



UNIVERSITEIT • STELLENBOSCH • UNIVERSITY  
jou kennisvenoot • your knowledge partner

**POSTGRADUATE PROGRAMMES**

**IN**

**INTERCULTURAL COMMUNICATION**

**PROSPECTUS 2020**

POSTGRADUATE DIPLOMA IN  
INTERCULTURAL COMMUNICATION

MASTER'S IN INTERCULTURAL COMMUNICATION



**Department of General Linguistics**

*your guide through the world of language*

Private Bag X1 • Matieland, 7602 • South Africa  
Tel: + 27 (0) 21 808 2052 • Fax: +27 (0) 21 808 2009 • [linguis@sun.ac.za](mailto:linguis@sun.ac.za)

## TABLE OF CONTENTS

<b>SECTION A: GENERAL INFORMATION .....</b>	<b>1</b>
1. GENERAL .....	1
2. STAFF PROFILE .....	2
3. AIMS .....	11
4. MODES OF TUITION.....	12
5. LANGUAGE OF TUITION .....	13
6. DURATION OF THE PROGRAMMES .....	13
7. ACQUISITION OF PRESCRIBED TEXTS.....	13
8. FEES .....	13
9. BURSARIES.....	14
10. APPLICATION AND SELECTION .....	14
11. REGISTRATION .....	15
<b>SECTION B: POSTGRADUATE DIPLOMA IN INTERCULTURAL COMMUNICATION.....</b>	<b>16</b>
1. AIMS .....	16
2. REQUIREMENTS FOR ADMISSION .....	16
3. STRUCTURE AND CONTENT OF THE PROGRAMME .....	17
3.1 Module 1 (30 credits).....	17
3.2 Module 2 (30 credits).....	17
3.3 Module 3 (30 credits).....	17
3.4 Module 4 (30 credits).....	17
4. PROMOTION .....	18
5. SPECIAL ASSISTANCE.....	18
<b>SECTION C: MASTER'S IN INTERCULTURAL COMMUNICATION.....</b>	<b>20</b>
1. AIMS .....	20
2. REQUIREMENTS FOR ADMISSION .....	20
3. STRUCTURE AND CONTENT OF THE PROGRAMME .....	21
4. PROMOTION .....	21
5. DOCTORAL STUDIES .....	22



**Department of General Linguistics**

*your guide through the world of language*

Private Bag X1 • Matieland, 7602 • South Africa

Tel: + 27 (0) 21 808 2052 • Fax: +27 (0) 21 808 2009 • [linguis@sun.ac.za](mailto:linguis@sun.ac.za)

## SECTION A: GENERAL INFORMATION

### 1. GENERAL

In Southern Africa, communication regularly takes place across the boundaries drawn by the region's rich cultural and linguistic diversity. Such communication is found, for instance, where people with different languages communicate using another shared language, or where people with the same first language but different cultures communicate with one another. These and other forms of intercultural communication – which are not limited to Southern Africa, but are increasingly found on a global level – occur in a wide range of domains (e.g. health, education, business, public affairs, law, religion, and private life) and often result in misunderstandings across cultures caused by different conceptions of politeness, conversational interaction, etc. It stands to reason that success in the various domains presupposes an understanding of the central features of intercultural communication.

Clearly, then, there is a great need for postgraduate linguistics programmes in which the phenomenon of intercultural communication is studied from a range of disciplinary perspectives. The Department of General Linguistics at Stellenbosch University (henceforth referred to as "the Department") offers two such programmes, the only ones of their kind in South Africa: (i) a Postgraduate Diploma (PGDip) in Intercultural Communication, and (ii) a Master's (MA) in Intercultural Communication. The focus of these two programmes is *linguistic* in a dual sense –

- \* they are concerned with the linguistic means of intercultural communication, and
- \* they deal with these means from perspectives offered primarily by various linguistic (in an inclusive sense) disciplines.

The details of the PGDip programme are given in section B below, and those of the MA programme in section C.

The programmes have been designed for (i) professionals who routinely communicate across cultural and linguistic boundaries or who are responsible for training, educating and managing others who have to engage in such communication, as well as for (ii) people who have an academic interest in the phenomenon of intercultural communication. By providing students with the knowledge and skills needed to gain an understanding of this phenomenon and to manage the relevant differences and resulting misunderstandings in intercultural communication contexts, these programmes enable graduates to practise their (intended) professions with greater expertise and satisfaction. At the same time, given their specific content, both programmes are intended to contribute to the strategic priority of understanding, managing and furthering the rich cultural diversity of Southern Africa.

