

Subject card

Subject name and code	Trascription and analysis of business conversation, PG_00138591						
Field of study	German Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish German 100%		
Semester of study	4	ECTS credits			3.0		
Learning profile	academic	Assessment form					
Conducting unit	Division of German Language and Translation Studies -> Institute of German Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Monika Szafrńska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		8.0		37.0	75
Subject objectives	The aim is to familiarise students with conversation analysis as a research method derived from social research, which has been successfully implemented into linguistic research. They'll learn the assumptions of the method and the methods of transcription of audio or video recordings and carry out a research project. In addition to demonstrating the ability to transcribe conversational recordings on their own, students will acquire knowledge of the specifics of spoken language (e.g. business telephone conversations, often in an intercultural context), speech act theory, linguistic politeness.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGMU2_U09] Is able to undertake autonomous actions aimed at the development of their abilities, indicate directions for further research; is able to work independently, to direct the work of a team.	Thanks to teamwork on a presentation/paper/project, the student undertakes autonomous activities aimed at developing his or her individual abilities, but also acquires teamwork skills in different roles or takes on the role of a team leader who indicates directions for further research.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[FGMU2_W03] Knows and understands at an extended level German terminology and the theory and methodology in the field of linguistics in German.	The student knows and understands at an advanced level the terminology in German and the theory and methodology of such linguistic issues as: conversation analysis, intercultural communication, speech act theory, communication strategies, linguistic politeness.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[FGMU2_W12] Knows and understands the relationship between language formation and changes in culture and society; has an in-depth knowledge of complex nature of language and its importance in cognitive processes.	Students will know and understand the relationship between language, its complex nature and changes in culture and society, as well as the problems/misunderstandings which can arise from the confluence of different cultural identities in dialogue.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[FGMU2_K03] Is able to appropriately determine priorities for realization of a task defined by one self or others, on the basis of analysis of situations and problems, formulates proposals for solutions.	The student prepares to complete the task (project, paper, presentation, etc.) by planning individual stages of its implementation and defining priorities. Analyzes work at each stage, draws conclusions and formulates proposals for solutions to possible problems.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[FGMU2_W06] Knows in detail contemporary achievements, research centres and schools in the field of linguistics, understands their historical and cultural conditions and development tendencies.	Students will have a detailed knowledge of contemporary achievements, research centres and schools in the field of (intercultural) pragmatics, (tele)communication research in business and conversational analysis, they understand their historical and cultural conditions and developmental trends.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FGMU2_U04] Correctly applies the known scientific terminology in German, accurately defines the terms of literary and linguistic studies and the phenomena of the chosen specialization, i.e.: translation studies, or language teaching or business and economy.	The student correctly uses the learned scientific terminology in the field of (intercultural) pragmatics, conversation analysis, intercultural communication (also in business) in German and accurately defines concepts in this field	[SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[FGMU2_U02] Uses the acquired research skills, draws conclusions, elaborates and presents results in the field of literary studies or linguistics, is able to use and integrate knowledge from several scientific disciplines.	