



Chaminade University
OF HONOLULU

Nature of Language
Communication 365
Fall 1998
Melba Kop

Ag

DESCRIPTION

The study of the power and functions of language and its relationship to beliefs and behavior. Prerequisite: Communication 140.

TEXTBOOK

Language Awareness, Seventh Edition, 1997
Editors: Eschholz, Rosa, Clark

OBJECTIVES

- 1. To appreciate the richness and vitality of language**
- 2. To use language more responsibly and effectively in both speaking and writing**
- 3. To know the history of the English language**
- 4. To be aware of the many and diverse functions of language**
- 5. To realize how words affect people**
- 6. To recognize the power of language**
- 7. To discuss the controversies that surround language today**
- 8. To become aware of how language reflects culture**

COMMUNICATION 365: GRADE COMPUTATION

NAME	GRADE_	PTS
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Exam 1: 40 Points

- I Discovering Language
- II Writers on Writing

Exam 2: 20 Points

- III Language History and Usage
- IV Names and Naming

Exam 3: 40 Points

- V Language Variety
- VI Doublespeak, Euphemisms, and jargon

Exam 4: 30 Points

- VII Propaganda, Discrimination, and Language

Exam 5: 20 Points

- VIII Language of Politics
- IX Advertising

(Total)

POINT SYSTEM:	150 - 130	A
	129 - 105	B
	104 - 75	C
	74 & Below	D

* Distribution of points may be subject to change.

ASSIGNMENTS

WEEK

1	I	DISCOVERING LANGUAGE
		<ol style="list-style-type: none">1. Coming to an Awareness of Language2. The Day Language Came into My Life3. *Language and Thought
2,3	II	WRITERS ON WRITING
		<ol style="list-style-type: none">4. Writing for an Audience5. Simplicity6. The Case for Short Words7. The Maker's Eye: Revising Your Own Manuscripts <p>Exam 1</p>
	III	LANGUAGE HISTORY AND USAGE
		<ol style="list-style-type: none">8. A Brief History of English9. *English Belongs to Everybody
5	IV	NAMES AND NAMING
		<ol style="list-style-type: none">10. What's in a Name?11. *Giving Things Names12. *Talking in the New Land <p>Exam 2</p>
6,7	V	LANGUAGE VARIETY
		<ol style="list-style-type: none">13. *Speak, That I May See Thee14. *Black Children, Black Speech15. They Done Taken My Blues and Gone: Black Talk Crosses Over16. Spanglish Spoken Here17. *Like, Uptalk?

WEEK

8, 9	VI	DOUBLESPEAK, EUPHEMISM, AND JARGON
		18. *The World of Doublespeak 19. *Politics and the English Language 20. *Dying Metaphors Take Flight Exam 3
10, 11	VII	PREJUDICE, DISCRIMINATION, AND LANGUAGE
		21. Little Red Riding Hood 22. *Words with Built-in Judgments 23. The Meanings of a Word 24. Everyday Racism and the Campaign of Hatred 25. *A Guide to Nondiscriminatory Language 26. *I'll Explain It to You: Lecturing and Listening 27. *Here Come the Linguistic Fascists Exam 4
12	VIII	THE LANGUAGE OF POLITICS
		28. Propaganda: How Not to Be Bamboozled 29. The Declaration of Independence 30. I Have a Dream
13,14	IX	ADVERTISING: THE LANGUAGE OF PERSUASION
		31. Weasel Words 32. Sprayed and Neutered 33. Why Big Businesses Break Spelling Rules Exam 5
15	X	THE LANGUAGE OF CYBERSPACE
		34. Return to Sender 35. Men, Women, Computers 36. How Do You Say Computer in Hawaiian ?

GENERAL INFORMATION

OFFICE: Henry Hall, 206 - A.
E-Mail: golfkop@pixi.com
Phone: ???

OFFICE HOURS: M-W-F 8:30 to 9:00
12:00 to 1:00 (I sometimes have noon **meetings**, so let me know if you plan to see me at this time.)
3:00 to 4:00
T-TR By appointment

MAKE-UP EXAMS: Examinations **MUST** be taken on the day assigned. Make-ups will be given only in the case of an **excused** absence such as a **verifiable** illness. (Not being ready for an exam, a common cold, picking up someone at the airport, and running an errand are **NOT** legitimate excuses for missing an examination.)

There will be no make-ups once exams have been returned and discussed.

ATTENDANCE: Good attendance (three or less absences) will positively affect your grade if it is on the borderline. Obviously, excessive absences will result in course failure. (I will let you know when you are approaching "excessive.")

TARDINESS: Class starts at **10:00**. Please be **ON TIME**.