Since its inception in 2005, many people have benefited intellectually and professionally from the content of the PGDip and the MA in Intercultural Communication programmes. The content is continually revised to keep up with new research findings and insights, the changing needs of students, and the requirements of various professions. A number of factors ensure that a high standard is maintained –

- \* **Individual supervision:** Every student, no matter where he or she lives, receives intensive personal supervision.
- \* **Experienced lecturers:** The staff has gained a wealth of experience in their supervision of hundreds of postgraduate students since 1986.
- \* **High-calibre students:** Because of their excellent reputations, the programmes attract students who set high standards.
- \* **An internationally well-established department:** The Department is highly regarded internationally and is involved in several research and exchange projects with foreign tertiary institutions, including universities in England, Sweden and The Netherlands. Staff members also regularly attend and deliver papers at local and international conferences. The Department's two journals, *SPiL* and *SPiL Plus*, are both accredited with the National Department of Higher Education and publish contributions by leading local and overseas scholars. Since 2011, these journals have also been available online. Books and monographs by staff members have also been published by respected local and international publishing houses.
- \* **External evaluation:** The content, organisation, requirements and other aspects of the programmes are subjected to peer evaluation on a regular basis.

#### **A NOTE REGARDING OUR POSTGRADUATE DIPLOMA PROGRAMMES:**

As of 2019, our two postgraduate diploma programmes (in Intercultural Communication and Second Language Studies) are offered alternately year upon year, beginning with the Postgraduate Diploma in Intercultural Communication in 2019. In 2020, the Postgraduate Diploma in Second Language Studies programme will be the sole postgraduate diploma programme offered for that year. The Postgraduate Diploma in Intercultural Communication programme will only be offered again in 2021\*.

Please contact the Department for further information before you apply.

\*This is subject to change at the discretion of the Department of General Linguistics.

## **2. STAFF PROFILE**

Students are supervised by the following lecturers in the Department:



**Prof. Manne Bylund**  
**Professor and Director of the  
 MultiCog Laboratory in the Department**

Qualifications:

- PhD 1 (Stockholm University) entitled "Age differences in first language attrition: A maturational constraints perspective".
- PhD 2 (Stockholm University) entitled "Conceptualización de eventos en español y en sueco. Estudios sobre hablantes monolingües y bilingües".

Fields of academic expertise:

Psycholinguistics, multilingualism, language and cognition

Current research project(s) as of January 2019:

- Unravelling the multilingual mind
- Pitch in language and perception
- Lexical processing and representation in bilingualism

Recent completed research projects:

- Time in language and thought
- Linguistic diversity and motion event cognition
- The effects of age of acquisition and bilingualism on L2 proficiency

Recent publications:

Samuel, S., E. Bylund, R. Cooper & P. Athanasopoulos. In press. Illuminating ATOM: Taking time across the colour category border. *Acta Psychologica*.

Bylund, E., N. Abrahamsson, K. Hyltenstam & G. Norrman. 2019. Revisiting the bilingual lexical deficit: The impact of age of acquisition. *Cognition* 182: 45–49.

Bylund, E. 2017. Interpreting age effects in language acquisition and attrition. *Linguistic Approaches to Bilingualism* 7: 182–186.

Bylund, E. & P. Athanasopoulos. 2017. The Whorfian time warp: Representing duration through the language hourglass. *Journal of Experimental Psychology: General* 146: 911–916.

Montero-Melis, G. & E. Bylund. 2017. Getting the ball rolling: The cross-linguistic conceptualization of caused motion. *Language and Cognition* 9: 446–472.

Recent Masters' supervision:

- L. Broders. 2018. Temporal gestures in Afrikaans.
- J. Crossley. 2017. Reversing time: The effects of mirror reading and writing.
- K. Jonas. 2017. Perceived object similarity in isiXhosa: Assessing the role of noun classes.

Recent PhD supervision:

- G. Montero-Melis. 2017. Thoughts in motion: The role of long-term L1 and short-term L2 experience when talking and thinking of caused motion.



**Prof. Frenette Southwood**

**Associate Professor and  
Chair of the Department**

Qualification:

PhD (Radboud University Nijmegen) entitled "Specific language impairment in Afrikaans: Providing a Minimalist account for problems with grammatical features and word order".

Fields of academic expertise:

Second language acquisition, language impairment, child language

Current research project(s) as of January 2019:

- Early childhood language development and family socialisation in three South African language communities
- Towards a dialect-neutral evaluation instrument for the language skills of South African English and Afrikaans-speaking children
- Linguistically fair and culturally relevant early child language assessment: Developing the MacArthur-Bates Communicative Developmental Inventory in seven South African languages

Recent completed research projects:

Receptive and expressive activities for language therapy

Recent publications:

Haman, E., M. Łuniewska, P. Hansen, H.G. Simonsen, S. Chiat, J. Bjekić, A. Blažienė, K. Chyl, I. Dabašinskienė, P. Engel de Abreu, N. Gagarina, A. Gavarró, G. Håkansson, E. Harel, E. Holm, S. Kapalková, S. Kunnari, C. Levorato, J. Lindgren, K. Mieszkowska, L. Montes Salarich, A. Potgieter, I. Ribu, N. Ringblom, T. Rinker, M. Roch, D. Slančová, F. Southwood, R. Tedeschi, A. Müge Tuncer, Ö. Ünal-Logacev, J. Vuksanović and S. Armon-Lotem. 2017. Noun and verb knowledge in monolingual preschool children across 17 languages: Data from cross-linguistic lexical tasks (LITMUS-CLT). *Clinical Linguistics & Phonetics* 31(11–12): 818–43.

