

## Language and Communication Circle

May 12, 2004

### Executive Summary

For 2005, we propose an innovative, international and interdisciplinary BA in Language and Communication. This program will provide students with a profound understanding of language and communication coupled with a broader knowledge of the Humanities, and what it means to be a global citizen, while also helping them acquire strong communication skills and international experience.

### Purpose

This innovative degree seeks to encourage the development of the “articulate global citizen”:

- 1) We will graduate students with outstanding English communication skills.
- 2) We will graduate students with strong abilities in two additional languages taught at UBC O and UBC V.
- 3) We will graduate students with the ability to think critically, analyse and contribute solutions to global issues.

### Advantage 1: MEETS STRONG LOCAL DEMAND

The community has heard the message of globalization and is responding to it directly. We see increases in French immersion enrolment. We see parents and students who understand the value of internationally relevant communication skills. Parents want advantages for their children, and some of those advantages come only from learning a second language. At the same time, they know that to excel at a second language, learning must be accompanied by strong English communication skills.

### Advantage 2: LEADS TO OUTSTANDING EMPLOYMENT OPPORTUNITIES

Employers understand the connection between economic growth and international perspective. The local economy is profoundly impacted by global forces. That is why employers in the fields of professional writing, literary creativity, business, industry, translation, public service, mass media, digital media, and journalism seek out graduates who can function expertly in English and another language. For example, French is Canada’s second official language. Spanish is required for interaction with Latin America, and is very popular in the Okanagan Valley. Both German and Japanese are extremely important in the import/export industry. Expertise in the languages of the Pacific Rim remains a significant advantage for any business interested in pursuing global trade. Our graduates will be prepared to fill these positions, and many others.

### Advantage 3: PROVIDES STRONG LINKAGES TO UBC-V PROGRAMS

Opportunities to take courses that are not available in Kelowna, such as those in Asian Studies, International Studies and Art History can be offered online and through student exchanges to the UBC Vancouver campus. This new degree can provide the template for students in Kelowna

who wish to take courses in Vancouver. Online courses, student exchanges and video-conferencing will culminate in a rich and customized experience for UBC Okanagan students.

### **Advantage 4: COST-NEUTRAL BASED ON EXISTING COURSES AND FACULTY**

Unlike other new programs, this program is based on existing courses at UBC Okanagan and online courses at UBC Vancouver. This is a cost-neutral program requiring no new faculty, no new courses, and no equipment expenditures for implementation by September 2005. By 2010, we will have the infrastructure and professors to expand this program.

#### **Where will the program be in 2005?**

The program requires foundational courses from the departments of English, Professional Communication and Modern Languages.

English will provide language and literature courses to help students become enriched and articulate in the English language.

Professional Communication will provide writing, grammar, and communication courses such as those in digital communication, oral communication and cross-cultural communication.

Modern Languages will provide language, literature and translation courses in French and Spanish, and language courses in German and Japanese. Students will be able to fill out their program with international, language-based and culture-based courses from Anthropology, Economics, English, Fine Arts, Geography, History, Philosophy, Political Science, Psychology and Sociology. Online and summer opportunities will be provided by UBC Vancouver.

#### **Where will the program be for 2010?**

1. The program will have graduated outstanding and employable students who will have found satisfying careers throughout the world.
2. The program will continue to attract many students who aspire to become “articulate global citizens”.
3. The program will have succeeded in creating effective program linkages with UBC Vancouver.
4. The program will have effective, overseas summer programs in Europe, South America, and Asia, and a summer language institute at UBC O.
5. The program will be known for its international scope and commitment to teaching and research.
6. The program will also offer courses in Chinese, Japanese and Italian.
7. The program will attract students who desire to achieve excellence in a second language and learn outstanding English communication skills.

### **Conclusion**

The innovative and interdisciplinary BA in Language and Communication will provide UBC with the following:

- 1) An exciting and highly marketable program—“A James Bond/Foreign Service program”
- 2) Employable, highly-desired graduates with the ability to think critically about, and offer quality solutions to international issues.
- 3) A cost-neutral, innovative and international degree based upon existing courses and infrastructure at both UBC O and UBC V.

