CM395 INTERCULTURAL COMMUNICATIONS COMPETENCE
IES Abroad Shanghai

COURSE DESCRIPTION: This is an introduction to the multidisciplinary field of Intercultural Communication with specific application to the students’ China experience. The course will give students a comprehensive exposure to the key theories and concepts in the field, and familiarity with the variety of approaches to the field: social science (essentialist), descriptive (process), and critical approaches. Intercultural Competence requires both an awareness of one’s own cultural perspectives as well as the target culture of origin. The course is designed to train students in making cultural observations, reflecting on their own cultural perspective, making preliminary analysis of observations and revising their analysis as more information becomes known. Students will be encouraged to practice mindful intercultural communications as part of their study in China experience.

There are no prerequisites for this course as it is designed largely as a practical training course, as might be delivered to expatriate employees in country. Basic communication theory and taxonomies of cultural comparisons are introduced at the beginner level to familiarize and support students with the academic background of the field of intercultural communications. The primary emphasis is on applying these basic theories to the students’ experience in China. The course is designed to help students of any academic major to more quickly adjust to, understand, and benefit from their overseas experience and become more competent cross-cultural communicators.

CREDIT HOURS: 3 credit hours, 42 contact hours (3 hours/week x 14 weeks)

INSTRUCTORS: David N. Henry, with guest lectures (2) by Dr. Steve Kulich

PREREQUISITE:

METHOD OF PRESENTATION: The course will be conducted in a seminar style. Students will be responsible for discussing reading material which, in addition to the basic text, will also include a variety of case studies, culture assimilators, role plays, and videos. Key culture general concepts will be applied specifically to the China specific culture. Students will keep a journal of their own cultural observations and will be expected to share personal intercultural experience with class for analysis.

LANGUAGE OF INSTRUCTION: English

LEARNING OUTCOMES: The primary goal of this course is to increase students’ intercultural competence by giving them theoretical tools for understanding intercultural events and practice in evaluating their own experience. A secondary goal is to give students a sense of how intercultural competence can be used by international business managers to achieve organizational goals.

REQUIRED WORK AND METHOD OF ASSESSMENT:
1. 10% Class participation -- class attendance is required and students will be evaluated on their contributions to class discussions.
2. 20% Culture Journal -- students will keep a personal journal of their cultural observations. Journal entries will be submitted weekly and will form the basis for most classroom discussion. Due weekly
3. 20% Mid-term exam focusing on key concepts. Seventh week
4. 20% Individual Assignment -- students will complete a 5-7 page ethnographic study of some aspect of their life in China. This could be based on their internship experience or some social contact. Due at the completion of the term.
5. 30% Final exam focused on China specific cultural comparisons with student’s culture of origin. Final class
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<th>Expected Outcomes</th>
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| 1 | **Culture and Communication** - course overview.  
   Defining culture  
   Relationship between culture and communication  
   Course requirements | Understand difference between essentialist and process views of culture  
   Understand the requirements of course | M&N Ch.2&3, pp48-125 |
| 2 | **Essentialist Culture**  
   components of culture (heros, symbols, rituals, values, practices)  
   levels of culture comparing cultures | Learn a classic definition of culture and discuss the potential insights this definition leads to. | H,H&M Ch 1, pp3-26  
   B,C,C&Y |
| 3 | **Language and Intercultural Communication**  
   Language as system of shared, symbolic meaning  
   Language and Discourse  
   Discourse and power | Learn the difference between essentialist and process views of the relationship between language and culture | M&N Ch 6, pp232-278 |
| 4 | **Values, Beliefs, Attributions** (Steve Kulich, guest lecturer) | Work with the broad lessons gleaned from the social science analytical approach to culture, with emphasis on universal values and beliefs used to compare cultural differences as applied to students’ culture of origin and China | H,H&M CH 6-8, pp187-300  
   Internal Branding at Yahoo! |
| 5 | **Cultural Identity**  
   Learn multiple components of identity, salience and centrality  
   Describe own cultural identities | | Daphne Jameson  
   M&N Ch.5, pp165-231 |
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<td>6 Face Management</td>
<td>Understand the role of face in communication and the mindful management of face concerns with particular focus on the importance of individual and group face in Chinese culture.</td>
<td>Helen Spencer-Oatey</td>
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<td>7 Culture as Process</td>
<td>Learn how shifting conceptualization of culture from a static object to a dynamic process reframes the problems of IC.</td>
<td>M&amp;N Ch 4, pp126-162</td>
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<td>Co-construction of meaning Histories and cultural spaces MID-TERM EXAM (last hour)</td>
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<td>8 Organizational Culture</td>
<td>Understand difference between national culture and organizational culture.</td>
<td>H,H&amp;M Ch.10 pp341-380</td>
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<td>Internal Branding at Yahoo!</td>
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<td>9 Culture and Organization Structure</td>
<td>Understand how national culture influences organizational structure.</td>
<td>H,H&amp;M Ch 9</td>
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<td>10 Chinese Organizational Psychology</td>
<td>Understand the differences between western and Chinese views of organization and how to function successfully within them.</td>
<td>Bond,</td>
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<td>10 Negotiated Third-Culture Spaces</td>
<td>Understand how cultural differences in a business context are resolved in a third-culture space.</td>
<td>Lisbeth Clausen</td>
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<td>M&amp;N Ch.9, pp341-386</td>
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<td>11 Managing Intercultural Conflict</td>
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<td>m&amp;n Ch.10, pp387-425</td>
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<td>12 Intercultural Communications Competence</td>
<td>Be able to identify the components of IC competence. Review course and personal experience as competence enhancing</td>
<td>M&amp;N Ch.11, pp426-460</td>
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<td>13 FINAL EXAM</td>
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**REQUIRED READING:**

**TEXTBOOKS:**


**JOURNAL ARTICLES AND BOOK CHAPTERS:**


**CASE STUDY:**


Stanford Graduate School of Business. “Internal Branding at Yahoo!: Crafting the Employee Value Proposition.” Case: HR-25B. 02/07/06.

RECOMMENDED READING


Shi-xu, Cultural representations: Analyzing the Discourse about the Other. Frankfurt am Main, Peter Lang, 1997.


BRIEF BIO (of instructor):
DAVID HENRY: Associate Professor at Shanghai International Studies University (SISU) has taught in China for 20 years, and in Shanghai since 1996. He teaches Intercultural Communications Competence courses in the SISU MBA program and the College of English MA program Intercultural Communications. he has also done corporate training for numerous companies including: ABB, DuPont, PriceWaterhouseCoopers, and Heng Lung Properties. He is also a founding partner of Jonas Emil Coffee Roasters, a Shanghai small enterprise.

STEVE KULICH, PhD: (guest lecturer) is the Executive Director of the SISU Intercultural Institute, a Fellow of the International Academy of Intercultural Research with more than 20 years’ experience teaching and researching in China.