Nel, J. & F. Southwood. 2016. The comprehension and production of quantifiers in isiXhosa-speaking Grade 1 learners. *South African Journal of Communication Disorders* 63(2): 1–10.

Potgieter, A.P. & F. Southwood. 2016. A comparison of proficiency levels in four-year-old monolingual and trilingual speakers of Afrikaans, isiXhosa and South African English across SES boundaries, using LITMUS-CLT. *Clinical Linguistics & Phonetics* 30: 87–100.

Southwood, F. & E. D'Oliveira. 2016. The language scripts of pre-school children and of the language intervention volunteer: Mismatched discourses? *Stellenbosch Papers in Linguistics Plus* 49: 249–263.

Southwood, F. & O. Van Dulm. 2016. Unlocking later-developing language skills in older children by means of focused language stimulation. *Per Linguam* 32(2): 30–46.

Ssentanda, M.E., K. Huddlestone & F. Southwood. 2016. The politics of mother tongue education: The case of Uganda. *Per Linguam* 32(3): 60–78.

Van Dulm, O. & F. Southwood. 2016. Does socioeconomic level have an effect on school-age language skills in a developed country? *Stellenbosch Papers in Linguistics Plus* 49: 59–84.

Recent Masters' supervision:

- S. Coetzee. 2018. The comprehensibility of plain language for second language speakers of English at a South African college of further education and training.
- M. Manca. 2018. Language attitudes in pre-adolescent multilinguals: A comparison of five data elicitation techniques.
- H. Stromvig. 2018. The functions of teacher code switching in classrooms, and teachers' perceptions towards this practice: A case study of siSwati-English interactions in a semi-urban high school in Eswatini.

- J. Van Stryp. 2018. The effect of multilingual glossaries of metacognitive verbs on improving assessment performance in first-year students: A case study at a South African university of technology.
- B. Kamwi. 2017. Student expectations and perceptions of the usefulness of their linguistic repertoires for achieving social integration and academic success at an international university in Namibia.
- M. Bam. 2016. The position of English in the language repertoires of multilingual students at a tertiary institution: A case study at the Vaal University of Technology.
- J. Carolissen. 2016. Afrikaans on the Cape Flats: Performing cultural linguistic identity in *Afrikaaps*. (Co-supervisor.)
- M. Steyn. 2015. Investigating the course of L1 SASL development and L2 Afrikaans reading development in young deaf children following a newly introduced curriculum with SASL as both LoLT and school subject.

Recent PhD supervision:

- M. White. 2018. Processes underlying language development and rate of English language acquisition, with specific reference to ELLs in a multilingual South African Grade R classroom.
- J. Nel. 2015. The comprehension and production of later developing language constructions by Afrikaans-, English- and isiXhosa-speaking Grade 1 learners.
- S. Nahayo. 2017. Construction of linguistic identities among cross-border communities: The case of Samia of Uganda and Samia of Kenya. (Co-supervisor.)



**Dr Marcelyn Oostendorp**  
**Senior Lecturer**

Qualification:

[PhD \(Stellenbosch University\) entitled "Effects of the second language on the first: Investigating the development of 'conceptual fluency' of bilinguals in a tertiary education context"](#).

Fields of academic expertise:

Multilingualism, multimodal discourse analysis, sociolinguistics

Current research project(s) as of January 2019:



- Image-ining multilingualism in transformation: The linguistic repertoires of underrepresented students in higher education (2017–2021).
- Re-imagining Afrikaans: Past, present and future
- Foodscapes and the multimodal construction of personhood, locale and time.

Recent completed research projects:

Semiotic diversity in educational contexts in the Western Cape (2014–2016).

Recent publications:

Haese, A., E. Costandius & M. Oostendorp. In press. Fostering a culture of reading with wordless picturebooks in a South African context. *International Journal of Art and Design Education*.

Oostendorp, M. 2018. Extending resemiotization: Time, space and body in discursive representation. *Social Semiotics* 28(3): 297–314.

Oostendorp, M. 2017. "As an undergrad I don't have the right to an opinion": Reconstructing students as creative meaning-makers in the Applied English language classroom. *RELC: Journal of Language Learning and Teaching* 48(2): 278–285.

Oostendorp, M. & T. Jones. 2015. Tensions, ambivalence and contradiction: A small story analysis of discursive identity construction in the South African workplace. *Text and Talk* 35(1): 25–47.

Oostendorp, M. 2015. The multimodal construction of the identity of politicians: Constructing Jacob Zuma through prior texts, prior discourses and multiple modes. *Critical Discourse Studies* 12(1): 39–56.

Bristowe, A., M. Oostendorp & C. Anthonissen. 2014. Language and youth identity in a multilingual setting: A multimodal repertoire approach. *Southern African Linguistics and Applied Language Studies* 32(2): 229–245.

Oostendorp, M. & C. Anthonissen. 2014. Multiple voices in bilingual higher education: Language choices of Afrikaans/English bilinguals at Stellenbosch University. *Per Linguam* 30(2): 69–87.