### **University Circle Members:**

Ramine Adl, Associate Professor, Modern Language  
Franziska Birker, Associate Professor, Modern Languages  
Dr. Lorin Card, Assistant Professor, Modern Languages  
Chair, Stan Chung, Associate Professor, Professional Communication  
Sharon Josephson, Assistant Professor, Professional Communication  
Edmond Rivère, Associate Professor, Modern Languages  
Dr. Michael Treschow, Associate Professor, English

## Appendix 1

### Interdisciplinary BA in Language and Communication

<b>Description</b>	We propose an innovative, interdisciplinary <b>BA in Language and Communication</b> . This program will provide students with a profound understanding of language and communication coupled with a broader knowledge of the Humanities and what it means to be a global citizen, while also helping them acquire strong communication skills and international experience. This program will draw on the courses and skill sets available in the Departments of English, Professional Communication and Modern Languages at UBC O, and on the course offerings available at UBC O and UBC V, in such departments as Anthropology, History, Political Science, and indeed most of the departments in existence at UBC O.
<b>Rationale</b>	As our contribution to the global economy, we have taken on the task of training students to become articulate global citizens, with strong English communication skills and strong second language skills, who can think critically, analyse and contribute solutions to global issues. Employers understand the connection between economic growth and international perspective, and our students will be well prepared to make a contribution to the world, and to function expertly in English and a second language.
<b>Resources Required</b>	From the outset, this program is low-cost and efficient. We will require videoconferencing and on-line distance education from UBC V. By 2010, we will need the space to establish a Summer Language Institute at UBC O (existent campus facilities), and the funding to present on-site field excursions to the target countries.
<b>Earliest Implementation Date</b>	September 2005
<b>Priority</b>	High

## **Appendix 2**

### **Program for BA in Language and Communication**

#### **I COURSES UNDER CONSIDERATION AS REQUIREMENTS**

##### **Relevant courses in related disciplines**

###### **English**

ENGL 100 University writing or PCOM 100 or PCOM 112  
ENGL 150 Literary Studies I  
ENGL 151 Literary Studies II or PCOM 122  
ENGL 203 Intermediate Composition  
ENGL 223 Studies in Canadian Literature  
ENGL 235 Professional Writing and Communications  
ENGL 241 Backgrounds to Classical Latin Texts  
ENGL 243 The Apocrypha and Christian Scriptures: Biblical Backgrounds to English Literature  
ENGL 345 Studies in the Backgrounds to International Literature in English  
ENGL 392 The History of the English Language I  
ENGL 393 The History of the English Language II  
ENGL 412 Shakespeare: the Earlier Works  
ENGL 413 Shakespeare: the Later Works  
ENGL 490 Advanced Composition  
ENGL 491 Topics in Advanced Composition

###### **Professional Communications**

PCOM 100 Grammar and Style (under development)  
PCOM 112 Business Communication  
PCOM 122 Business Communication  
PCOM 220 Digital Communication  
PCOM 210 Oral Communication  
PCOM 299 Cross-Cultural Communication (under development)  
PCOM 390 Advanced Issues in Communication  
PCOM 399 Communication of the Idea (under development)

**Modern Languages (a second language taken through the advanced level, chosen from among the following, is an integral part of the degree)**

###### **French**

FREN 112 French Language and Literature I  
FREN 122 French Language and Literature II  
FREN 210 An Introduction to French Literature I  
FREN 211 Advanced French Language and Literature I  
FREN 220 An Introduction to French Literature II  
FREN 221 Advanced French Language and Literature II  
FREN 301 Language and Style I  
FREN 302 Language and Style II  
FREN 353 French Grammar  
FREN 355 French Composition I

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\*FREN 455 Advanced French Grammar and Composition (under development)  
FREN 457 Translation I, French to English  
FREN 459 Translation II, English to French

### **Spanish**

SPAN 111 Beginners Spanish I  
SPAN 121 Beginners Spanish II  
SPAN 211 Second Year Spanish I  
SPAN 221 Second Year Spanish II  
SPAN 301 Spanish Language I  
SPAN 302 Spanish Language II  
SPAN 303 Topics in Spanish Culture  
SPAN 304 Topics in Latin American Culture  
SPAN 420 Translation from English to Spanish

