

COURSE OUTLINE
Speech 108
Intercultural Communication

I. Catalog Statement

Speech 108 provides an introduction to communication between people from different cultures. This course presents theories and principles of communication with an emphasis on application of concepts to intercultural communication in a variety of contexts. Assignments and activities are geared towards the analysis of communication situations across cultures and the practice of skills to successfully engage in intercultural communication encounters.

Units - 3.0

Lecture Hours – 3.0

Total Laboratory/Studio Hours – 0.0

Recommended Preparation: Eligibility for English 101; ESL students should complete ESL 155.

II. Course Entry Expectations

Skill Level Ranges: Reading 5; Writing 6; Speaking/Listening 6; Math 1

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

1. Demonstrate an understanding of and skills in using effective intercultural communication behaviors;
2. List and define the fundamental elements of culture and communication;
3. Identify ways of reducing barriers of intercultural communication and integrate these into their own behavior;
4. Compare and contrast their personal history with the histories of others;
5. Identify and assess their own identity;
6. Formulate and demonstrate skills used in presenting assertive, confirming, and inclusive verbal and nonverbal messages to people from different cultural backgrounds;
7. Interpret and analyze the representation of cultural groups in the media;
8. Assess their own conflict management style and demonstrate an understanding of how cultural variables influence conflict management;
9. Articulate and demonstrate skills in managing intercultural relationships;

10. Analyze and discuss challenges and benefits if intercultural encounters in a variety of contexts.

IV. Course Content

- | | | |
|----|---|----------|
| A. | Foundations of Intercultural Communication | 14 hours |
| 1. | Introduction to the study of intercultural communication | |
| a. | Exploring the relevance of studying intercultural communication | |
| 2. | Building blocks and barriers of intercultural communication | |
| a. | Definition and interpretation of the term “culture” | |
| b. | Communication | |
| c. | Context | |
| d. | Power | |
| e. | Barriers to intercultural communication | |
| 3. | History and intercultural communication | |
| a. | From History to histories | |
| b. | History and identity | |
| 4. | Identity and intercultural communication | |
| a. | Understanding identity | |
| b. | Social and cultural identities | |
| c. | Identity development | |
| d. | Multicultural identity | |
| e. | Identity, language, and intercultural communication | |
| B. | Intercultural Communication Processes | 6 hours |
| 1. | Verbal issues in intercultural communication | |
| a. | The study of language | |
| b. | Cultural variations in language | |
| c. | Language and power | |
| d. | Moving between languages | |
| 2. | Nonverbal communication issues | |
| a. | Defining nonverbal communication | |
| b. | Cultural variations in nonverbal behavior | |
| c. | Defining cultural space | |
| C. | Intercultural Communication in Everyday Life | 12 hours |
| 1. | Popular culture and intercultural communication | |
| a. | Definition of the term “popular culture” | |
| b. | Consuming and resisting popular culture | |
| c. | Representing cultural groups | |
| d. | U.S. popular culture and power | |
| 2. | Culture, communication, and conflict | |
| a. | Characteristics of intercultural conflict | |
| b. | Types of conflict and the importance of context | |
| c. | Cultural influences on conflict management | |
| d. | Managing intercultural conflict | |
| e. | Understanding conflict and society | |
| 3. | Intercultural relationships in everyday life | |
| a. | Benefits and challenges of intercultural relationships | |

- b. Foundations of intercultural relationships
 - c. Relationships across differences
 - d. Society and intercultural relationships
- D. Intercultural communication in applied settings 16 hours
- 1. Intercultural communication in tourism contexts
 - a. Intercultural communication and tourism
 - b. Communication challenges in tourism contexts
 - c. Social/political contexts of tourism
 - 2. Intercultural communication and business
 - a. The domestic and global economy
 - b. Power issues in intercultural business encounters
 - c. Communication challenges in business contexts
 - i. Work related values
 - ii. Communication styles
 - iii. Diversity, prejudice, and discrimination
 - d. Social and political contexts of business
 - 3. Intercultural communication and education
 - a. Culturally specific education
 - b. Intercultural communication in educational settings
 - i. Roles for teachers and students
 - ii. Grading and power
 - iii. Admissions, affirmative action, and standardized tests
 - c. Communication, education, and cultural identity
 - d. Social issues and education
 - 4. Intercultural communication and health care
 - a. Importance of intercultural communication in health care
 - b. Intercultural barriers to effective health care
 - c. Power in communication about health care

V. **Methods of Presentation**

The following instructional methodologies may be used in the course:

- 1. class lecture and discussion
- 2. collaborative learning
- 3. multi-media-presentation including, but not limited to, PowerPoint, transparencies, video, computer-assisted learning, etc.

VI. **Assignments and Methods of Evaluation**

- 1. Journal assignments encouraging self-reflection and critical thinking
- 2. One field experience (participating in a cultural event)
- 3. One oral presentation and written report on the field experience
- 4. One film analysis (group project; including a group paper and oral presentation)
- 5. Two tests (Midterm and Final)

VII. Textbook

Martin, J. N. & Nakayama, T. K. (2005). Experiencing Intercultural Communication: An Introduction

Boston: McGraw-Hill, 3rd Edition, 2007

12th Grade Textbook Reading Level ISBN: 97-80-073406-68

VIII. Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

1. demonstrate an understanding of and skills in using effective intercultural communication;
2. list and define the fundamental elements of culture and communication;
3. identify ways of reducing barriers of intercultural communication and integrate these into their own communication;
4. compare and contrast their personal history with the histories of others;
5. identify and assess their own identity;
6. formulate and demonstrate skills used in presenting assertive, confirming, and inclusive verbal and nonverbal messages to people from different cultural backgrounds;
7. interpret and analyze the representation of cultural groups in the media;
8. assess their own conflict management style and demonstrate an understanding of how cultural variables influence conflict management;
9. articulate and demonstrate skills in managing intercultural relationships;
10. analyze and discuss challenges and benefits of intercultural encounters in a variety of contexts.