COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications and Arts

Programme: Communications and Media Studies

***FHEQ* Level:**   4

Course Title: Introduction to Intercultural
Communication

Course Code: COMM 4103

Total Hours: 160 (Lev 3-5) (4 US Credit)
Timetabled Hours: 45
Guided Learning Hours: 15
Independent Learning Hours: 100

Credit   16   UK CATS credits
8   ECTS credits
4   UK credits

Course Description:

Reflecting strongly the University's mission of unity in diversity, this course provides theoretical and practical understanding of the role communication plays within and between cultures to build cohesion and/or create division. It provides students with a strong sense of their own complex cultural identities before moving on to teach them the theories underlying the study of International Communication. There will be opportunities for practical applications of these theories in case studies, simulations, and project work.

Prerequisites:

None

Aims and Objectives:

This course explores the relationship between culture and communication and the complexity of cultural identities. It encourages you to develop increased self-knowledge, critical thinking and adaptive competence by acquiring skills directly related to sensitive and effective communication in multicultural and international contexts. While course material has a strong theoretical basis, course assignments and discussions are designed for application to your everyday encounters with individuals from other cultural backgrounds either in a learning, social or working environment. Readings will comprise a combination of critical / cultural theories as well as scholarly research involving fieldwork and case studies.

Programme Outcomes:

4AI, 4BI 4CI, 4DI

A detailed list of the programme outcomes is found in the Programme Specification. This is located at the archive maintained by Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate broad knowledge and understanding of the core theories and methods in intercultural communication.

- Demonstrate a broad understanding of the key issues of and core methods in intercultural communications and media studies.

- Demonstrate broad intercultural communication skills (including digital literacy) in deploying ideas and information in a range of different formats and media.

- Demonstrate broad intercultural communication skills relevant to the workplace for personal and/or group outcomes.

Indicative Content:

- Definitions of 'culture' and 'sub-culture'

- Observing vs. experiencing 'culture'

- Identity formation

- Approaches to intercultural communication

- Assimilation, multiculturalism, and integration

- Values and culture

- Language and intercultural communication

- Intercultural relationships

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-policies/

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Adler, R. and Rodman, G. (2023) *Understanding Human Communication.* 15th edn. Oxford: Oxford University Press.

Asante, M.K., Miike, Y. and Yin, J. (2013) *The Global Intercultural Communication Reader.* 2nd edn. London: Routledge.

Ashcroft, B., Griffiths, G. and Tiffin, H. (2024) *The Postcolonial Studies Reader.* 3rd ed. London and New York: Routledge.

Curran, J., & Hesmondhalgh, D. (2019) *Media and Society*, London and New York: Routledge.

Deutscher, G. (2010) *Through the Language Glass: Why the World Looks Different in Other Languages.* New York: Metropolitan Books.

Easthope, A. and McGowan, K. (2004) *A Critical and Cultural Theory Reader.* Maidenhead, UK: Open University Press.

Fox, K. (2014) *Watching the English.* 2nd ed. London: Hodder & Stoughton.

Hall, S. (2006) 'Cultural Identity and Diaspora' in *Theorizing Diaspora*, edited by Jana Evans Braziel and Anita Mannur, 233-246. Malden, MA: Blackwell, pp. 233-246.

Holliday, A. Hyde, M. and Kullman, J. (2021) *Intercultural Communication: An Advanced Resource Book. 4*nd edn. London: Routledge.

Jandt, F. E. (2004) *Intercultural Communication: A Global Reader.* London: Sage.

Kiesling, S. and Paulston, C. B. (eds.) (2005) *Intercultural Discourse and Communication, the Essential Readings*. Oxford: Blackwell.

Levitt, S. and Dubner, S. *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything.* New York: Harper Collins.

Martin, Judith & Tom Nakayama (2022) *Experiencing Intercultural Communication.* 7th edn. New York: Mcgraw Hill.

Martin, Judith & Tom Nakayama (2002) *Readings in Intercultural Communication experiences and contexts.* 2nd edn. New York: McGraw Hill.

Nilsen, Alleen Pace & Don Nilsen (2006) 'Just How Ethnic is Ethnic Humour?' in *Canadian Ethnic Studies*, Vol 38, Issue 1.

Pearson, J.C., Nelson, C.P., Harter, L. and Titsworth, S. (2024*) Human Communication*. New York: McGraw-Hill.

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
First edition	Nov 2024	