Recent Masters' supervision:

- M. Nel. 2017. Student voice and agency in Masters' thesis writing.
- D. Zimny. 2017. Language and place-making: Public signage in the linguistic landscape of Katutura, Namibia. (Main supervisor.)
- C. Roets. 2016. Racialised discourse in a former Model C school: Narratives of inclusion and exclusion.
- J. Carolissen. 2016. Afrikaans on the Cape Flats: Performing cultural linguistic identity in *Afrikaaps*. (Main supervisor.)

- M. Parker. 2015. Patterns of use of and attitudes towards the Afrikaans language by South African expatriates: A sociolinguistic perspective.

Recent PhD supervision:

- S. Nahayo. 2016. Construction of language identities among cross-border communities: The case of Samia of Uganda and Samia of Kenya (Main supervisor).



## Dr Kate Huddlestone Lecturer

Qualification:

[PhD \(University of Utrecht\) entitled "Negative indefinites in Afrikaans"](#).

Fields of academic expertise:

Language structure, language variation, pragmatics, sign language linguistics

Current research project(s) as of January 2019:

- Negation in South African Sign Language
- Syntax-pragmatic interface in Afrikaans and South African English (Pragmatic markers in Afrikaans & South African English)

Recent completed research projects:

Negative indefinites in Afrikaans

Recent publications:

Huddlestone, K. 2017. A preliminary look at negative constructions in South African Sign Language: Question-Answer clauses. *Stellenbosch Papers in Linguistics* 48: 93–104.

Huddlestone, K. & H. de Swart. 2014. A bidirectional Optimality Theoretic analysis of multiple negative indefinites in Afrikaans. *Stellenbosch Papers in Linguistics* 43: 137–164.

Huddlestone, K. & M. Fairhurst. 2013. The pragmatic markers "anyway", "okay", and "shame": A South African English corpus study. *Stellenbosch Papers in Linguistics Plus* 42: 93–110.

Recent Masters' supervision:

- N. Lochner. 2018. "So we were just like, 'ok'": The discourse markers *like* and *just* in the speech of young South Africans.
- S. Strauss. 2017. Afrikaans-English code-switching among high school learners in a rural Afrikaans-setting: Comparing the GET and FET phases.
- JJ. Meyer. 2016. A nominal-shell analysis of restrictive relative clause constructions in Afrikaans. (Co-supervisor.)

Recent PhD supervision:

- A. Gauché. 2017. A relevance-theoretic analysis of selected South African English pragmatic markers and their cultural significance.
- S. Nakijoba. 2017. Pragmatic markers in Luganda-English bilingual spoken discourse: A relevance-theoretic approach.



## Dr Lauren Mongie Lecturer

Qualification:

[PhD \(Stellenbosch University\) entitled "The discourse of liberation: The portrayal of the gay liberation movement in South African news media from 1982 to 2006"](#).

Fields of academic expertise:

Critical discourse analysis; language, gender and sexuality; language and social media; intercultural communication in diverse settings

Current research project(s) as of January 2019:

- The representation of beggars in the media
- The representation of eating disorders on pro-ED websites
- Interdepartmental research project on homelessness in Stellenbosch

Recent publications:

Mongie, L.D. 2016. Critical discourse analysis as queer linguistics: Religious pro- and anti-LGBT equality framing and counterframing in two letters to the editor in the "City Press". *Stellenbosch Papers in Linguistics* 49: 23–43.

Mongie, L.D. 2015. The discourse of liberation: Frames used in characterising the gay liberation movement in two South African newspapers. *Stellenbosch Papers in Linguistics* 46: 67–83.

Recent Masters' supervision

- L. Wilkinson. 2018. "Crazy, mad and dangerous": A critical discourse analysis of the (re)construction of mental illness in South African magazines.
- N. du Plessis. 2017. Young South African adults' attitudes towards the use of obscene language.



## Ms Robyn Berghoff Lecturer

Qualifications:

- [MA in General Linguistics 1 \(Stellenbosch University\) entitled "Dimensions of space in sociolinguistics"](#).
- [MA in General Linguistics 2 \(University of Utrecht\) entitled "Cross-categorical degree modification in Afrikaans: An analysis of the high-degree modifier baie"](#).

Fields of academic expertise:

Psycholinguistics, multilingualism, language structure

Current research project(s) as of January 2019:

- Syntactic processing in English-Afrikaans bilinguals
- Flipping the switch: Testing structural constraints on the priming of code-switching in high-proficiency English-Afrikaans bilinguals

Recent completed research projects:

Cross-categorical degree modification in Afrikaans (Utrecht University MA)

Recent publications:

Berghoff, R., R. Nouwen, L. Bylina and Y. McNabb. In press. Degree modification across categories in Afrikaans. *Linguistic Variation*.

Berghoff, R. 2017. Movement in the Afrikaans left periphery: A view from anti-locality. *Stellenbosch Papers in Linguistics (SPiL) Plus* 48: 35–50.

