

# University of Pretoria Yearbook 2021

## The power and politics of language in international business 802 (GIJ 802)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	6.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	21 Hours
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This elective demonstrates the potent and capacious nature of language in International Business. Students will cover diverse topics such as the commodification of the voice; the importance of a nuanced understanding of context and language to MNCs; how language practices facilitate power relationships; the sensitivities of intercultural communication; artificial intelligence and language – what can a computer not compute?; the role of language in expanding markets; how language policies and proficiency facilitate the relationship between the local and global.

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