### **Japanese**

JAPN 111 Basic Japanese I  
JAPN 121 Basic Japanese II  
JAPN 112 Basic Japanese III  
JAPN 122 Basic Japanese IV  
JAPN 211 Intermediate Japanese I  
JAPN 221 Intermediate Japanese II

### **German**

GERM 111 Introductory German I  
GERM 121 Introductory German II  
GERM 211 Intermediate German I  
GERM 221 Intermediate German II  
GERM 300 Advanced German

**II OPTIONAL COURSES (STUDENT CAN CHOOSE PATH TO STUDY, DEPENDING ON FOCUS: HISTORICAL, PHILOSOPHICAL, INTERNATIONAL OR PSYCHOLOGICAL/SOCIOLOGICAL)**

**Anthropology**

ANTH 121 Introduction to Cultural Anthropology  
ANTH 170 Introduction to Linguistic Anthropology  
ANTH 295 Current Topics in Anthropology  
ANTH 370 Morphology, Syntax and Semantics  
ANTH 377 Sociolinguistics  
ANTH 477 Historical Linguistics

**(One science will be required, through the first year)**

**Business Administration**

BuAd 201 Conflict Resolution and Negotiation  
BuAd 370 Leadership

**Economics**

ECON 112 Introduction to the Canadian Economy  
ECON 122 Introduction to Economic History and Thought  
ECON 257 Topics in International Economic Policy  
ECON 331 The World Economy Since 1800  
ECON 333 The Canadian Economy since 1929  
ECON 355 International Economics

**Fine Arts**

FINA 131 Art History I  
FINA 141 Art History II

**History**

HIST 112 Canada to 1867  
HIST 115 Contemporary World from 1900 to World War II  
HIST 116 History of Western Civilization, 1450 to 1789  
HIST 122 Canada since 1867  
HIST 227 The History of the Canadian Prairies since 1890  
HIST 308 The Scientific Revolution  
HIST 312 British Imperial History 1783-1950  
HIST 330 The United States, 1812-1876  
HIST 402 Problems in International Relations: Diplomacy and the Origins of War  
HIST 403 Topics in the History of International Relations  
HIST 427 Canada 1896 to World War II  
HIST 428 Canada World War II to Present  
HIST 434 International Relations of the Great Powers of the 20th Century: from 1939

**Latin**

LATN 300 Introduction to Latin for Senior Students

**Philosophy**

PHIL 111 Introduction to Philosophy

PHIL 114 Introduction to Logic and Critical Thinking I  
PHIL 121 Introduction to Philosophy II  
PHIL 124 Introduction to Logic and Critical Thinking II  
PHIL 211 Ethics  
PHIL 240 Social and Political Philosophy  
PHIL 310 Ancient Philosophy: A  
PHIL 311 Ancient Philosophy: B  
PHIL 314 Early Modern Philosophy: A  
PHIL 315 Early Modern Philosophy: B  
PHIL 360 Epistemology  
PHIL 403 Philosophy of Law  
PHIL 470 Topics in Modern Philosophy (1600-1800)  
PHIL 471 Topics in Twentieth Century Philosophy  
PHIL 476 Philosophy of Language

**Political Science**

POLI 111 The Government of Canada  
POLI 121 Contemporary Ideologies  
POLI 221 International Politics I  
POLI 222 International Politics II  
POLI 303 Federalism in Canada  
POLI 362 Foreign Policies of the Superpowers  
POLI 363 Canadian Foreign Policy  
POLI 364 International Organizations  
POLI 366 International Political Economy  
POLI 462 International Relations Theory  
POLI 464 Problems in International Relations  
POLI 466 Statecraft and International Affairs

**Psychology**

PSYC 111 Introduction to Psychology: Basic Processes  
PSYC 121 Introduction to Psychology: Personal Functioning  
PSYC 336 The Psychology of Language I  
PSYC 337 The Psychology of Language II

**Sociology**

SOCI 111 Introduction to Sociology I  
SOCI 121 Introduction to Sociology II  
SOCI 203 Canadian Social Issues  
SOCI 210 Foundations of Sociological Thought  
SOCI 211 Canadian Society I  
SOCI 212 Race and Ethnic Relations I  
SOCI 213 Sex, Gender and Society I  
SOCI 221 Canadian Society II  
SOCI 320 Cultural Studies in Sociology