Berghoff, R. and K. Huddleston. 2016. Towards a pragmatics of non-fictional narrative truth: Gricean and relevance-theoretic perspectives. *Stellenbosch Papers in Linguistics (SPiL) Plus* 49: 129–144.

#### Recent Masters' supervision

- D. Zimny. 2017. Language policy and place-making: Public signage in the linguistic landscape of Katutura, Namibia. (Co-supervisor.)

Where necessary, experts from outside the Department may act as study leaders in certain modules.

The postgraduate programme coordinator responsible for all administrative matters is:

**Lauren Onraët.** MA (Stellenbosch).

For further information about the research done by students and staff members of the Department over the years, please consult the SUN Scholar open access [research repository](#) hosted on Stellenbosch University Library's website.

### **3. AIMS**

Adopting an interdisciplinary perspective, both programmes are intended, as a general aim, to equip students who are in careers that involve communication across cultural and linguistic boundaries, or who are planning to enter into such a career, with –

- \* a sound knowledge and understanding of current insights into language-related aspects of intercultural communication;
- \* a thorough understanding of the theoretical approaches and research methods which are used to examine language-related aspects of intercultural communication; and
- \* a knowledge base that enables them to identify and convey their understanding of problematic issues in intercultural communication, and to help solve such issues in the private and public sectors.

To achieve this general aim, students are instructed in –

- \* the linguistic concepts and principles required for analysing and understanding problematic aspects of various intercultural communication phenomena;
- \* the patterns of thought, forms of argumentation and methods of research that characterise the study of these phenomena within a particular theoretical framework; and
- \* general intellectual norms such as those of conceptual precision, reasonedness, coherence, clarity of formulation, etc.

The specific aims of the two programmes are stated below in sections B and C.

The programmes are both highly relevant in our multicultural and multilingual society. Besides enhancing the general intellectual skills and professional expertise of students, the programmes are also intended to make a significant contribution to the development of understanding and tolerance among people of different language and cultural groups. The successful completion of the MA programme also formally paves the way for possible doctoral studies in linguistics.

#### 4. MODES OF TUITION

The programmes make provision for three modes of tuition –

- \* technologically-mediated tuition for off-campus students;
- \* on-campus tuition; or
- \* a combination of off-campus and on-campus tuition.

**All PGDip and new MA students are required to attend a compulsory contact session held in the Department at the beginning of the year.** Except for this session, off-campus students are not required to attend face-to-face lectures or seminars in Stellenbosch, and contact with such students is maintained by email, telephone, Skype, and other technologically-mediated ways. Students who are on campus may be required to attend lectures and seminars. All students are encouraged to contact the responsible lecturer(s) regularly for individual support.

The compulsory on-campus contact session is planned with consideration of the time most suitable for students who hold full-time employment and/or do not live in Stellenbosch. The general aim of this session is to provide students with the opportunity to meet with the lecturers and research supervisors, to attend lectures and seminars, and to get (better) acquainted with information retrieval (library services, electronic searches, etc.). The presentations intended for the students of the PGDip programme during this contact session specifically aim to –

- \* provide technical information on writing good assignments;
- \* provide a general introduction to the research field of intercultural communication; and
- \* teach PGDip students how to decide on a particular theme or topic for postgraduate research in this field.

Similarly, the presentations intended for the students of the MA programme during this contact session specifically aim to –

- \* assist students in identifying and hopefully finalising the topic for their thesis; and
- \* provide guidance regarding the writing of a proper research proposal, the selection of a theoretical framework for the research, the undertaking of a literature review, the collection and analysis of data, etc.

## 5. LANGUAGE OF TUITION

All programme material is in English. Where the language proficiency of lecturers and supervisors allows for it, assignments and theses may be submitted in either English or Afrikaans.

## 6. DURATION OF THE PROGRAMMES

Each programme has a minimum duration of one year. Students usually have no problem completing either programme within one year; the programmes have been designed to make this feasible, also for people who hold full-time employment.

The MA programme in Intercultural Communication contains a compulsory research component in the form of a full-length thesis (100% thesis). A student may, under certain circumstances, be granted permission by the Department to continue work on the thesis after the end of the particular year of study. As a rule, however, such permission is granted only if the student has made significant progress with the work on the thesis.

## 7. ACQUISITION OF PRESCRIBED TEXTS

The Department makes every effort to ensure that all prescribed and recommended textbooks are stocked by Protea Bookshop and Van Schaik Bookshop in Stellenbosch. Books can be ordered by phone or email. The books prescribed for a given academic year are normally available towards December of the previous year.

Additional prescribed literature in a format other than that of a full-length published book – such as articles in journals, contributions to collections, unpublished dissertations, excerpts from books, etc. – will be supplied by the Department, and can also be obtained from an academic library by students themselves. Students bear all copying and forwarding charges for material supplied by the Department.

Students in the MA programme in Intercultural Communication must have access to an academic library to do the exploration of the literature that is required for writing the thesis. All students automatically have the right to register as users of the Stellenbosch University Library. Access to the libraries of other universities can usually be obtained without any difficulty upon submission of proof of registration as a user of the Stellenbosch University Library. Students should therefore be able to gain access to the university library closest to their place of residence.

