

COURSE OUTLINE

Speech 108 (C-ID Number: COMM 150) Intercultural Communication (C-ID Title: Intercultural Communication)

I. Catalog Statement

Speech 108 is an introductory course focusing on the principles and practices of intercultural communication. This course is designed to help students become familiar with the major theories and research of intercultural communication in domestic and global contexts. Students examine culturally coded communication behaviors to identify and understand differences in communication patterns among individuals and groups from diverse ethnic and cultural backgrounds. The course provides students with an opportunity to enhance their intercultural communication knowledge and skills through practical exercises and activities.

Total Lecture Units: 3.0

Total Course Units: 3.0

Total Lecture Hours: 48.0

Total Faculty Contact Hours: 48.0

Recommended Preparation: Eligibility for ENGL101. ESL 155 for ESL students.

II. Course Entry Expectations

Prior to enrolling in the course, the student should be able to:

1. organize and write thesis-based essays which meet the standards for English 101 entrance;
2. use organized, detailed examples, facts, logical explanations, and other appropriate support for thesis statements;
3. critically analyze selected works that deal with important contemporary issues;
4. summarize, analyze and synthesize information, express and apply standards for judgment, compare and contrast, and evaluate evidence in order to form and state reasoned opinions;
5. gather and organize information through library research;
6. demonstrate a command of grammar, diction, syntax and mechanics sufficient for English 101 entrance: communicating (both orally and in writing) in standard English, with few major errors in grammar and punctuation.

III. Course Exit Standards

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

1. understand effective intercultural communication behaviors and techniques;
2. list and define the fundamental elements of culture and communication;
3. identify ways of reducing barriers of intercultural communication and integrate these concepts and techniques into his/her own behavior;
4. compare and contrast his/her personal history with the histories of others;
5. identify and assess his/her own identity;
6. formulate and demonstrate skills used in presenting assertive, confirming, and inclusive verbal and nonverbal messages to people from different ethnic and cultural backgrounds;
7. interpret and analyze the representation of domestic and global cultural groups in the media;
8. assess his/her 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 domestic and global contexts;
11. identify elements of common ground among diverse cultures.

IV. Course Content

Total Faculty Contact Hours = 48

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| A. Introduction of the Study of Intercultural Communication | 3 hours |
| 1. The relevance of studying intercultural communication | |
| 2. Basic theories and principles | |
| B. Building Blocks and Barriers of Intercultural Communication | 6 hours |
| 1. Definition and interpretation of the term “culture” | |
| 2. World views | |
| 3. Core values and beliefs | |
| 4. Norms and roles | |
| 5. Assimilation and enculturation | |
| 6. Communication | |
| 7. Context | |
| 8. Power | |
| 9. Ethics and morals | |
| 10. Barriers to intercultural communication | |
| a. Ethnocentrism | |
| b. Stereotyping | |
| c. Prejudice | |
| d. Discrimination | |
| e. Culture shock | |
| C. History and Interpersonal Communication | 5 hours |

1. From history to histories
2. History and identity
3. Identity and intercultural communication
 - a. Understanding identity
 - i. Individualism
 - ii. Collectivism
 - b. Social and cultural identity
 - c. Identity development
 - d. Multicultural identity
 - e. Identity, language, and intercultural communication

D. Intercultural Communication Processes 6 hours

1. Verbal issues in intercultural communication
 - a. The study of language
 - b. Cultural variations in language
 - i. Communication patterns
 - c. Language and power
 - d. Moving between languages
2. Nonverbal communication issues
 - a. Defining nonverbal communication
 - i. Nonverbal codes
 - b. Cultural variations in nonverbal behavior
 - c. Perception and competencies
 - d. Defining cultural space

E. Intercultural Communication in Everyday Life 4 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

F. Culture, Communication, and Conflict 4 hours

1. Characteristics of intercultural conflict
2. Types of conflict and the importance of context
3. Cultural influences on conflict management
4. Understanding conflict and society

G. Benefits and Challenges of Intercultural Relationships 4 hours

1. Foundations of intercultural relationships
2. Relationships across differences
3. Society and intercultural relationships

H. 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 in 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 Instruction

The following instructional methodologies may be used in the course:

1. classroom lecture and discussion;
2. collaborative group learning (role playing, problem solving and decision making exercises, and conflict management exercises);
3. educational technologies including word processing, Internet, computer-assisted learning, and electronic presentation.

VI. Out of Class Assignments

The following out of class assignments may be used in the course:

1. essays that respond, explain, analyze, argue, and/or evaluate an intercultural communication principle (e.g. study Hofstede's Cultural Dimensions and make a comparison of values with your home country and another country that you know quite well);
2. reading assignments from textbooks and/or journal articles;
3. quizzes;
4. journaling;
5. field experience (e.g. participating in a cultural event and writing a summary of event);
6. film analysis.

VII. Methods of Evaluation

The following methods of evaluation may be used in the course:

1. discussions;
2. group and individual oral presentations;
3. self and peer evaluation papers;
4. oral and written assignments of sufficient length and complexity to require students to demonstrate independent research, organization, critical thinking and communication skills;
5. quizzes;
6. comprehensive final exam.

VIII. Textbook

Martin, Judith and Thomas Nakayama. *Experiencing Intercultural Communication: An Introduction*. 5th ed. Boston: McGraw Hill, 2013. Print.
12th Grade Reading Level. ISBN13: 978-0078036927

IX. Student Learning Outcomes

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

1. describe the essential role that culture plays on people's perceptions, beliefs, communication patterns and behaviors;
2. recognize and interpret underlying cultural values, messages, and implicit cultural meanings expressed in intercultural communication;
3. identify and model effective intercultural communication practices.