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

Catalog Statement  
SPCH 108 focuses 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 Laboratory Units: 0.0  
Total Course Units: 3.0

Total Lecture Hours: 48.0  
Total Laboratory Hours: 0.0  
Total Laboratory Hours To Be Arranged: 0.0  
Total Faculty Contact Hours: 48.0

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

Course Entry Expectations

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

- organize and write thesis-based essays which meet the standards for English 101 entrance;
- use organized, detailed examples, facts, logical explanations, and other appropriate support for thesis statements;
- critically analyze selected works that deal with important contemporary issues;
- 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;
- gather and organize information through library research;
- 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.
Course Exit Standards

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

- recognize effective intercultural communication behaviors and techniques;
- list and define the fundamental elements of culture and communication;
- identify ways of reducing barriers of intercultural communication and integrate these concepts and techniques into his/her own behavior;
- compare and contrast his/her personal history with the histories of others;
- identify and assess his/her own identity;
- formulate and demonstrate skills used in presenting assertive, confirming, and inclusive verbal and nonverbal messages to people from different ethnic and cultural backgrounds;
- interpret and analyze the representation of domestic and global cultural groups in the media;
- assess his/her own conflict management style and demonstrate an understanding of how cultural variables influence conflict management;
- articulate and demonstrate skills in managing intercultural relationships;
- analyze and discuss challenges and benefits of intercultural encounters in a variety of domestic and global contexts;
- identify elements of common ground among diverse cultures.

Course Content

Introduction to the Study of Intercultural Communication (3 hours)
- The relevance of studying intercultural communication
- Basic theories and principles

Building Blocks and Barriers of Intercultural Communication (6 hours)
- Definition and interpretation of the term “culture”
- World views
- Core values and beliefs
- Norms and roles
- Assimilation and enculturation
- Communication
- Context
- Power
- Ethics and morals
- Barriers to intercultural communication
  - Ethnocentrism
  - Stereotyping
  - Prejudice
  - Discrimination
  - Culture shock

History and Interpersonal Communication (5 hours)
- From history to histories
- History and identity
- Identity and intercultural communication
  - Understanding identity
    - Individualism
  -
Collectivism
Social and cultural identity
Identity development
Multicultural identity
Identity, language, and intercultural communication

Intercultural Communication Processes (6 hours)
Verbal issues in intercultural communication
The study of language
Cultural variations in language
Communication patterns
Language and power
Moving between languages
Nonverbal communication issues
Defining nonverbal communication
Nonverbal codes
Cultural variations in nonverbal behavior
Perception and competencies
Defining cultural space

Intercultural Communication in Everyday Life (4 hours)
Popular culture and intercultural communication
Definition of the term “popular culture”
Consuming and resisting popular culture
Representing cultural groups
U.S. popular culture and power

Culture, Communication, and Conflict (4 hours)
Characteristics of intercultural conflict
Types of conflict and the importance of context
Cultural influences on conflict management
Understanding conflict and society

Benefits and Challenges of Intercultural Relationships (4 hours)
Foundations of intercultural relationships
Relationships across differences
Society and intercultural relationships

Intercultural Communication in Applied Settings (16 hours)
Intercultural communication in tourism contexts
Intercultural communication and tourism
Communication challenges in tourism contexts
Social/political contexts in tourism
Intercultural communication and business
The domestic and global economy
Power issues in intercultural business encounters
Communication challenges in business contexts
Work related values
Communication styles
Diversity, prejudice and discrimination
Social and political contexts of business
Intercultural communication and education
  Culturally specific education
  Intercultural communication in educational settings
    Roles for teachers and students
    Grading and power
  Admissions, affirmative action, and standardized tests
  Communication, education and cultural identity
  Social issues and education
Intercultural communication and health care
  Importance of intercultural communication in health care
  Intercultural barriers to effective health care
  Power in communication about health care

Methods of Instruction

The following instructional methodologies may be used in the course:
  - classroom lecture and discussion;
  - collaborative group learning (e.g. role playing, problem solving and decision making exercises, and conflict management exercises);
  - educational technologies including, Internet, computer-assisted learning, and electronic presentation.

Out of Class Assignments

The following out of class assignments may be used in the course:
  - 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);
  - reading assignments from textbooks and/or journal articles;
  - journaling;
  - field experience (e.g. participating in a cultural event and writing a summary of event);
  - film analysis.

Methods of Evaluation

The following methods of evaluation may be used in the course:
  - discussions;
  - group and individual oral presentations;
  - self and peer evaluation papers (e.g. describing and/or analyzing communication behavior);
  - written assignments of sufficient length and complexity;
  - quizzes;
  - comprehensive final exam.

Textbook
Student Learning Outcomes

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

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