

What did you mean? The importance of language in business and everyday life

## LINGUISTICS

Language is the one thing that we all have in common. Through language, we express our thoughts, interrogate beliefs, establish bonds with others, and even give an insight into who we are. But often we take for granted this tool that we use on an everyday basis. And often we don't think about the impact that language has in our world. Linguistics, which is the scientific study of language, is concerned with all of this. Through linguistics, we learn more about, among other things, how we acquire language, how we interact with the world through language, how language affects every aspect of society, and even how language can be used to connect people through translation, interpreting and editing. More and more research is showing the importance of language in the workplace, and a background in linguistics will be useful to you in any career path that you may choose. With translation and interpreting being cited as two of the fastest growing career paths in the world, you may even be interested in pursuing a career in linguistics itself, be it as a translator, an interpreter, an editor or a lexicographer. In this world that is growing smaller and smaller by the minute, Linguistics gives an exciting look into how language can and does change the world, opening a wealth of opportunities for you. Visit the Department of Linguistics either online or on UJ's Auckland Park Campus to find out more about our exciting programme.

For more information and videos on these subjects please visit the Humanities website [www.uj.ac.za/humanities](http://www.uj.ac.za/humanities)



Faculty of Humanities

*Intellect for purpose*

6

SUBJECTS  
YOU HAVEN'T  
THOUGHT OF



**New insights into society, economics and politics**

## RELIGION STUDIES

Statistics show that in Africa alone, most people are religious. This course looks at the social, political and historical background of different religions in the world. The focus is on understanding religions in the social world not on developing your faith in a religion. It will really help you understand:

- **Politics:** Much of the conflict in the Middle East and Boko Haram in Africa is based on religious ideologies. Studying world religions gives you new insights into these conflicts
- **Marketing:** Spending patterns are related to the values people hold. Understanding religions will give you unique insights into innovative new ways to market goods to people.
- **Psychology:** The way people understand themselves and their problems is related to their beliefs. Studying religions will give you rich insights into your psychology studies.
- **Communications:** Current depictions of religions are manipulated by the way in which they are represented in media. On the other hand many religious groups use different forms of media to communicate their messages.

**Understanding the ideas that shape our society and our world**

## PHILOSOPHY

Philosophy is an argumentative enquiry into fundamental issues of human life that the sciences do not address. For example, in this course you can expect to debate issues such as what about yourself or the world you

can know with certainty, whether you can be justified in believing anything about the future, and whether body and mind are two separate things or not. By completing our introductory module in philosophy, you will develop critical, creative and independent thinking in the context of important issues as expounded in classic texts by philosophers such as Socrates, Plato, Aristotle, Descartes, Hume, and Kant. Once you have been introduced to the nature, style and methods of philosophy, and developed your writing skills, you will encounter issues such as the meaning of life, the existence of God, morality and the good life, the nature of beauty, the ethical issues raised by poverty, violence and economic inequality, and questions of race, sex and culture. These issues are examined in the context of classic and/or contemporary texts from both African and European traditions.

**A gateway to half of Africa**

## FRENCH

French is becoming more and more relevant in South Africa because it is an important international language, spoken by more than 200 million people, as well as the official language of several African countries. Knowledge of French is currently an asset in South African with its fast developing political, economic and industrial relations with francophone Africa, in addition the study of the world of thought, the culture, history and traditions lying behind a foreign language like French, enriches the mind of the learner and promotes creativity, mental flexibility as well as an understanding for cultural differences.

**Battling the sexes and unpacking myths -**

## CLASSICAL CULTURE

You know some myths, don't you? You heard about the Oedipus complex, haven't you? The stories of the Greeks and Romans teach us more about ourselves, our universal subconsciousness, and coming into touch with our male and female sides. We learn more about the age old battle of the sexes. We get to understand a vision of the world which gave birth to mathematics and psychology, philosophy and politics, rhetoric and law. All this and more are covered in the awesome subject of Classical Culture. It will blow your mind. Your creative right brain will never be the same.

**Daring creative writers who expose social injustice and a fascinating cultural world -**

## AFRIKAANS

Afrikaans is the language with the largest footprint in South Africa. Not only is it widely spoken but it also cuts through the various socio-economic groupings in the country. Afrikaans is spoken by rich and poor alike. The diversity of its speakers makes for fascinating stories as is evident by its thriving literature. As one of the official languages in the country, Afrikaans has immense human capital and a sound knowledge of this language opens up career possibilities in a large range of areas such as journalism, translation, interpreting, education, copywriting and practically all domains where interaction with the public is required, i.e. the financial and medical sector, psychology, social work, IT and marketing to name but a few. We offer two courses on a first year level: one aimed at students who would like to major in Afrikaans and one for beginners aimed at students who have little or no prior knowledge of Afrikaans.