

UNIVERSITY DIPLOMA IN ENGLISH LANGUAGE AND INTERCULTURAL COMMUNICATION

Main Language of Instruction:

French ☐ English ☒ Arabic ☐

Campus Where the Program Is Offered: Online

OBJECTIVES

The UD seeks to engage learners in a universal place of shared education and research, serve as a tool to enhance global competitiveness, act as a catalyst for innovating, and stimulating campus' intellectual lives, while promoting intercultural sensitivity in language use and interpretation. Its main objectives are:

- Developing advanced English language proficiency
- Fostering literary and cultural appreciation to promote comparative understanding
- Strengthening intercultural sensitivity and awareness to support more effective communication

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

Upon successful completion of this UD, learners will be able to:

- Demonstrate a solid grasp of English grammar, style, and linguistic diversity, enabling precise and context-appropriate language use.
- Apply culturally appropriate language, tone, and behavior in both oral and written communication.
- Analyze and adapt communication strategies to promote mutual understanding and collaboration in global environments.
- Compare aspects of English-speaking cultures with their own to promote comparative understanding.
- Identify the impact of cultural diversity on global collaboration and problem-solving.
- Navigate multicultural environments with sensitivity, adaptability, and respect for cultural differences.

ADMISSION REQUIREMENTS

The minimum requirement for USJ instructors is a Master's degree in Languages, Literature, Education, or Public Relations.

Language instructors and community members who wish to develop their English skills in various professional contexts are expected to hold at least a Bachelor's degree in Languages, Literature, Education, or Public Relations.

Applications from candidates holding degrees in other fields will be reviewed on a case-by-case basis.

A complete file, including the following documents, must be submitted in order to be admitted to the program:

- Detailed CV
- Letter of motivation outlining the reasons for joining the program
- Copies of diplomas

This is not an English language course. Therefore, a good command of English is a prerequisite to fully benefit from the courses.

PROGRAM REQUIREMENTS

20 Credits: Required Courses (20 credits)

The Engine of English: Grammar for Precision and Clarity (2 Cr.); The Art of Expression: Style and Linguistic Diversity (2 Cr.); The Cultural Mirror: Introduction to Intercultural Concepts (2 Cr.); English for Intercultural Communication (4 Cr.); Gender and Language in English-speaking Societies (2 Cr.); Politics of Language (2 Cr.); English through the Arts: Creative Communication (4 Cr.); Digital Rhetoric and Language Blogs: The Discourse of Social Media (2 Cr.)



COURSE DESCRIPTION

435TEOEF1	The Engine of English: Grammar for Precision and Clarity	2 Cr.
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This course ensures mastery of the core mechanics of English by refining your command of complex grammar. It moves beyond the basics to focus on sentence architecture and common errors, ensuring your writing and speech are unambiguous and effective.

Upon successful completion, learners will be able to:

- Apply complex grammatical structures to produce clear and accurate written and oral communication.
- Apply advanced principles of sentence architecture, including subordination, coordination, and parallelism, to construct unambiguous and rhetorically effective prose.
- Construct cohesive sentences and paragraphs that demonstrate appropriate use of tense, agreement, and punctuation, ensuring clarity and precision in communication.
- Evaluate their own and others' language choices to provide constructive feedback that improves clarity.

435TAOEF1	The Art of Expression: Style and Linguistic Diversity	2 Cr.
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This course analyzes how speakers and writers consciously and unconsciously adapt their language—their lexicon, grammar, accent, and discourse strategies—to achieve specific social, artistic, and communicative goals. It enables speakers to communicate with both precision and cultural awareness.

Upon successful completion, learners will be able to:

- Identify and describe how linguistic choices (lexicon, structure, accent, register) vary across contexts, audiences, and purposes.
- Distinguish between various linguistic registers and styles (e.g., formal, informal, technical, artistic) and apply the appropriate style to different contexts.
- Adapt style, tone, and register to convey meaning with precision and cultural appropriateness.
- Analyze texts and discourse to understand the conscious and unconscious stylistic choices and their impact on the audience.
- Produce written and oral texts that reflect strategic stylistic decisions for effect or persuasion.

435TCMRF1	The Cultural Mirror: Introduction to Intercultural Concepts	2 Cr.
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This course addresses cultural intelligence by exploring fundamental frameworks that explain cultural differences. The primary goal is to develop a deep self-awareness of one's own cultural background as the first step toward understanding others.