## 8. FEES

As the fees for the two programmes are usually adjusted every year, all enquiries about current or expected fees should be addressed directly to –

### **Mr Sean Davidse**

Student Fees Section  
Stellenbosch University

Private Bag X1  
7602 MATIELAND

(Telephone : 021 808 3530)  
(Email : [seand@sun.ac.za](mailto:seand@sun.ac.za))

Please note that, in addition to tuition fees, students also need to budget for study material costs, which include fees for any photocopied study material sent to the student by the Department, as well as textbooks.

## 9. BURSARIES

Students requiring particulars about NRF, Stellenbosch 2020 or other bursary and loan schemes may contact –

### The Postgraduate Bursaries Section

Stellenbosch University

Private Bag X1

7602 MATIELAND

(Telephone : 021 808 4208)

(Email : [postgradfunding@sun.ac.za](mailto:postgradfunding@sun.ac.za))

Completed bursary application forms must be submitted to the Postgraduate Bursaries Section. Before applying for an NRF bursary, however, it is **essential** to consult the Department.

## 10. APPLICATION AND SELECTION

Application for admission to either the PGDip programme or the MA programme in Intercultural Communication must be done via the [University's website](#). An application can be considered only if it is accompanied by a complete study record showing exam marks for all subjects taken both at undergraduate and at postgraduate level.

The closing date for applications from South African prospective students is **30 November** of the year preceding the year for which admission is sought. The closing date for current final-year undergraduate students enrolled at Stellenbosch University and prospective international students is usually earlier than the November date. Please consult the [Stellenbosch University Postgraduate Studies webpage](#) for programme-specific closing dates. **Prospective students are advised to apply, and submit their additional documentation to the Department, well before these respective dates as places on all of our MA programmes are filled quickly.**

As there is a limit to the number of PGDip and MA students that can be taught and supervised effectively in any one year, a selection has to be made from the applications received. Students are selected on the basis of their previous study record as well as their written responses to [diagnostic test questions](#) which all applicants are required to answer as part of their application. This diagnostic test is used to appraise a candidate's ability to read an academic text critically and to respond to questions in a clear and coherent way.

In addition to this diagnostic test, all **MA** applicants are required to submit their ideas for the research they would like to conduct if their applications are successful. These ideas should be between  $\frac{3}{4}$  of a page and 2 pages in length (1.5pt paragraph spacing, font size 12pt). Please note that the research ideas submitted at this stage of the application process are not necessarily the applicant's final, set-in-stone ideas; these ideas may, of course, change during the following year, provided that the student has been accepted into the MA programme.



**NB:** When you draft your research ideas, please bear in mind the fields of study in which our members of staff are experts (see “STAFF PROFILE” in this prospectus). The Department unfortunately will not be able to help you further your research if you are planning on conducting the research for your MA degree outside of these fields.

Please note that the Department views an application as incomplete if the application, the answers to the diagnostic test and/or the ideas for research have not been received by the Department. The Department does not review incomplete applications.

All complete postgraduate applications are subject to a rigorous evaluation and selection process by members of the Department at several Departmental Postgraduate Admissions Committee meetings held between early October and early December every year. Amongst other things, we look at and evaluate the following:

- The marks obtained by the applicant for the majors during his/her undergraduate degree(s), and his/her postgraduate degree(s) where relevant, as well as the relevance of these majors/degrees to the programme applied for;
- The mark achieved by the applicant for the “Jupiter” diagnostic test;
- (For MA applicants) The suitability of the applicant's research ideas to the Department's fields of specialisation;
- (For MA applicants) The supervision availability within the Department;
- The applicant's linguistic and cultural diversity.

You will be informed of the result of your application at our earliest convenience.

## 11. REGISTRATION

Applicants who have been admitted to the PGDip programme or the MA programme must register as students before they can start with the programme. Registration forms are automatically sent to all students who are admitted to a particular programme.

- **All accepted PGDip students** are required to register in person at the Centre for Student Administration in the Admin A building on Stellenbosch campus. The person in charge of this registration is Mrs Winnie Fourie ([wf1@sun.ac.za](mailto:wf1@sun.ac.za); 021 808 9111; Room A3007).
- **All new MA students** are required to register in person at the Centre for Student Administration in the Admin A building on Stellenbosch campus. The person in charge of this registration is Ms Jabu Nxumalo ([jabs@sun.ac.za](mailto:jabs@sun.ac.za); 021 808 9111; Room A3003).

**SECTION B:  
POSTGRADUATE DIPLOMA IN INTERCULTURAL COMMUNICATION**

**NOTE: THIS PROGRAMME IS NOT ON OFFER IN 2020. IT WILL ONLY BE OFFERED AGAIN IN 2021.**

**1. AIMS**

The general aims of the programme are stated in par. 3 of section A. The specific aims of the programme are to provide students with a sound knowledge and understanding of –

- \* the fundamentals of (i) linguistic communication and (ii) intercultural (linguistic) communication;
- \* the core (linguistically relevant) components of culture;
- \* various pragmatic and sociolinguistic aspects of intercultural communication; and
- \* the linguistic features of successful/failed intercultural communication, the causes of failure of intercultural communication, and strategies for avoiding/repairing such failure.

