

INTERCULTURAL COMMUNICATION

1. MODULE SUMMARY

Aims and Summary

In the context of globalization, migration, corporate business management, international affairs and social conflicts, the aim of the module is to provide students with necessary tools which would help them to approach multi-cultural environments. Aiming to enforce cultural sensitivity students will be trained how to avoid cultural prejudices, preconceptions and oversimplifications.

The module has a multidisciplinary approach combining different theories taken from various spheres such as anthropology, sociology, communication studies, linguistics, etc. It incorporates information on history of communication, looks upon the notion of symbol, myth, cultural code and proceeds to the practical techniques of assessing different forms of productions of contemporary multicultural media.

Module Size and credits

CATS points	10.0
ECTS credits	5.0
Total student study hours	100
Number of weeks	12
School responsible	Łazarski University, Faculty of Economics and Management
Academic Year	2021-2022

Entry Requirements (pre-requisites and co-requisites)

N/A

Excluded Combinations

None

Composition of module mark (including weighting of components)

Coursework 60%, composed of an essay

Final exam: 40%

Pass requirements

To pass the course a student must score at least 40% of the overall weighted average and not less than 35% for each assessment component (i.e. final exam and coursework). Re-assessment: coursework component(s) and/or examination as appropriate.

Special Features

None

Course stages for which this module is mandatory

BA Year 3 International Relations (level 6)

Course stages for which this module is a core option

None

2. TEACHING, LEARNING AND ASSESSMENT

Intended Module Learning Outcomes

By the end of the course students should be able to:

1. Apply basic intercultural skills.
2. Analyze barriers to intercultural communication.

3. Demonstrate an understanding of culturally conditioned behavior in different contexts including negotiation, ethnic conflict, family life etc.
4. Explain the dynamics of ethnocentrism, stereotyping and prejudice.

Indicative Content

- Introduction: How we communicate? Communication skills and their influence? What are the media? Problematic messages.
- The evolution of language and thought
- The history of communication: the value of knowledge
- Approaches and theories of communication (behavioral, political economy, cultural, interdisciplinary). Behavioral approach
- Political Economy approach
- Culture shock, intercultural competence, globalization issues
- Cultural/Linguistic Approach
- Semiotics
- Semiotics: using semiotics to analyze text and images
- Deconstructing messages through individual signs (colors, shapes, symbols, icons, etc.)
- Visual as influenced by culture and aims. How politicians, journalists and PR managers provide and sell information
- History of Film and film technologies. Summary

Teaching and Learning

This module will be taught by means of seminars, workshops, and self-directed study.

Formative Assessment: Comments will be given on assessments, and tutorial guidance will be provided for coursework and exam.

Student activity and time spent on each activity comprises:

Guided	0 hours	(0%)
Lecture	0 hours	(0%)
Self-guided	10 hours	(10%)
Seminar	60 hours	(60%)
Workshop	30 hours	(30%)
Total	100 hours	

Method of Assessment (normally assessed as follows)

The intended learning outcomes will be assessed as follows:

Essay (60% - 6 Credits): 3000 words; contributes to learning outcomes 1, 2, 3, 4

Final exam (40% – 4 Credits): 120 minutes; contributes to learning outcomes 1, 2, 3, 4

Re-sit

Students failing any component of assessment, at the first attempt, are entitled to one re-sit attempt. This will be by new examination and/or new coursework scheduled for the next assessment opportunity. For coursework, if more than one element existed in the first attempt, this may be combined into one assessment for re-sit

Date of last amendment

02-10-2016

3. MODULE RESOURCES

Essential Reading

- Bowe, H., Martin, K., Manns, H., 2014. *Communication across Cultures: Mutual Understanding in a Global World*. Cambridge: Cambridge University Press.
- Harrison, E. L., Huntington, S. P., 2000. *Culture Matters: How Values Shape Human Progress*. New York: Basic Books.
- Samovar, L., 2012. *Intercultural Communication: a Reader*. Boston, MA: Wadsworth Cengage Learning.

Recommended Reading

- Aitchison, J., 2011. *The Articulate Mammal: An Introduction to Psycholinguistics*. London : Routledge.
- Arnold. K., 2011. *Fashion and Self-Fashioning: Clothing Regulation in Renaissance Europe*. Summer Research, 93.
- Bauman Z., 2006. *Liquid Modernity*. Cambridge: Polity Press.
- Bauman Z., 2008. *Consuming Life*. Cambridge: Polity Press.
- Barrowclough D., Kozul-Wright, Z., 2008. *Voice, choice and diversity through creative industries: towards a new development agenda*.
- Bitzer, L. F., 1968. The Rhetorical Situation. *Philosophy & Rhetoric*, 1(1), pp.1-14.
- Dowing, J., Mohammadi, A., Sreberny, A., 1995. *Questioning the Media: A Critical Introduction*. Thousand Oaks, Calif.: Sage
- Gitner S., 2016. *Multimedia Storytelling: For Digital Communicators in a Multiplatform World*. New York: Routledge.
- Porter, M. E., 2000. *Attitudes, Value, Beliefs, and the Microeconomics of Prosperity*. New York: Basic Books.
- Rosenwein, B., 2010. *Problems and Methods in the History of Emotions*.
- Solnit, R., 2013. In the Day of the Postma. *Diary*, 35(16).
- Vajda, E., 2011. *The Origins of Language*.

Required Equipment

None

4. MODULE ORGANISATION

Module leader

Name Dr Anna Grudzinska

E-mail grudzinska77@hotmail.com

Length and month of examination

120 minutes in February

Expected teaching timetable slots

Note that some tutorials/seminars may be provided at times other than those shown below. Timetable information should be verified with the School responsible for the module

No timetable information available

Subject Quality and Approval information

Board of Study Faculty Collaborative Provision Committee

Subject Assessment Board Faculty Council, Faculty of Economics and Management

Shortened title

Date of approval by FCPC 15 February 2017