COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications, Arts and Social Sciences

Programme: Communications

FHEQ Level: 4

Course Title: Intercultural Communication: Theory and Practice

Course Code: COM 4100

Course Leader: Russell Duke

Student Engagement Hours: 120
Lectures: 22.5
Seminar / Tutorials: 22.5
Independent / Guided Learning :   75

Semester: Fall, Spring or Summer

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:
Reflecting strongly the mission of the University, this course provides a theoretical and practical foundation for the degree in Communications. 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:
4A(ii); 4B(i); 4C(i); 4D(ii); 4D(iii)

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

Learning Outcomes:
- Demonstrate a broad understanding of current debates and key theorists in intercultural communications as well as the roles that media play.
- Show critical engagement and evaluate strengths and weaknesses of different perspectives on intercultural theories and be able to express them in written and oral form.
- Demonstrates a broad understanding of the relationship between how different methods of research in intercultural communication are used to explore different research questions and topics.
- Gain a broad insight into the (cross) cultural construction of meaning in verbal and visual texts.
- Demonstrate an ability to work productively in a group or team and show ability to use a range of ICT skills.

Indicative Content:
Definitions of 'culture' and 'sub-culture' Observing vs. experiencing 'culture' Identity Formation Approaches to intercultural communication Assimilation and integration
Values and culture
Language and intercultural communication Intercultural relationships

Assessment:
This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:
This course will be taught by means of a combination of lectures, readings, written assignments, workshops, guest lectures, and peer work. The class is interactive and requires working individually and in groups.

Weekly readings will be assigned from the required texts and reading assignments

are expected to be completed in order that students participate fully in in-class discussion. Please do the readings for the week before class starts each Monday.

A considerable amount of coursework will be in the form of teamwork where you will be working in small groups on an assigned topic. These projects offer the opportunity to learn important team working and leadership skills and will also give an opening for creative planning and execution of your work. You will also be given the opportunity to reflect on these experiences to track the learning processes you have gone through.

Bibliography:
See syllabus for complete reading list

IndicativeText(s):

- Asante, M.K., Miike, Y. and Yin J. (eds)   The Global Intercultural Communication Reader. London : Routledge, 2008.
- Easthope, Anthony and Kate McGowan, eds. A Critical and Cultural Theory Reader. Maidenhead, UK: Open UP, 2004.
- Holliday, Adrian, M. Hyde & J. Kullman. (2010, 2nd ed.) Intercultural Communication: an Advanced Resource Book. London: Routledge.
- Jandt, Fred E. ed. Intercultural Communication: A Global Reader. London: Sage, 2004.
- Martin, Judith & Tom Nakayama. Experiencing Intercultural Communication. 5th ed. New York:Mcgraw Hill, 2009.
- Martin, Judith & Tom Nakayama. Readings in Intercultural Communication experiences and contexts. 2nd ed. New York: McGraw Hill, 2002.
- Tomic, Alice, Crispin Thurlow and Laura Lengel. Computer Mediated Communication: Social Interaction on the Internet. London: Sage, 2004
- Adler, Ronald and George Rodman. Understanding Human Communication. Oxford: Oxford University Press, 2009.
- Ashcroft, Bill, Griffiths, Gareth and Helen Tiffin, eds. The Postcolonial Studies Reader. London and New York: Routledge, 2006.
- Deutscher, Guy. Through the Language Glass: Why the World Looks Different in Other Languages. New York: Metropolitan Books, 2010.
- Fox, Kate. Watching the English. London: Hodder & Stoughton, 2005.
- Hall, Stuart. "Cultural Identity and Diaspora." in Theorizing Diaspora, edited by Jana Evans Braziel and Anita Mannur, 233-246. Malden, MA: Blackwell, 2006, pp. 233-246.
- Evans Braziel and Anita Mannur, 233-246. Malden, MA: Blackwell, 2006.
- Kiesling, Scott and Paulston, Christina Bratt, eds. Intercultural Discourse and Communication, the Essential Readings. Oxford: Blackwell, 2005.
- Levitt, Steven and Dubner, Stephen. Freakonomics: A Rogue Economist Explores the Hidden Side of Everything. New York: Harper Collins, 2005.

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry