



Bachelor of Arts Program in Intercultural Studies and Language (International Program)

Degree Level  Bachelor's Degree  Graduate Diploma  Master's Degree  Higher Graduate Diploma  Ph.D.

Course Title Language, Power and Culture

Mahidol University International College

Course Code ICIC368

Humanities and Language Division

## TQF3 Course Specification

### Section 1 General Information

#### 1. Course Code and Title

In Thai ICIC 368 (Section 1) ภาษา อิทธิพล และวัฒนธรรม  
In English ICIC 368 (Section 1) Language, Power and Culture

#### 2. Number of Credits 4 (4-0-8)

#### 3. Curriculum and Course Type

3.1 Program of Study Intercultural Studies and Language Major Program

3.2 Course Type Major Elective Intercultural Studies Course

#### 4. Course Coordinator and Instructor

4.1 Course Coordinator Wimonsiri Hemtanon  
Humanities and Language Division  
+66 (02) 700 5000, Ext. 1529  
wimonsiri.hem@mahidol.edu

4.2 Instructor Wimonsiri Hemtanon

#### 5. Trimester/Class Level

5.1 Trimester Trimester 2, 2022-23

5.2 Number of Students Allowed Approximately 40 Students

#### 6. Pre-requisite

N/A

#### 7. Co-requisites

N/A

#### 8. Study Site Location

MUIC

#### 9. Date of Preparation/Latest Revision of the Course Specifications

Day 5 Month January Year 2023



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## Section 2 Aims and Objectives

### 1. Course Goals

Language, Power and Culture provides an exploration of the understanding of language by social sciences disciplines. The key purpose is to broaden learners' imagination on related theme framed by language in different dimensions, i.e. social constructing and power-discourse.

### 2. Objectives of Course Development/Revision

#### 2.1 Course Objectives

By the end of this course, students will have a better understanding of the role of language for how we understand and live in the world and will have gained an appreciation of the notion of cultural relativity—i.e. the belief that there exists a variety of ways of experiencing the world and that these should be understood within their own cultural context.

#### 2.2 Course-level Learning Outcomes (CLOs)

By the end of the course, students are able to

1. CLO1 Identify keys issues in all forms of journalism, including print, broadcast and digital outlet.
2. CLO2 Aware the role of an independent & free press in a democratic society.
3. CLO3 Apply accurate language and image influence the public.
4. CLO4 Assess proper source of information to cross check the news .
5. CLO5 Understand the importance of disclosure, responsibility and accountability in media scope.



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### Section 3 Course Description and Implementation

#### 1. Course Description

(In Thai) ศึกษาผลกระทบในการส่งเสริมความเข้าใจในภาษาโดยสังคมศาสตร์ โดยเฉพาะอย่างยิ่ง มานุษยวิทยา สังคมวิทยา และจิตวิทยาทางวัฒนธรรม โดยให้ความกระจ่างในประเด็นหลักๆ ที่เกี่ยวข้องกับภาษา (โดยเฉพาะอย่างยิ่งภาษาอังกฤษ) ศึกษาขอบข่ายทางวัฒนธรรมของของ ภาษา และบทบาทในการสร้างความเป็นจริงผ่านสังคม ตัวอย่างเช่น การเขียนและการพูด อิทธิพลของการปาฐกถา (โดยให้ความสำคัญกับภาษาอังกฤษในอดีต ปัจจุบัน และอนาคต) รวมไปถึงการศึกษาความสัมพันธ์ระหว่างภาษาและความเป็นชาติ

(In English) An exploration of some contributions made to the understanding of language by social sciences, in particular: Anthropology, Sociology and Cultural Psychology; providing insights on a range of themes related to language (and in particular to English); an exploration of the cultural dimensions of language and its role in 'socially constructing' lived reality, i.e. written vs. spoken word; inherent powerdiscourses in language (focusing on English in the past, present and future); and the connection between language and national identity

#### 2. Number of hours per trimester

Theory (hours)	Practice (hours)	Self-study (hours)
36	12	96

#### 3. Number of Hours per Week for Individual Advice

Office Hours or Online Consultations / 2 hours per week



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#### Section 4: Development of the expected learning outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

By the end of the course, students who successfully complete the course will be able to:

1. CLO1 Identify keys issues in all Language Power and Culture.
2. CLO2 Aware cultural dimensions of language and its role in 'socially constructing' reality.
3. CLO3 Apply the cultural dimension to perceive social reality based on languages and Power.
4. CLO4 Assess the imagination of power framed by language and culture .
5. CLO5 Understand how language shape and frame power in related Social Science Dilemmas.

