхифф, Дж. М. Пенроуз и др. СПб.: Питер, 2001. – 686 с.

5. Основы теории коммуникации: Учебник / Под ред. проф. М.А. Василика. М.: Гардарики, 2003. – 615 с.

6. Панфилова А.П. Деловая коммуникация в профессиональной деятельности. СПб.: Знания, 2001.

7. Землянова Л. М. Зарубежная коммуникативистика в преддверии информационного общества / Толковый словарь терминов и концепций. М.: Изд-во МГУ, 1999. – 301с.

8. Martin J., Nakayama Th. Intercultural Communication in Contexts. – L., Toronto, 2000.

1. Jandt F. Intercultural Communication. – Newbary Park, 2000.

**Additional Literature:**

1. Садохин А.П. Межкультурная коммуникация. – М., 2006.
2. Золотухин В.М. Толерантность. Кемерово, 2001.
3. Вацлавик п., Бивин Дж., Джексон Д. Психология межличностных коммуникации. – Спб., 2000.
4. Казаринова Н.В., Погольша В.М. Межличностное отношение повседневные практики. Спб., 2000.
5. Почепцов Г.Г. Теория коммуникации. – М.: Киев, 2001.
6. Сергеев А.М. Коммуникация в культуре. – Петрозаводск, 1996.
7. Розенберг М. Эффективное общение без принуждения. – М.,1996.
8. Кочетков В.В. Психология межкультурных различий. – М., 2002.
9. New Horizons in Linguistics. Edited by John Lyons. – Harmondworth, Middlesex: Penguin Books, 1970.

**ACADEMIC POLICY OF THE COURSE**

Master should: regularly attend all types of lessons (lectures, seminars, practical lessons, laboratory lessons) and lessons on IWMT; do MIW in the given volume and the set time, using recommended literatures or other resources in libraries or internet; strictly follow the graphic of passing written works (IWM and IWMT); attend rating and final controls.

Rating and Final controls of students; knowledge are held in accordance with confirmed graphic of teaching process of the educational institution.

CC (Current control) is the systematic control of the masters’ academic achievements on each theme and unit conducted by the teacher. Modular control is divided into the first and second rating controls, which are held on the seventh and fifteenth week of the semester. The final rating is formed from marks of 2 current (module) rating and final exam. Current (module) rating I – 100 max points (30%), Current (module) rating II – 100 max points (30%) and exam – 100 MAX POINTS (40%).

IWMT: individual and group tasks, depending on the IWMT organization technology (abstract, presentation, essay, project work, analysis and other tasks that have research character).

An exam is conducted in the written form.

Be tolerant and respect opinions of others. Formulate objections in the correct form. Plagiarism and other forms of cheating are not allowed. Prompting and cheating are unacceptable during independent work, interim control and examination, copying of works of other students or passing the exam for another student. A student caught in falsifying of any information of the course will receive a final grade «F».

**Assessment for MC1 and MC2 consists of:**

|  |  |  |
| --- | --- | --- |
| **Type of activity** | **MC1** | **MC2** |
| Current control (CC) +MIWT | 100 | 100 |
| Midterm Exam | 100 | 100 |
| Current rating (CR1,CR2) | 100 | 100 |
| Final rating | 100 | 100 |

**MIDTERM exam questions**

|  |
| --- |
| 1. Aim, object of course of Discourse Business Communication |
| 1. The definition of terms from different dictionaries: Discourse, Information, Sender, Receiver. |
| 1. Communication as a main function of Linguistics. Communicative Linguistics Communicative acts |
| 1. The definition of terms from different dictionaries: Action, Intention, Pragmatics. |
| 1. Origin of Communication. The Ontogenesis of Communicative acts |
| 1. The role of Sender and Receiver in Business Communication. |
| 1. Misunderstandings, Tolerance and Success in Business Communication. |
| 1. Methods of the theory of Communication. |
| 1. Technical communication. Communicative competence as a component of the professional culture |
| 1. Informational society and informational culture. |
| 1. Verbal communication |
| 1. Development and role of telecommunication system. |
| 1. Professional Communication and recourses of Business Information in Internet |
| 1. Culture Semiotics |
| 1. Symbols. Non-signalled symbols. |
| 1. Non-communicative symbols. |
| 1. Culture and Communication |
| 1. Intercultural competence. Peculiarities of Intercultural Communication in e-world |
| 1. Project: Preparing of CV in Business: advantages and disadvantages |
| 1. The role of Sender and Receiver in Business Communication. |
| 1. Misunderstandings, Tolerance and Success in Business Communication. |
| 1. Methods of the theory of Communication. |
| 1. Technical communication. Communicative competence as a component of the professional culture |
| 1. Informational society and informational culture. |
| 1. Verbal communication |
| 1. Development and role of telecommunication system. |
| 1. Professional Communication and recourses of Business Information in Internet |
| 1. Culture Semiotics |
| 1. Symbols. Non-signalled symbols. |
| 1. Non-communicative symbols. |

**Assessment scale of students’ knowledge and skills**

|  |  |  |  |
| --- | --- | --- | --- |
| Grades | Points | Marks in % | Traditional marking |
| A | 4,0 | 95-100 | Excellent |
| A+ | 3,7 | 90-94 |
| B+ | 3,3 | 85-89 | Good |
| B | 3,0 | 80-84 |
| B- | 2,7 | 75-79 |
| C+ | 2,3 | 70-74 | Satisfactory |
| C | 2,0 | 65-69 |
| C- | 1,7 | 60-64 |
| D+ | 1,3 | 57-59 |
| D | 1,0 | 53-56 |
| D- | 0,7 | 50-52 |
|  | 0,0 | 49 and below | Unsatisfactory |
| I (Incomplete) | - | - | «The discipline is not completed»  *(not counted in the GPA)* |
| P (Pass) | **-** | **-** | «Passed»  (*(not counted in the GPA)* |
| NP  (Not Рassed) | **-** | **-** | «Not passed»  *(not counted in the GPA)* |
| W  (Withdrawal) | - | - | «Withdrawal from the discipline»  *(not counted in the GPA)* |
| AW  (Academic Withdrawal) |  |  | Academic withdrawal from the discipline  *(not counted in the GPA)* |
| AU (Audit) | - | - | «Discipline is complete » *(not counted in the GPA)* |
| Att. |  | 30-60, 50-100 | Attested |
| Not att. |  | 0-29, 0-49 | Not Attested |
| R (Retake) | - | - | Retaking the discipline |

Considered at the  [General Linguistics](http://kaznu.kz/en/8588/page/Departments/Faculty_of_Philology%2c_Literary_Studies_and_World_LanguagesChairsDepartment_of_Foreign_Languages_and_General_Linguistics) and Foreign Philology

chair meeting

*Protocol №\_\_\_\_\_ on “\_\_\_\_\_” \_\_\_\_\_\_\_\_\_\_\_\_\_\_2014,*

**Head of the chair G.B. Madieva**

**Lecturer D.A. Karagoishiyeva**