

Description of Course Unit
according to the ECTS User's Guide 2015

Course unit title	Ethnography of Communication
Course unit code	BLG22-614
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Second cycle Master
Year of study when the course unit is delivered (if applicable)	Year 1
Semester/trimester when the course unit is delivered	Semester 2
Number of ECTS credits allocated	2 credits, 2.98 ECTS
Name of lecturer(s)	• Dr. Nurhayati, M.Hum • Dr. Agus Subianto MA.
Learning outcomes of the course unit	• Students are able to explain the basic principles of the ethnographic design of communication which is a combination of sociolinguistic and anthropological studies (K6, PU4); • Students are able to explain the methodological steps in analyzing the use of language with an ethnographic approach to communication (K6, PK9); • Students are able to analyze the use of language by following ethnographic traditions to find meaning in communicative actions (K6, PK10); • Students are able to write down the results of their studies in the form of scientific papers and present them (K6, K9, PK9, PK10, A6, A9)
Mode of delivery (face-to-face, distance learning)	Face-to-face Learning
Prerequisites and co-requisites (if applicable)	-
Course content	• General linguistic theory, ethnographic method, early history of ethnography of communication. • Communication patterns, communicative function, communicative competence. • Concept Talk: (i) Category talk (conversation), (ii) communication & social structure, (iii) routine & ritual, (iv) universal & inequalities. • Language Variation: (i) Language choice, (ii) <i>diglossia</i> & <i>diglossia</i>, (iii) code switching & style shifting, (iv) code markers.

	• Non-linguistic factors in the selection of language varieties (i) setting, (ii) purpose, (iii) region, (iv) Ethnicity, (v) social class, (vi) roles and relationship, (v) sex and age, (vi) personality states, (vii) Non-nativity. • The Identification of Communication Event: (i) Ethnographer and speech community, (ii) speech event identification, (iii) data collection procedures, (iv) types of data. • The Identification of Social Interaction Fact: (i) Communication components, (ii) relations between components, (iii) elicitation in frames, (iv) organisation of data. • Speaker's attitude towards Communications: (i) Attitude to language and language skills, (ii) Attitude towards languages and language variations, (iii) Stereotyping and appropriateness. • Language & Identity: (i) Maintenance, shift, & spread, (ii) Taboo & Euphemism. • Acquisition of Communicative competence: (i) social interaction, (ii) language & enculturation. (iii) Linguistics formulas and expressions. • Acquisition of Communicative Competence 1: (i) Non-verbal Communication, (ii) Influence of speech-partners and language games. • Acquisition of Communicative Competence 2: (i) Formal Education, (ii) Multilingual context, (iii) Children's attitude towards language. • Presentation of research data • Final Exam.		
Recommended or required reading and other learning resources/tools	• Coupland, N., & Jaworski, A. (2009). <i>The New Sociolinguistics Reader</i>. New York: Palgrave • Fishman, J. (1972). <i>Sociolinguistics</i>. Rowley: Newbury House. • Hudson, R. (1996). <i>Sociolinguistics</i>. Cambridge: Cambridge University Press. • Kaplan-Winger, J., & Ullman C. (2015). <i>Methods for the Ethnography of Communication: Language Use in Schools and Communities</i>. NY/London: Routledge. • Gumperz, J., & Hymes, D. (eds.), (1972). <i>Directions in Sociolinguistics</i>. London: Holt Reinhart & Winston. • Madison, D. S. (2018). <i>Performed Ethnography and Communication Improvisation and Embodied Experience</i>. UK: Taylor & Francis. • Saville-Troike, M. (1982). <i>The Ethnography of Communication: An Introduction</i>. New York: Basil Blackwell. • Schindler, L. (2018). The Ethnomethods of Ethnography: A Trans-situational Approach to the Epistemology of Qualitative Research. <i>Hum Stud</i>, 41, 103-120. • Schiffrin, D. (2004). <i>Approach to Discourse</i>. New Jersey: Wiley-Blackwell. • Zhu, Y., & Bargiela-Chiappini, F. (2013). Balancing Emic and Etic: Situated Learning and Ethnography of Communication in Cross-Cultural Management Education. <i>Academy of Management Learning & Education</i>, 12(3), 380-395. http://www.jstor.org/stable/43696574		
Planned learning activities and teaching methods	Week	Topic	Teaching Methode

	1.	The history and method of ethnography of communication	Discussion, Learning
	2	Communication patterns and communication functions	Discussion, Learning
	3	The concept of TALK (category of 'talk', communication and social structure, routines and rituals, universal & inequalities)	Discussion, Learning
	4	Language variations (Language choice, diglossia and dinomia, code switching and style shifting, code markers)	Discussion, Learning
	5	Non-linguistic factors in choosing language variations (setting, purpose, region, ethnicity, social class, role relationship, sex and age, personality states, non-natives)	Discussion, Learning
	6	Identifying communication events	Discussion, Learning

	7	Identifying social interaction facts	Discussion, Learning
	8	MID TERM TEST	Written test
	9	Speaker's attitudes toward communication performance	Discussion, Learning
	10	Language and identity	Discussion, Learning
	11	Acquisition of communicative competence (social interaction, language & enculturation)	Discussion, Learning
	12	Acquisition of communicative competence (stages and roles, Communicative Strategies, Formulaic Expressions)	Discussion, Learning
	13	Acquisition of communicative competence (Nonverbal Communication, Peer Influence and Extended Acquisition)	Discussion, Learning
	14	Acquisition of communicative competence (Speech Play, Formal Education, Multilingual Contexts)	Discussion, Learning
	15	Preparing research on	Discussion, Learning

		ethnography of communication	
	16	Final Test	Written Test
Language of instruction	English-Indonesia		
Assessment methods and criteria	• Case Study Method/ Assignment 50% • Mid Term Test 25% • Post Test/Project 25%		