2. How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

ICIC256	Teaching and learning experience management	Learning outcomes measurements
CLO1	Lecture / Reading / presenting / Discussion	Essay/Presentations/Reflections
CLO2	Lecture / Reading / presenting / Discussion	Essay/Presentations/Reflections
CLO3	Lecture / Reading / presenting / Discussion	Essay/Presentations/Reflections
CLO4	Lecture / Reading / presenting / Discussion	Essay/Presentations/Reflections
CLO5	Lecture / Reading / presenting / Discussion	Essay/Presentations/Reflections



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## Section 5 Lesson Plan and Evaluation

### 1. Lesson Plan

Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
1	Mon 4-5:50 pm What is culture? What is Power? What is Language	2			x	Wimonsiri Hemtanon	
2	Wed 4-5:50 pm Sapir-Whorf: the world we see as defined by our language?	2			x	Wimonsiri Hemtanon	
3	Mon 4-5:50 pm What Language? Oral, Written or Body? Street, Ideology vs Autonomous models of literacy	2			x	Wimonsiri Hemtanon	
4	Wed 4-5:50 pm What Language? Oral, Written or Body? Street, Ideology vs Autonomous models of literacy (cont.)	2			x	Wimonsiri Hemtanon	
5	Mon 4-5:50 pm Language and Civilization	2			x	Wimonsiri Hemtanon	
6	Wed 4-5:50 pm Cognitive ability/ Creativity?	2			x	Wimonsiri Hemtanon	
7	Mon 4-5:50 pm Essay on language & Culture	2			x	Wimonsiri Hemtanon	
8	Wed 4-5:50 pm Essay on language &	2			x	Wimonsiri Hemtanon	



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Class	Topic/Details	Number of hours	Online	On-	Instructors	Note
	Culture					
9	Mon 4-5:50 pm English as Power?	2		x	Wimonsiri Hemtanon	
10	Wed 4-5:50 pm English as Power? Before (Colonialism), now (ASEAN), and in the future (other language to take over?)	2			Wimonsiri Hemtanon	
11	Mon 4-5:50 pm Power – Discourses embedded in the use of language	2			Wimonsiri Hemtanon	
12	Wed 4-5:50 pm Power – Discourses embedded in the use of language (cont.)	2			Wimonsiri Hemtanon	
13	Mon 4-5:50 pm wrap-up	2			Wimonsiri Hemtanon	
14	Wed 4-5:50 pm Mid-term Examination	2			Wimonsiri Hemtanon	
15	Mon 4-5:50 pm Language Acquisition	2			Wimonsiri Hemtanon	
16	Wed 4-5:50 pm Language Acquisition (cont.)	2			Wimonsiri Hemtanon	
17	Mon 4-5:50 pm Language and National Identity	2			Wimonsiri Hemtanon	
18	Wed 4-5:50 pm Language and National Identity (cont.)	2			Wimonsiri Hemtanon	
19	Mon 4-5:50 pm Citizenship as Literacy	2			Wimonsiri Hemtanon	
20	Wed 4-5:50 pm Role of Language	2			Wimonsiri Hemtanon	
21	Mon 4-5:50 pm Role of Language in Thai Identity	2			Wimonsiri Hemtanon	



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Class	Topic/Details	Number of hours	Online	On-	Instructors	Note
22	Wed 4-5:50 pm Revision	2			Wimonsiri Hemtanon	
23	Mon 4-5:50 pm Final project presentation	2			Wimonsiri Hemtanon	
24	Wed 4-5:50 pm Final project presentation	2			Wimonsiri Hemtanon	
Total		48				

## 2. Evaluation of the CLOs

### 2.1 Measurement and Evaluation of learning achievement

#### a. Formative assessment

Formative assessments are conducted through a series of critical reflections.

#### b. Summative assessment

(1) Tool and weight for measurement and evaluation

Learning Outcomes	Measurement Method	Weight (Percentage)	
CLO1 Identify keys issues in all Language Power and Culture	Activities reflections	5	20
	Essay / Presentation	15	
CLO2 Aware cultural dimensions of language and its role in 'socially constructing' reality	Activities reflections	5	20
	Essay / Presentation	15	
CLO3 Apply the cultural dimension to perceive social reality based on languages and Power	Activities reflections	5	20
	Essay / Presentation	15	



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CLO4 Apply the cultural dimension to perceive social reality based on languages and Power.	Activities reflections	5	20
	Essay / Presentation	15	
CLO5 Understand how language shape and frame power in related Social Science Dilemmas.	Activities reflections	5	20
	Essay / Presentation	15	
<b>Total</b>			100

(2) Measurement and evaluation

A (90) B+ (85) B (80) C+ (75) C (70) D+ (65) D (60) F (>60)

Methods/Activities	Week	Percentage
Class activities	Continuous assessment	10%
Assignment	Continuous assessment	20%
Mid term	Week 7	20%
Group Project & Presentation	Week 11 & Week 12	20%
Final Examination	Week 13	30%
Total		100%

(3) Re-examination (if the course allows any)

With approved documentation issued by the Office of Academic Affairs, MUIC, a re-examination is possible in accordance with the regulations of MUIC.

