

# ET910-15 Professional Communication

26/27

**Department**

Applied Linguistics

**Level**

Taught Postgraduate Level

**Module leader**

Stephanie Schnurr

**Credit value**

15

**Module duration**

8 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

Effective communication is essential for success in any global business setting. This module introduces you to theories and models of professional communication, focusing on how language and culture intersect in international contexts. You will examine authentic real-world case studies, exploring communication in multinational as well as local organizations, professional and medical institutions, startups, and NGOs. The module helps you develop essential communication skills needed to thrive in global and local workplaces, and prepares you for the challenges of communicating in authentic and virtual professional contexts.

[Module web page](#)

### Module aims

- Introduce and critically examine the main theoretical approaches and concepts of (professional) communication,
- Identify and analyse different types of communication in various professional contexts in a range of different socio-cultural contexts using different analytical and theoretical frameworks and approaches

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- What is professional communication?
- Genres of professional communication
- Workplace culture
- Culture and politeness
- Identities at work
- Gender at work
- Conflict at work
- Applications and implications

## Learning outcomes

By the end of the module, students should be able to:

- - Demonstrate in-depth knowledge and understanding of theoretical conceptualisations and models of professional communication - Identify and analyse different types of professional communication and their function in different contexts, and apply this knowledge to case studies and concrete examples- Critically evaluate theories, concepts and research findings and then draw informed conclusions- Relate theoretical models and concepts to different authentic examples of professional communication - Analyse different types of professional communication in different socio-cultural contexts

## Indicative reading list

[Reading lists can be found in Talis](#)

## International

This module equips students with the skills to research and work in workplaces around the world. It thereby also contributes to the development of their intercultural competence.

## Subject specific skills

- Analyse different types of professional communication in different socio-cultural contexts.

## Transferable skills

- Communicate clearly and contribute effectively to discussions
- Work collaboratively in teams
- Read academic papers effectively
- Communicate ideas effectively in writing, using appropriate wording and structure

- Work independently
  - Plan and manage time and workload to meet deadlines
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## Study

### Study time

| Type              | Required                   |
|-------------------|----------------------------|
| Lectures          | 8 sessions of 1 hour (5%)  |
| Seminars          | 8 sessions of 1 hour (5%)  |
| Practical classes | 3 sessions of 3 hours (6%) |
| Private study     | 125 hours (83%)            |
| Total             | 150 hours                  |

### Private study description

Inclusive of guided reading, independent study, group work, work on task for workshop and preparing presentation.

### Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A3

|                      | Weighting | Study time | Eligible for self-certification |
|----------------------|-----------|------------|---------------------------------|
| Assessment component |           |            |                                 |
| Group Presentation   | 30%       |            | Yes (extension)                 |
| Group presentation.  |           |            |                                 |

Reassessment component is the same

**Assessment component**

|                               |     |  |                 |
|-------------------------------|-----|--|-----------------|
| Written Assessment            | 70% |  | Yes (extension) |
| 2000 word written assignment. |     |  |                 |

Reassessment component is the same

## Feedback on assessment

Standard CAL feedback sheet used for all modules on MSc, face-to-face feedback where requested.

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## Availability

### Courses

This module is Core for:

- TETS-X9PJ Postgraduate Taught Intercultural Communication for Business and the Professions
  - Year 1 of X9PJ Intercultural Communication for Business and the Professions
  - Year 1 of X9PJ Intercultural Communication for Business and the Professions
- Year 1 of TETS-X9PT Postgraduate Taught Intercultural Communication for Business and the Professions (Part-time - 2 years)

This module is Core optional for:

- Year 1 of TETS-X9PL Postgraduate Diploma in Intercultural Communication for Business and the Professions
- Year 1 of TETS-X9PM Postgraduate Diploma in Intercultural Communication for Business and the Professions
- Year 1 of TETS-X9PJ Postgraduate Taught Intercultural Communication for Business and the Professions

This module is Optional for:

- Year 1 of TIMA-L981 Postgraduate Social Science Research