In addition, the programme is intended to prepare students for doing Master's research on language-related aspects of intercultural communication in a specific discourse domain.

**2. REQUIREMENTS FOR ADMISSION**

The minimum formal qualification required for admission to the PGDip programme is a Bachelor's degree or some other tertiary qualification accepted by the Senate as equivalent to such a degree. The candidate should have an aggregate mark of at least 60% for the Bachelor's degree. In addition, the candidate must complete the Department's diagnostic test, which is used to appraise his/her ability to read an academic text critically and to respond to questions in a clear and coherent way.

Students from all language groups may register for the PGDip programme. However, students without a good command of English for academic purposes will experience severe difficulties, as the prescribed literature is exclusively in English. Assignments may be written in either English or Afrikaans.

Students who complete the PGDip in Intercultural Communication with a minimum aggregate mark of 60% formally qualify for admission into the MA in Intercultural Communication. Note, however, that admission to this MA programme is neither automatic nor guaranteed, and that successful PGDip students need to apply officially for admission into the MA programme. All applications are subjected to a rigorous evaluation and selection process.

### 3. STRUCTURE AND CONTENT OF THE PROGRAMME

The programme consists of four compulsory modules, one in each quarter of the year. The content of the individual modules is briefly outlined below. Students complete two written assignments for each module. These assignments are based on the content of the prescribed readings and other learning material, and have to be submitted by specific deadlines. Assessment of a particular module is on the basis of the assignments. In the case of on-campus students, preparation for and participation in seminars may also be taken into consideration when the mark for a module is calculated. The modules make up a total of 120 credits (30 credits each). Note that the programme does **not** contain a research component: students are **not** required to submit an assignment or a thesis in which they report on their own independent research.

#### 3.1 **Module 1 (30 credits): Fundamentals of linguistic communication**, such as:

- \* the general nature of communication;
- \* the properties of major forms of communication;
- \* the general nature and properties of (human) language;
- \* the dimensions and components of language;
- \* the functions of language;
- \* the use of language in discourse.

#### 3.2 **Module 2 (30 credits): Fundamentals of intercultural (linguistic) communication**, such as:

- \* the nature of anthropological culture;
- \* (linguistically relevant) components of culture;
- \* (linguistically relevant) functions of culture;
- \* cultural value systems in communication;
- \* cultural parameters in discourse (as a form of communication);
- \* barriers to intercultural communication.

#### 3.3 **Module 3 (30 credits): Pragmatic and sociolinguistic aspects of intercultural communication**, such as:

- \* speech acts, conversational implicature, presupposition, etc.;
- \* universal and language-specific patterns in the use of language across cultures;
- \* the management of culture-specific features of discourse in communication;
- \* the construction and reflection of identities in terms of social class, ethnic group, gender, etc.

#### 3.4 **Module 4 (30 credits): Linguistic “mechanics” of intercultural communication**, including:

- \* characteristics of / conditions for successful intercultural communication;
- \* characteristics and causes of failure/breakdown of intercultural communication in various kinds of linguistic interaction;
- \* strategies for avoiding failure of intercultural communication;

- \* strategies for repairing failure of intercultural communication.

The following books are preliminarily prescribed for the programme, although this may be subject to change –

- \* Gudykunst, William B. 2003. *Cross-cultural and Intercultural Communication*. Thousand Oaks: SAGE Publications.
- \* Ting-Toomey, S. 1999. *Communicating Across Cultures*. New York and London: Guilford Press.

The prescribed books are supplemented by study material that will be supplied to students in the course of the programme.

#### 4. PROMOTION

In order to complete the PGDip programme in Intercultural Communication successfully, a student must pass all four modules and must obtain a final mark for the programme of at least 50%. A student who obtains a final mark of 75% or more for the programme passes with distinction.

The final mark is calculated as follows:

Module 1	Module 2	Module 3	Module 4	Total
Assignments 25%	Assignments 25%	Assignments 25%	Assignments 25%	100%

#### 5. SPECIAL ASSISTANCE

Special assistance is available for students who, for various reasons, find that they have difficulties meeting the requirements of the programme. Instead of proceeding with the work of the following module, these students receive intensive assistance typically, but not exclusively, after the first module. The special assistance is aimed at:

- the extension of the student's existing knowledge of the principles of language and linguistics, and
- the further development of academic skills that will enable the student to –
  - \* read technical texts with precision and insight;
  - \* write academic prose that meets generally accepted standards of respectability;
  - \* reason objectively and critically;
  - \* conceptualise clearly.

Students who receive special assistance are given comprehensive information on the principles, strategies, requirements, etc. underlying the academic skills mentioned in (b). In addition, each student completes a series of carefully structured assignments. The completed assignments are submitted to the Department and the lecturers provide detailed feedback in the form of critical comments and constructive suggestions.

