ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
DEPARTMENT OF BUSINESS ENGLISH /
ENGLISH FOR INTERNATIONAL BUSINESS
COURSE OUTLINE 2/2026

COURSE	:	GL3104 Language, Culture, and Society	
CREDITS	:	3	
STATUS	:	Core Course	
PREREQUISITE	:	GL2101 Introduction to Language	
LECTURERS	:	A. Sethawut Techasan	Sec. 401
		(sethawuttch@au.edu)	Office: SR318
		Dr. Supakorn Panichkul	Sec. 402-403
		(supakornpnc@au.edu)	Office: SR317
SECTIONS	:	401 - 403	

COURSE DESCRIPTION:

Relationships between language, culture, and society in an international environment; issues related to language, society, and culture, language variations in different contexts, World Englishes, cross-cultural communication

COURSE OBJECTIVES:

This course aims for students:

1. to explain and discuss cultural diversity that exists in the world
2. to identify reasons for language variations
3. to apply the principles and concepts that they are introduced to by conducting their own primary research

COURSE LEARNING OUTCOMES:

Students will be able to:

1. explain some of the relationships between languages, cultures, and societies,
2. describe some of the language varieties that occur between groups as well as between individuals, such as regional dialect and social dialect,
3. identify the factors that caused the language varieties such as geography, social class, ethnicity, age, gender, and context,
4. recognise some of the culturally based differences in a nationally diverse environment,
5. apply the principles and concepts of language, culture, and society by conducting their own language project.

MATERIALS:

GL3104 Language, Culture, and Society Collated Materials (E-book)

TEACHING – LEARNING ACTIVITIES:

1. Lecture
2. Discussion
3. Presentation
4. Term Project
5. Assignments

COURSE REQUIREMENT:

* 80% of attendance is required to pass the course. (Maximum absence = 6 times)

MARK ALLOCATION:

Assignments	300 marks	**30 %**
Term Project	100 marks	**10 %**
Attendance and Participation	100 marks	**10 %**
Mid-Term Examination	200 marks	**20 %**
Final Examination	300 marks	**30 %**
Total	**1000 marks**	**100 %**

GRADING SYSTEM:

A 85-100 %	A- 82-84 %	B+ 79-81 %	B 75-78 %	B- 72-74 %
C+ 69-71 %	C 65-68 %	C- 62-64 %	D 50-61 %	F 0-49 %

STUDY PLAN AND SCHEDULE

NO.	WEEK	TOPICS
1	Week 1	1.1) Culture: Definitions and Some Examples of Cultural Aspects 1.2) Non-verbal Communication: Meanings and Key Aspects Examples of Non-verbal Communication in Some Cultures
2	Week 2	2.1) Sociolinguistics 2.2) The Concepts of 'Society', and Their Significant Bearings to Language Use
3	Week 3	3.1) Language and Geography: Language, Dialects, and Accents 3.2) Dialect Factors, World Englishes: Meaning and Examples
4	Week 4	4.1) Standard English Varieties: British and American English 4.2) Dialects in a Country: American English Dialects, Traditional and Modern Dialectology
5	Week 5	5.1) Language and Social Class: Social Stratification 5.2) Received Pronunciation and Cockney English
6	Week 6	6.1) Language and Social Class in USA 6.2) Standard Language
7	Week 7	7.1) Language and Ethnic Group (Language and Ethnicity) 7.2) African American English
8	Week 8	8.1) Hispanic English 8.2) English Varieties in ASEAN
Mid-Term Examination – 8 January 2027 (12.00-14.00)		
9	Week 9	9.1) Language and Age 9.2) Slang and Jargon
10	Week 10	10.1) Language and Gender: Gender Stereotype 10.2) Sex-discrimination in Society
11	Week 11	11.1) Genderlect, Term Project 11.2) Politeness and Euphemisms
12	Week 12	12.1) Single-sex, and Cross-sex Conversation in English 12.2) Sexism in Language
13	Week 13	13.1) Language and Context 13.2) Term Project Follow-up, How to Do the Project Presentation
14	Week 14	14.1) Language of Magazine 14.2) Language of Magazine
15	Week 15	15.1) Term Project Presentation 15.2) Term Project Presentation
Final Examination – 10 March 2027 (13.00-16.00)		
19 February 2027: Last day to withdraw with "W"		

Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS

"An International Catholic University"

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will…

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

• Open communication
• Mentoring system
• Dedication
• Caring
• Teamwork
• Commitment
• Resource sharing

Core Values
A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies
Employability
Multiculturalism
Internationalization

Quality Assurance Process
Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.
Do: Implement the plans and new processes developed.
Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.
Act: Apply actions necessary for improvement if the results require changes.

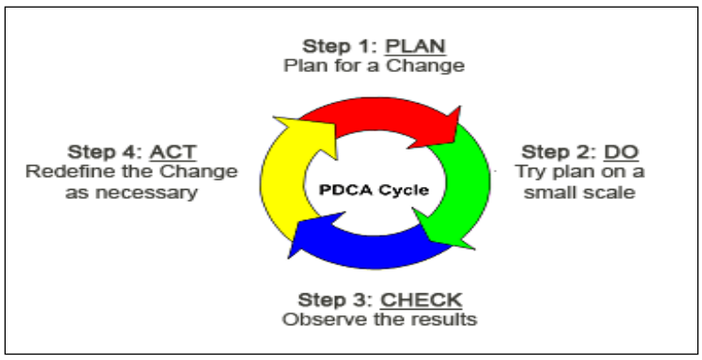


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.