

University of Pretoria Yearbook 2022

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

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	21 Hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	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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