# **English Language and Applied Linguistics**

# **Module Descriptions 2023/24**

# **Level H (i.e. 3rd Yr.) Modules**

Please be aware that all modules are subject to availability.

**The modules listed in this handbook explore theoretical and practical concepts related to English Language study. They are not suitable for students wishing to develop their own proficiency in English Language writing or comprehension and should only be taken by students who already have a sophisticated understanding of the English Language.**

Please note that at the time this document has been prepared (March 2023) the following information is provisional, and there may be minor changes between now and the beginning of 2023/24 academic year.

**Please note: Forms of assessment are currently undergoing review for 2023/24, and as a result the assessment information listed within this handbook may be subject to change.**

#  **SEMESTER 2 MODULES**

## **Language Change**

MODULE CODE: 29697

CREDIT VALUE: 20

ASSESSMENT METHOD: 2 x essays (50% each)

SEMESTER: 2 (Spring term only)

**Only available to students able to demonstrate a comprehensive background in studying Linguistics.**

**Description**

In this module, students will gain a deeper understanding of how and why languages change and how historical language research is conducted. We explore the development of recent as well as historical changes to the English language, occurring throughout the language system: grammar, morphology, word meaning, and phonology. We consider how and why innovations take place; the relationship between language change and language variation; and the spread of change throughout the speech community. We discuss the difficulties and limitations of historical language research. This includes an examination of the use of electronic corpora as a tool for investigating language change and the new research field of historical sociolinguistics.

## **Business Discourse and Communication**

MODULE CODE: 31805

CREDIT VALUE: 20

ASSESSMENT METHOD: 1 x essay (100%)

SEMESTER: 2 (Spring term only)

**Only available to students able to demonstrate a comprehensive background in studying Linguistics.**

**DESCRIPTION**

This module explores the language used by business organizations in their communications with a variety of audiences. It examines how companies use language strategically to achieve crucial business objectives, such as persuading potential customers to buy their products, winning the trust of investors, restoring their public image after a crisis, or striking a good deal with suppliers. Throughout the module, we will take a close look at a range of genres of business discourse, including advertisements, corporate social media texts, financial and sustainability reports, and corporate press releases. Students will be introduced to a variety of methods used to research business discourse and communication, including qualitative discourse analysis, corpus-based approaches, and experimental techniques. The module aims to provide students with comprehensive knowledge of the field of business discourse, and to help them develop valuable analytical, critical thinking and communication skills that can be applied in a variety of professional contexts.

## **A Common Language? English in the U.K. and the U.S.A. (and Beyond)**

MODULE CODE: 31802

CREDIT VALUE: 20

ASSESSMENT METHOD: 1 x essay (100%)

SEMESTER: 2 (Spring term only)

**Only available to students able to demonstrate a comprehensive background in studying Linguistics.**

**Description**

It is often said that Britain and the United States are two countries divided by a common language. In this module we unpack this idea through the investigation of the varying forms and functions of British and American English, as well as the ways in which cultural beliefs and ideologies shape societies’ attitudes toward different language varieties. Using corpora and other online resources, we will critically examine some commonly held beliefs such as: “One variety of English is more pure, correct, or precise than another”; “British English is being corrupted or taken over by American English”; “British English is older than American English”; and “All varieties of English will eventually become indistinguishable”. Topics covered will naturally intersect with those of other modules, including topics relating to sociolinguistics, historical linguistics, semantics, grammar, and phonetics/phonology. Students will gain experience using different to tools for collection and analysis of usage data, and have the opportunity to carry out their own individual research project.

## **Language and the Mind**

MODULE CODE: 26649

CREDIT VALUE: 20

ASSESSMENT METHOD: 1 x research project (100%)

SEMESTER: 2 (Spring term only)

**Only available to students able to demonstrate a comprehensive background in studying Linguistics.**

**Description**

This module explores the emerging discipline of Cognitive Linguistics – a modern and innovative approach to the study of language, which focuses on the ways in which linguistic phenomena are underpinned by more general cognitive processes, as well as embodied experiences in the natural world. The module will introduce key concepts in Cognitive Linguistics such as categorisation and construal, embodied cognition and metaphor, and will consider how these topics influence the ways in which we communicate and interact with the world. Students will use published research in Psycholinguistics and Cognitive Linguistics to help understand the topics covered and the ways in which these topics can be explored. They will conduct their own investigation into one of the topics discussed in the module.