

**COURSE DATA****Data Subject**

Code	44224
Name	Intercultural communication
Cycle	Master's degree
ECTS Credits	3.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
2196 - M.D. in Advanced English Studies	Faculty of Philology, Translation and Communication	1	Second term
2243 - M.D. in Advanced English Studies	Faculty of Philology, Translation and Communication	1	Second term

Subject-matter

Degree	Subject-matter	Character
2196 - M.D. in Advanced English Studies	1 - Intercultural communication	Obligatory
2243 - M.D. in Advanced English Studies	1 - Intercultural communication	Obligatory

Coordination

Name	Department
MARTINEZ SIERRA, JUAN JOSE	155 - English and German

SUMMARY

Intercultural communication is a domain in full-fledged expansion and which basically consists of the study of interactions among individuals from different cultures, who may or may not speak the same language. Considering the process of socialisation which every member of every culture in question has been subjected to, it is relevant to assess their potential interactions and communicational problems due to their different cultural baggage. This subject aims to teach students how to function comfortably and efficiently in intercultural situations at the same time as they develop their advanced knowledge of foreign languages. They are also expected to assimilate the fundamentals of these meetings and to know how to prevent and resolve different problems which may arise and which originate from the cultural dimension.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

OUTCOMES

2196 - M.D. in Advanced English Studies

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Advanced ability to understand from a more complex perspective than that of undergraduate studies those concepts, principles, theories, or models related to different areas of English Studies.
- Advanced ability to understand from a more complex perspective than that of undergraduate studies the methodology required for solving problems specific to the field of English Studies.
- Ability to make informed judgments using established criteria and personal reflections. Achievement of proficiency in academic and scientific-technical English, both in written and oral forms.
- Ability to identify fundamental methodologies, theories, topics, and terminological, theoretical, formal, and ideological principles necessary for initiating linguistic or literary research in English Studies.
- Ability to interpret and analyze texts that represent the linguistic and cultural diversity of contemporary English-speaking societies. Students should be able to reflect on their significance, considering their sociolinguistic, historical, political, and cultural contexts, as well as the impact of globalization on culture, within the field of English Studies.
- Ability to apply theoretical knowledge and skills to conduct critical, rigorous analysis using various tools, including printed and digital formats (ICT), within English Studies.
- Ability to develop autonomy in learning, including resource and information search, and to access bibliographic and documentary sources in different areas of English Studies.
- Ability to organize, structure, and develop ideas in various academic documents, such as essays, technical reports, and advanced research projects masters theses within the field of English Studies.

LEARNING OUTCOMES

At the end of the course the students should be able to:

1. communicate effectively in intercultural environments.



2. understand the social, political, cultural and linguistic factors which affect communication.
3. avoid and resolve problems of intercultural communication.
4. understand and evaluate cultural differences in communicative styles.

DESCRIPTION OF CONTENTS

1. Culture and Intercultural Communication

- The concept of culture
- Definitions of culture (structural, functional, process, power, other)
- Basic notions of culture
- The ingredients of culture
- The characteristics of culture
- Specific aspects of culture that are of particular interest in IC(perception)
- Understanding and defining communication
- Attribution
- How communication
- Types of communication
- Intercultural competence
- A global village?

2. Non-verbal and Para-verbal Communication

- Speech acts (direct and indirect)
- Communication channels
- Functions of language
- Non-verbal channel (Kinesics, physical characteristics, the tactile and olfactory, emblems, icons, artifacts, environment, time, proxemics)
- Para-verbal channel

3. Other Key Concepts

- Stereotypes (definition, characteristics, types, their role)
- Prejudice (definition, types)



4. Acculturation and Culture Shock

- Culture shock (definition, symptoms, phases, how to deal with it)
- Acculturation
- Schemata, prototypes, scripts

5. Communication Styles and other Potentially Problematic Issues

- Communication styles (direct vs. indirect)
- The context of interaction
- Types of context (high vs. low)
- Individualism vs. collectivism
- Gender
- Religion
- Areas of cultural and coping strategies

6. Why is IC Important?

- The global nature of modern problems
- The business of IC

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	24,00	100
Development of group work	5,00	0
Development of individual work	10,00	0
Study and independent work	10,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	6,00	0
Resolution of case studies	5,00	0
TOTAL	75,00	

TEACHING METHODOLOGY

Introduction of theoretical content through lectures, with IT support where relevant



Pair or group work

Set readings (autonomous reading or with classroom discussion, selecting relevant information, relating concepts, studying, completing work sheets, writing outlines or summaries)

Oral presentation of set readings, oral or written summaries

Theoretical and practical problem solving (exercises, compilation of data for analysis, analysis of written, oral, audiovisual, digital and/or multimodal texts from different genres)

Individual paper (design and development of a project for its oral or written presentation)

Group paper (joint design and development of a project for its oral or written presentation. Negotiation of topic, paper organization, distribution of tasks, joint writing and revising)

Oral presentation of individual paper with audiovisual support

Oral presentation of group papers with audiovisual support (Negotiation of topic, organization, distribution of tasks, writing, revising, and presentation options)

EVALUATION

ASSESSMENT BREAKDOWN FOR FIRST CALL

Assessment of class attendance and active participation: 50%

Assessment of competences through written and/or oral tests: 30%

Assessment of competences through written and/or oral projects: 20%

Total: 100%

ASSESSMENT BREAKDOWN FOR SECOND CALL

Assessment of class attendance and active participation: 50%

Assessment of competences through written and/or oral tests: 30%

Assessment of competences through written and/or oral projects: 20%

Total: 100%

Having another person or company do the writing of an assignment for you, which includes using artificial intelligence tools like ChatGPT, is considered plagiarism, thus a violation of academic integrity. It will automatically lead to a failing grade and MAES instructors reserve the right to conduct an investigation and reassess students who are suspected of having resorted to any sort of plagiarism in their work.



REFERENCES

Basic

- Scollon, Ron, Suzanne W. Scollon and Rodney H. Jones. 2012. Intercultural Communication. A Discourse Approach. Oxford: Wiley-Blackwell
- Piller, Ingrid. 2011. Intercultural Communication. A Critical Introduction. Edinburgh: Edinburgh University Press.
- Texto referencia

Additional

- Deardorff, Darla. 2009. The SAGE Handbook of Intercultural Competence. Thousand Oaks, CA: Sage Publications.
- Martínez Sierra, Juan José. 2008. Humor y traducción. Los Simpson cruzan la frontera. Castellón: UJI
- Martin, Judith N., and Thomas K. Nakayama: 2003. Intercultural Communication in Contexts, 2nd Edition. Mountain View, CA: Mayfield Publisher
- Samovar, Larry A., and Richard E. Porter, eds. 2003. Intercultural Communication: A Reader, 10th Edition. Belmont, CA: Wadsworth Publishing.