

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	School of General Education
Programme:	MA in Applied Linguistics: Language Teaching MA in Language Education Leadership and Management
FHEQ Level:	7
Course Title:	Language Policies, Markets and Technologies
Course Code:	LED 7120
Course Leader:	George Xingseng Zhang
Student Engagement Hours:	200
Lectures and seminars:	39
Tutorials and workshops:	6
Independent / Guided Learning:	155
Semester:	Fall/Spring
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

The course is designed to develop a deep and systematic understanding of the development of language policies in a multilingual age. It investigates issues of the provision of language services in the contexts of national and international markets and the deployment of technologies in language learning and teaching. The course also aims to develop understanding of pathways to influencing language policies and the effective application of modern technologies leading to more effective management and delivery of language programmes.

Prerequisites: N/A

Aims and Objectives:

The course aims to develop a deep and systematic understanding of the development of language policy studies, major issues in language policies and their impact on language use, language learning and language teaching in general. The course aims to develop understanding of the current status and future trends of the language service market, particularly for Chinese and English languages in the international marketplace and their segmentation in China, UK and Europe in a multilingual age.

The course also aims to develop an awareness of the significance and potential of technologies in language education and language services. It aims to promote awareness of ways of influencing and creating language policies favourable to the management of language teaching.

Programme Outcomes:

A1; A2; A4
B1; B2; B3; B4; B5; B8
C1; C2; C4; C5; C6; C8
D1; D2; D3; D4; D7; D8

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:
<http://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- demonstrate a critical understanding of the development of language policy studies and major issues in language policies concerning Chinese and English languages in a multilingual age
- demonstrate an in-depth knowledge of the development and contexts of the market for Chinese and English languages internationally in general and in China and the UK in particular
- demonstrate a commercially-oriented analytical awareness of the changing needs and segmentations of the language market, especially with regard to the Chinese and English languages in China and UK and beyond
- demonstrate deep understanding of the use of technologies in language learning and language teaching and an operational competence in applying available applications and software in their own language teaching and language service provision.
- demonstrate an analysis of the impact of language policies and the role of language teachers and leaders in changing and shaping language policy.

Indicative Content:

- Language planning and language policy studies from the 1960s to the present: from a monolingual to a multilingual perspective, from a problem solving approach to a linguistic ecosystem maintenance approach
- Language management theory and the role of language learners, teachers and managers as stakeholders in “managing” the language concerned
- Language policy and the development of language promotion organisations in Europe, such as the British Council, Goethe Institute, Alliance Française
- English as an international language
- Drive to make Chinese an international language and the policy and practice of the Confucius Institutes

- Development of technologies, their applications in language learning and language teaching and fundamentals from early voice recording to mobile and virtual learning

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

This course combines lectures, seminar discussions and projects. Using a case study as a means for critical reflection, students are guided to evaluate language policy, market segment or the use of technology in language learning or teaching. Learning is supported by a range of additional readings with tasks both in and outside the classroom, involving group or pair work and discussions. Student work is assessed through a combination of seminar presentation, project and term paper.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

- Al-Mahrooqi, R. & Troudi, S., (eds.) 2014. *Using Technology in Foreign Language Teaching*. Cambridge: Cambridge Scholars Publishing
Graddal, D. 2000. *The Future of English*. London: British Council
Spolsky, B. 2009. *Language Management*. Cambridge: Cambridge University Press

Journals:

Web Sites:

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry