
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)

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 focussing 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**

CONTENT:

	Session Topic	Expected Outcomes	Reading Assignment
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

	Session Topic	Expected Outcomes	Reading Assignment
6	Face Management	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.	Helen Spencer-Oatey
7	Culture as Process Co-construction of meaning Histories and cultural spaces MID-TERM EXAM (last hour)	Learn how shifting conceptualization of culture from a static object to a dynamic process reframes the problems of IC	M&N Ch 4, pp126-162
8	Organizational Culture	Understand difference between national culture and organizational culture	H,H&M Ch.10 pp341-380 Internal Branding at Yahoo!
9	Culture and Organization Structure	Understand how national culture influences organizational structure	H,H&M Ch 9
10	Chinese Organizational Psychology	Understand the differences between western and Chinese views of organization and how to function successfully within them	Bond,
10	Negotiated Third-Culture Spaces	Understand how cultural differences in a business context are resolved in a third-culture space.	Lisbeth Clausen M&N Ch.9, pp341-386
11	Managing Intercultural Conflict		m&n Ch.10, pp387-425

	Session Topic	Expected Outcomes	Reading Assignment
12	Intercultural Communications Competence	Be able to identify the components of IC competence Review course and personal experience as competence enhancing	M&N Ch.11, pp426-460
13	FINAL EXAM		

REQUIRED READING:

TEXTBOOKS:

Martin, J.N., Nakayama, Thomas K., Intercultural Communications in Contexts. Beijing, Foreign Language Teaching and Research Press, 2009.

Hofstede, G., Hofstede, G.J., Minkov, M. Cultures and organizations: Software of the Mind. New Yourk, McGraw Hill, 2010.

Kulich, S.J. and Prosser, M.H. (eds), Intercultural Perspectives on Chinese Communications, Shanghai, Shanghai Foreign Language Education Press, 2007.

Wang, M.M., Brislin, R.W., Wang, W., Williams, D., Chao, J. H. Turning Bricks into Jade: Critical Incidents for Mutual Understanding among Chinese and Americans. Yarmouth, Intercultural press, 2000.

JOURNAL ARTICLES AND BOOK CHAPTERS:

Bond, M.H. and Hwang, K., "The Social Psychology of the Chinese People", in Bond, M.H. The Psychology of the Chinese People, Hong Kong, Oxford University Press, 1990. pp 213-266.

Clausen, L. "Corporate Communication Challenges: A 'Negotiated' Culture Perspective." International Journal of Cross Cultural Management. 2007;7;317

Ho, David Y.F., "Chinese Patterns of Socialization: A Critical Review", in Bond, M.H. (ed), The Psychology of the Chinese People, Hong kong, Oxford University Press, 1990. pp 1-37.

Jameson, D.A. "Reconceptualizing Cultural Identity and Its Role in Intercultural Business Communication." Journal of Business Communication.2007; 44; 199

Redding, G and Wong, G.Y.Y., "The Psychology of Chinese Organizational Behavior", in Bond, M.H.(ed), The Psychology of the Chinese People, Hong kong, Oxford University Press, 1990. pp. 267-295.

Yang, K., "Chinese Personality and It's Change" in Bond, M.H., The Psychology of the Chinese People, Hong kong, Oxford university press, 1990. pp 106-170.

CASE STUDY:

Lu, J. and weber, I., "Revisiting Trompenaars and Hampden-Turner: Drawing the Lines of Intercultural Communication in a Chinese-European Joint Venture", in Kulich, S.J., Prosser, M.H., Weng, L. (eds.), Value frameworks at the Theoretical Crossroads of Culture. Shanghai, Shanghai Foreign language Education Press, 2012. pp. 559-596.

Spencer-Oatey, H. and Xing, J., "Problematic Chinese Business Visit to Britain: Issues of Face" in Spencer-Oatey, H., Culturally Speaking: Managing Rapport through Talk Across Cultures.

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

RECOMMENDED READING

Brislin, R.W., Cushner, K., Cherrie, C., Mahealani, Y. Intercultural Interactions in Practice: A practical Guide. Newbury park, Sage, 1986.

Chang, H., Clever, Creative, Modest: The Chinese Language Practice, Shanghai, Shanghai Foreign Language Education Press, 2010.

Dikotter, F., Mao's Great famine: The History of China's Most Devastating Catrastophe, 1958-1962. New York, Walker&Co., 2010.

Fairbanks, J.K., The Great Chinese Revolution 1800-1985. New York, Harper&Row, 1987.

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

Ting-Toomey, S., Communicating Across Cultures, Shanghai, Shanghai Foreign language Education Press, 2007. (Asia edition, copyright 1999, The Guilford press)

Young, L.W.L., Crosstalk and Culture in Sino-American Communication, Cambridge, Cambridge University Press, 1994.