The student has developed research skills in the field of conversation analysis, draws conclusions, develops and presents the results of his or her own research in the field of intercultural pragmatics and analysis of spoken language, especially telephone business conversations, and is able to use and integrate previously acquired knowledge from other scientific disciplines.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[FGMU2_U08] Has the basic ability to translate selected types of texts from German into Polish and from Polish into German, or the ability to prepare and carry out teaching tasks, or function in an enterprise and business.	By analyzing communication problems that may result, for example, from language interference, the student acquires basic skills in translating selected concepts and linguistic structures occurring in a business telephone conversation.	[SU3] text preparation/written work [SU4] test/exam - oral or written [SU8] observation of student's independent or team work

	<table border="1"> <thead> <tr> <th>Course outcome</th> <th>Subject outcome</th> <th>Method of verification</th> </tr> </thead> <tbody> <tr> <td>[FGMU2_K01] Has an in-depth awareness of the level of their knowledge and skills, is able to critically evaluate the received contents, as well as apply their knowledge in solving cognitive and practical problems.</td> <td>The student has an in-depth awareness of the level of his/her knowledge and skills and is able to critically evaluate the received content as well as apply his/her knowledge in solving the chosen research problem. Gives other students constructive criticism.</td> <td>[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work</td> </tr> <tr> <td>[FGMU2_U06] Has an in-depth ability to produce a variety of written works and oral speeches in German.</td> <td>The student has in-depth ability to create oral presentations in German on the subject of classes (presenting the results of own research attempts, e.g. project work).</td> <td>[SU2] presentation/project/paper/report [SU6] demonstration of practical skills</td> </tr> </tbody> </table>	Course outcome	Subject outcome	Method of verification	[FGMU2_K01] Has an in-depth awareness of the level of their knowledge and skills, is able to critically evaluate the received contents, as well as apply their knowledge in solving cognitive and practical problems.	The student has an in-depth awareness of the level of his/her knowledge and skills and is able to critically evaluate the received content as well as apply his/her knowledge in solving the chosen research problem. Gives other students constructive criticism.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work	[FGMU2_U06] Has an in-depth ability to produce a variety of written works and oral speeches in German.	The student has in-depth ability to create oral presentations in German on the subject of classes (presenting the results of own research attempts, e.g. project work).	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
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Subject contents	<p>Topics covered in the class will include:</p> <ol style="list-style-type: none"> 1) Features of spoken language 2) Conversational analysis as a research method 3) Preparation of the material to be analysed: transcription of audio recordings with the help of suitable programs (e.g. FOLKER, EXMERAaLDA) 4) Features (phases) of a telephone business conversation 5) Introduction to speech act theory 6) Intercultural communication - possible communication problems 7) Formulation of directive speech acts and linguistic politeness as communication strategies <p>The second part of the class will be devoted to the preparation of a project. The student selects a recording of a business conversation in a call centre for analysis, transcribes it according to the standardised notation used, using appropriate computer programmes. The analysis of the recording may be directed at various aspects (depending on the interests of the project group): the participants in the conversation as representatives of certain social, cultural, ethnic groups, subcultures, strategies of exerting influence, taking control, social statuses, manipulation, demonstration of power, cultural differences, strategies of formulating directive speech acts in an intercultural perspective, etc.</p>									
Prerequisites and co-requisites	A level of language competence appropriate to the curriculum content in the earlier semesters that will enable the intended learning outcomes to be achieved.									