### 3. Students' Appeal

If understanding and compromise fail with the course instructor, students are directed to the Office of Academic Affairs, MUIC, to make an appeal.





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## Section 6 Teaching Resources

### 1. Required Texts

- 1) Texts and course materials issued by the instructor, upload in e-learning.

### 2. Suggested Materials

#### Books

Anderson, Benedict. 1983. *Imagined Community: Reflections on the Origin and Spread of Nationalism*. London: Verso. Revised and extended edition, reprinted, 1992.

Gumperz, J.J. and Levinson, S.C. 1996. *Rethinking Linguistic Relativity*. Cambridge: Cambridge University Press.

Kay, P and Kempton, W. 1984. What is the Sapir-Whorf Hypothesis? In *American Anthropologist* Vol.86(1) Pp. 65-79.

Street, B.V. 1984. *Literacy in Theory and Practice*. Cambridge: Cambridge University Press.

Goody, J. 1987. *The Interface Between the Written and the Oral*. Cambridge: Cambridge University Press

Jenkins, R. 2002. *Pierre Bourdieu*. London: Routledge

#### Online sources

*The Economist*. 2016. "Global Politics: League of nationalist", November 19. Available at <https://www.economist.com/international/2016/11/19/league-of-nationalists>

Saichol Sattayanurak, *The Construction of Mainstream Thought on "Thainess" and the "Truth" Constructed by "Thainess"*.

[https://pdfs.semanticscholar.org/9a10/5c84daaca1b2d41b93aaa5885acd18de7b28.pdf?\\_ga=2.240732298.848417835.1546876204-1851776933.1546876204](https://pdfs.semanticscholar.org/9a10/5c84daaca1b2d41b93aaa5885acd18de7b28.pdf?_ga=2.240732298.848417835.1546876204-1851776933.1546876204)

#### Video streaming services (YouTube, Netflix)



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## Section 7 Evaluation and Improvement of Course Implementation

### 1. Strategy for Course Effectiveness Evaluation by Students

Continual course reflections.

Informal student surveys.

### 2. Strategy for Teaching Evaluation

End-of-term course and teacher evaluations (collected by the Office of Academic Affairs)

### 3. Teaching Improvement

Continual reflection.

Participation in teacher-development seminars and trainings.

### 4. Verification of Standard of Learning Outcome for the Course

Through the use of precisely designed rubrics.

### 5. Revision Process and Improvement Plan for Course Effectiveness

- Through discussions and feedback with the Program Director of the Intercultural Studies and Language Major Program.
- Through benchmarking with other similar course offerings in other universities.
- Through online classroom research.



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## Appendix

### Relations between the course and the program

**Table 1** Relations between the course and the PLOs

Course Name Language, Power and Culture (Course Code) ICIC 368	PLOs						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	R		R	R	R		R

**Table 2** Relations between CLOs and PLOs

(Course Code) ICIC 368	PLOs						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1 Identify keys issues in all Language Power and Culture	1.1						
CLO2 Aware cultural dimensions of language and its role in 'socially constructing' reality	1.2						
CLO3 Apply the cultural dimension to perceive social reality based on languages and Power			3.3				
CLO4 Apply the cultural dimension to perceive social reality based on languages and Power				4.3	5.2		
CLO5 Understand how language shape and frame power in related Social Science Dilemmas				4.2			7.1



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Table 3 PLOs that the course is responsible for

PLOs	SubPLOs
PLO1 Communicate confidently and sensitively within and across cultures in oral and written forms.	1.1 Identify the various dimensions that constitute cultural identity for audience analysis. 1.2 Reflect critically on one's own cultural identity and how it shapes one's perspective of cultural others.
PLO3 Investigate historical and emergent Eastern and Western cultural, theoretical and philosophical traditions.	3.3 Use knowledge of key concepts and theories related to intercultural studies to construct meaning in multicultural environments.
PLO4 Critique the construction of cultural values and how they are creatively and socially articulated.	4.2 Respond in a mature and sensitive manner to a variety of opinions and perspectives. 4.3 Integrate abstract concepts, principles and dimensions of culture into real life social behaviors and contexts.
PLO5 Appraise various forms of cultural production qualitatively and quantitatively.	5.2 Locate and evaluate cultural knowledge and products on electronic databases and the internet.
PLO7 Collaborate responsibly to produce comprehensive, logical, and well-researched individual written reports and/or oral presentations.	7.1 Write and/or present critical commentaries on academic and/or literary works using appropriate media