Students who obtain an average mark of 50% or more for the special assignments automatically proceed with the work of the relevant module. Students who fail to obtain an average mark of 50% for the special assignments are strongly advised by the Department against proceeding with the PGDip programme, as they have virtually no chance of completing it successfully.

Students who qualify for special assistance take a minimum of two years instead of one year to complete the PGDip programme. The programme fees remain the same, regardless of whether or not a student receives special assistance, but a continuation fee is required for the second year of study.

Please note that the special assistance offered by the Department does **not** include the teaching of English or Afrikaans. This means that only persons who are able to read academic English adequately and who are proficient in writing academic English or Afrikaans can be accommodated in the programme.

NOT ON OFFER IN 2020

**SECTION C:  
MASTER'S IN INTERCULTURAL COMMUNICATION**

**1. AIMS**

The MA in Intercultural Communication is highly relevant in the Southern African context, a region with great linguistic and cultural diversity. The development of this region (economically, socio-politically and educationally) will be co-determined by the measure of success with which people communicate across language and cultural barriers and manage the misunderstandings and misconceptions that very often characterise such interactions. However, there is a lack of people with the necessary knowledge, insight and skills to address intercultural communication issues, and who can do sophisticated research on such issues. The MA programme has accordingly been designed to provide students with the high-level skills needed to understand and do research on the phenomenon of intercultural communication.

The programme builds, to a large extent, on the type of work that is done in the PGDip programme in Intercultural Communication. As such, it subsumes many of the generic and substantive aims of the PGDip programme, although on a more advanced level (see par. 1 and 3 of section A, and par. 1 of section B). The specific aims of the MA programme are to provide students with –

- \* specialised knowledge of and insight into theories dealing with language-related aspects of intercultural communication;
- \* a sound understanding of the various research approaches and methods used in studying different aspects of intercultural communication;
- \* the opportunity to do independent research on a problematic phenomenon relating to intercultural communication in a specific domain (education, health, business, etc.); and
- \* the academic and intellectual skills that are required for doing independent research, including the ability –
  - to read technical texts with precision;
  - to represent other people's views, arguments, theories, etc. with a high degree of conceptual and terminological precision;
  - to identify and analyse linguistically significant problems;
  - to critically appraise and construct solutions to such problems;
  - to defend a point of view and to reason in a logically coherent way;
  - to integrate different perspectives into a coherent whole;
  - to produce a technically well-finished thesis.

**2. REQUIREMENTS FOR ADMISSION**

The minimum formal qualification required for admission to the MA programme is –

- \* a Postgraduate Diploma in Intercultural Communication;

- \* an Honours degree or postgraduate diploma in General or Applied Linguistics;
- \* an Honours degree or postgraduate diploma in a language or a language-related discipline; or
- \* another postgraduate qualification accepted by the Senate as equivalent to one of the above.

The candidate must have an aggregate mark of at least 60% for the Honours degree / postgraduate diploma. A candidate who did not obtain this degree/diploma from the Department of General Linguistics at Stellenbosch University may be required (i) to complete the Department's diagnostic test and/or (ii) to supply the Department with a copy of one or more written assignments that the student submitted as part of his/her Honours / postgraduate diploma study at the relevant tertiary institution. Finally, the candidate is required to furnish the Department with a brief outline (minimum  $\frac{3}{4}$  of a page, maximum 2 pages in length; font size 12pt; 1.5pt paragraph spacing) of the ideas for research s/he would like to conduct should his/her application be successful.

Students from all language groups may register for the MA programme. However, students without a good command of English will experience difficulties, as the prescribed literature is exclusively in English. Where the language proficiency of lecturers and supervisors allows for it, assignments and theses may be submitted in either English or Afrikaans.

### 3. STRUCTURE AND CONTENT OF THE PROGRAMME

Students have to complete **one compulsory research module** (180 credits) which entails independent research within a coherent framework of linguistic concepts and assumptions. The student has to investigate a particular empirical problem or theoretical issue relating to intercultural communication in a discourse domain such as that of business, health, religion, education, politics, law or public affairs. The choice of research topic and the design and conduct of the investigation is done in consultation with the supervising lecturer. Please note that the choice of research topic is subject to the availability of a supervising lecturer. The findings of the investigation are presented in the form of a full-length thesis that must be submitted by a specific deadline. Assessment of the student's MA study is on the basis of this thesis.

### 4. PROMOTION

In order to successfully complete the MA programme in Intercultural Communication, a student must obtain a final mark of 50%. A student who obtains a final mark of 75% or more passes with distinction. The final mark is calculated as follows:

<b>Research module:</b> Full-length thesis 100%	<b>Total</b> <b>100%</b>
----------------------------------------------------	-----------------------------

**5. DOCTORAL STUDIES**

Like any Master's programme, the MA in Intercultural Communication formally qualifies students for entry into a doctoral programme at a South African university. The Department itself also offers such a programme. Various prominent foreign universities are also eager to admit to their doctoral programmes students who have done well in this MA programme.