I. COURSE DESCRIPTION:

This course explores the relationship between culture and communication. The purpose of this course is to develop an understanding of how cultural context shapes communication, specifically, how the cultural context influences and affects communication across different cultures. Students will learn to identify ethnocentrism and shared assumptions of their own culture and understand how these affect their ability to present our own ideas to those of another culture.

II. RATIONALE:

As the world becomes increasingly more interdependent, developing intercultural competence becomes a requirement for global citizenship. A major requirement for intercultural competence is being able to communicate across cultures and recognize that our own communication style is based on the social values of the society in which we live.

III. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
The student will understand major barriers related to communicating across cultures.
Learning Outcomes: The student will:
A-1. Name principal theorists
A-2. Define major components of the theory.
A-3. Criticize the theory.
A-4. Apply the theory to one aspect of change in modern times.

GOAL B:
The student will be aware of his/her own cultural assumptions and how they influence communicating across cultures.

Learning Outcomes: The student will:
B-1. Describe sources of ambivalence in communication across cultures
B-2. Describe the communication process
B-3. Define culture and its manifestations
B-4. Explain sources of bias and social values in relation to communicating across cultures

GOAL C:
The student will be able to analyze the cultural context of intercultural communication problems.

Learning Outcomes: The student will:
C-1. State the differences between individualistic and collectivistic cultures
C-2. Explain differences between high context and low context cultures
C-3. Describe sources of power distance in various cultures
C-4. Describe uncertainty avoidance and its influence on communication

GOAL D:
The student will be able to explain acculturation and culture shock.

Learning Outcomes: The student will:
D-1. Define acculturation
D-2. Define culture shock
D-3. Identify and name stages of culture shock
D-4. Discuss strategies in managing culture shock

GOAL G:
The student will use appropriate written and oral communication skills

Learning Outcomes: The student will:
G-1. Communicate information orally in a logical and grammatical manner.
G-2. Present written information using standard acceptable academic writing style.

IV. SUPPLEMENTAL OBJECTIVES: NA
V. METHODOLOGY:

A. Teaching Methods: Lecture, Discussion, Individual & Group work, DVDs

B. Evaluation Procedures:
   - Class Participation
   - 2 Reaction Papers
   - Two Quizzes

VI. STRUCTURED EXTERNAL ASSIGNMENT: An assignment with the equivalent of 5 independent project work will be assigned by the instructor.