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>evaluation of the final term paper (project/presentation)</td> <td>51.0%</td> <td>50.0%</td> </tr> <tr> <td>Partial assessments (tests/performance of tasks or exercises in class/activity)</td> <td>51.0%</td> <td>50.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	evaluation of the final term paper (project/presentation)	51.0%	50.0%	Partial assessments (tests/performance of tasks or exercises in class/activity)	51.0%	50.0%
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Recommended reading	Basic literature	<p>Literature to be used depending on the chosen project topic and focus of the analysis:</p> <p>Atkinson, Maxwell J.; Heritage John (Hrsg.) (1984): Structures of social action: studies in conversation analysis. Cambridge University Press and Editions. Cambridge.</p> <p>Austin, John Langshaw (1975): How to do things with words. Oxford University Press. New York.</p> <p>Becker-Mrotzek, Michael; Brünner, Gisela (1992): Angewandte Gesprächsforschung: Ziele Methoden Probleme. [In:] Fiehler, Reinhard; Sucharowski, Wolfgang (Hrsg.): Kommunikationsberatung und Kommunikationstraining. Anwendungsfelder der Diskursforschung. Westdeutscher Verlag. Opladen. S. 12 - 23.</p> <p>Birk, Andrea (2011): Konversationale Implikaturen. Ein linguistisches Instrument zur Analyse interkultureller Missverständnisse. [W:] Földes, Csaba (Hrsg.): Interkulturelle Linguistik im Aufbruch. Das Verhältnis von Theorie, Empirie und Methode. = Beiträge zur interkulturellen Germanistik Bd. 3. Narr Verlag. Tübingen. S. 1- 12.</p> <p>Bolten, Jürgen (2006): Interkulturowa kompetencja. Poznań: Wydawnictwo Naukowe UAM.</p> <p>Bonacchi, Silvia (2010): Pragmatische und soziokulturelle Funktionen der sprachlichen Höflichkeit, [W:] Komunikacja Specjalistyczna 3, 2010, 52-64 Bonacchi, Silvia (2011): Höflichkeitsausdrücke und anthropozentrische Linguistik. Seria: Języki. Kultury. Teksty. Wiedza. Wydawnictwo Euro- Edukacja. Warszawa. (otwarty dostep https://www.researchgate.net/publication/236980128_Hoflichkeitsausdrucke_und_antropozentrische_Linguistik)</p> <p>Bonacchi, Silvia (2013): (Un)Höflichkeit. Eine kulturologische Analyse Deutsch Italienisch Polnisch. Warschauer Studien zur Germanistik und zur Angewandten Linguistik. Bd. 13. Peter Lang Edition. Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien.</p> <p>Brinker, Klaus; Sager, Sven Frederik (1989): Linguistische Gesprächsanalyse: eine Einführung. Schmidt Berlin.</p> <p>Brinker Klaus (Hg.) (2001): Text- und Gesprächslinguistik: ein internationales Handbuch zeitgenössischer Forschung = Linguistics of text and conversations : an international handbook of contemporary research. Hbd. 2. Walter de Gruyter. Berlin ; New York.</p> <p>Brown, Penelope; Levinson Stephen (1987): Politeness: Some universals in language usage. Cambridge University Press. Cambridge.</p> <p>Brünner, Gisela (2001): Gespräche in der Wirtschaft. [In:] Brinker, Klaus; Antos, Gerd; Heinemann, Wolfgang; Sager, Sven F. (Hrsg.): Text- und Gesprächslinguistik. Ein internationales Handbuch zeitgenössischer Forschung. 2. Halbband 'Gesprächslinguistik'. De Gruyter. Berlin. S. 1526-1540. Bublitz, Wolfram (2001): Englische Pragmatik. Eine Einführung. Erich Schmidt Verlag. Berlin.</p> <p>Deppermann, Arnulf (2008): Gespräche analysieren. Eine Einführung. VS Verlag für Sozialwissenschaften. Wiesbaden.</p> <p>Deppermann, Arnulf; Hartung, Martin (2011) (Hg.): Gesprächsforschung. http://www.gespraechsforschung-ozs.de/heft2011/heft2011.html (artykuły i książki w otwartym dostępie)</p>
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		<p>Zapiski z wykładu z Wydziału Filologicznego Uniwersytetu Marii Curie-Skłodowskiej. Lublin. S. 259-280.</p>
	Supplementary literature	<p>Spoken language corpora and online sources:</p> <p>FOLK http://agd.ids-mannheim.de/folk.shtml</p> <p>Dortmunder Chat-Korpus https://www.uni-due.de/germanistik/chatkorpus/</p> <p>Datenbank für gesprochenes Deutsch (także inne oprócz FOLK: Mundsprachen, Umgangssprache, Wissenschaftssprache) https://dgd.ids-mannheim.de/dgd/pragdb.dgd_extern.welcome</p> <p>Gabler Wirtschaftslexikon: https://wirtschaftslexikon.gabler.de/</p>
	eResources addresses	<p>Basic</p> <p>https://bg.ug.edu.pl/e-biblioteka/zasoby-elektroniczne - We encourage you to use the UG Library's e-resources.</p>
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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