Upon successful completion, learners will be able to:

- Explain key concepts, models, and frameworks that describe intercultural differences.
- Define and assess the concept of cultural intelligence (CQ) and recognize its role in effective global interaction.
- Critically examine and articulate their own cultural background and biases as a foundational step toward understanding others.
- Differentiate between surface-level and deep-level manifestations of culture and understand how these influence communication patterns.
- Compare fundamental cultural values, communication norms, and worldviews across cultures.
- Demonstrate strategies for respectful interaction in multicultural environments.

435EFICF1	English for Intercultural Communication	2 Cr.
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This course introduces global English politeness theory and conflict resolution. It distinguishes English as a bridge or barrier in multicultural settings. It analyzes case studies to understand different approaches to hierarchy, conflict, and decision-making, learning to turn potential friction into a source of innovation and strength. Practice is focused on crafting emails and delivering speeches suited to specific cultural contexts.

Upon successful completion, learners will be able to:

- Apply politeness strategies and conflict-resolution techniques to manage social distance, power dynamics, and face-saving in cross-cultural interactions.
- Identify communication breakdowns and misinterpretations arising from cultural norms, hierarchy, and decision-making styles.
- Evaluate real-world case studies to propose communication solutions that transform potential conflict into collaboration.

- Adapt communication approaches (verbally and non-verbally) to ensure that English acts as a bridge rather than a barrier in diverse multicultural settings.
- Produce culturally appropriate emails, reports, and oral presentations tailored to international audiences.

435GLESF1	Gender and Language in English-speaking Societies	2 Cr.
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The focus of this course is on language and gender roles in media and society. It addresses how gender influences language use and communication styles and how it shapes, and is shaped by, cultural definitions of masculinity, femininity, and non-binary identities.

Upon successful completion, learners will be able to:

- Analyze how gender roles influence linguistic behavior, communication strategies, and interaction patterns.
- Explain and illustrate how gender and sex influence specific language features and communication styles (e.g., pitch, lexicon, interruption patterns).
- Evaluate how the English language can reinforce or challenge gender stereotypes.
- Produce spoken or written texts that demonstrate gender-inclusive and respectful communication.

435POFLF1	Politics of Language	2 Cr.
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The course explores how language is used to exert power, shape social realities, and influence politics. It addresses forces such as power dynamics, social correctness, taboos, biases and censorship in shaping the language we use. It focuses on how language perpetuates biases or enables marginalized groups by being inclusive.

Upon successful completion, learners will be able to:

- Examine the ways in which language is used as a tool to exert power and shape social realities in social discourse.
- Identify taboos, bias, censorship, and political correctness as they appear in public discourse.
- Critically evaluate texts and speeches to determine how language perpetuates societal biases (e.g., through euphemisms or loaded words).
- Evaluate how linguistic choices can marginalize or empower individuals and groups.
- Employ inclusive and empowering language strategies to challenge bias and enable marginalized groups to fully participate in public discourse.

435ETTAF1	English through the Arts: Creative Communication	4 Cr.
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This course tackles art and artful thinking strategies. It uses art as a medium to achieve linguistic and cultural competence. It focuses on creative digital tools to improve students' vocabulary, grammar, writing and speaking skills.

Upon successful completion, learners will be able to:

- Apply artful and creative thinking strategies to improve vocabulary, grammar, and discourse.
- Create multimodal digital products (videos, posters, podcasts, etc.) to effectively communicate ideas in English.
- Collaborate with peers in artistic projects that demonstrate cultural awareness and linguistic competence.
- Demonstrate an enriched and sophisticated English vocabulary and idiomatic expression gained through the analysis and creation of art-related material.
- Synthesize complex ideas and cultural concepts into creative and compelling English language products.

435DRLBF1	Digital Rhetoric and Language Blogs: The Discourse of Social Media	2 Cr.
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This course focuses on social media and online forums and analyzing hashtags, memes and viral discourse. It treats the digital world as a living lab for analyzing and practicing global communication. It tackles linguistic style and voice needed for social media posts.

Upon successful completion, learners will be able to:

- Evaluate online trends such as hashtags, memes, and viral content as forms of communication.
- Analyze the linguistic and rhetorical features of digital discourse, including hashtags, memes, viral content, and online forum discussions.
- Identify and explain the unique linguistic styles and voice required for effective communication across different social media platforms.
- Apply principles of global communication and digital rhetoric to create and manage engaging social media posts, blogs, and online content.
- Produce culturally appropriate posts, captions, and blog entries adapted to different digital audiences.