

Cross Cultural Communication
2021 Course syllabus
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*Note: All lectures, assignments, and activities are conducted via Zoom in accordance with the suggested precautionary measures against the COVID-19 pandemic.

Week	Day	Topics	Activities	Materials
1	8 June 21	Introduction to Cross-Cultural Communication <ul style="list-style-type: none"> - Course description, objectives, rules and expectations - Overview of concepts in cross-cultural communication (what is 'culture', what constitute 'cultural identities', need and use of 'cross cultural communication', etc.) 	<ul style="list-style-type: none"> - <u>Self-introduction</u> - <u>Group exercise and presentation</u> on 'cultural identities' - cultural similarities and differences - <u>Class discussion and mini exercise</u> on 'culture', 'sub-culture' and 'sub-groups' 	<ul style="list-style-type: none"> - Handout CCC 01
2	10 Jun 21	Basic concepts and definition of culture and communication <ul style="list-style-type: none"> - What is 'culture'? Understanding the complexities of culture and cultural identities. Big C and Small C. - What is 'communication'? Process of communication 	<ul style="list-style-type: none"> - <u>In-class individual paper</u>: Understand your own culture at various levels (3 layers of 'culture') - why you think, feel, act and interact the way you do. Write at least one page about your cultural identity, applying the knowledge you have learned in class today. - <u>Group presentation instructions (due next class)</u>: <ul style="list-style-type: none"> - World religions 20 min each group x 5 groups + 10 Q&A - Contents structure <ul style="list-style-type: none"> - History - God/spiritual leader(s) - Main principles and believes - Influence on culture - Examples of cultural practices that reflect the influence of culture - Sensitivity issues in communication 	<ul style="list-style-type: none"> - Handout CCC 02 - Assignment instructions

3	15 Jun 21	<p>Examining variation of faiths and values in relation to cross-cultural communication</p> <ul style="list-style-type: none"> - Examine influences of religions, faiths, beliefs and values on cultural practices, etiquette, customs, identities and ways of communication - Identify biases and stereotypes that are detrimental to mutual respect and communication processes - Discuss cultural sensitivity and etiquette in communication in relation to the variation in faiths and religions 	<ul style="list-style-type: none"> - <u>Group presentation</u>: 20 min each group on a religion + 10 min discussion 	
4	17 Jun 21	<p>Verbal vs non-verbal communication</p> <ul style="list-style-type: none"> - Nonverbal - gestures and proxemics in diff countries exercises - etiquette, greetings, - VDO clips showing examples of multi-cultural non-verbal communication: gestures, proxemics, eye contact, and etiquette. 	<ul style="list-style-type: none"> - <u>Debriefing individual paper</u>: Discuss ‘cultural identity’ that the students have described in their individual paper. On a voluntary basis, students exchange their individual paper with one another and write a short reply note to their friends, outlining their responses based on how knowing one another better can lead to a better approach in communication through their similarities and differences. - <u>Class discussion</u>: Share non-verbal aspects of communication in different culture. 	<ul style="list-style-type: none"> - Handout CCC04 - Assignment - Do a quick research on stereotypes to share in next class.
5	22 Jun 21	<p>Communication barriers</p> <ul style="list-style-type: none"> - Examine various types of communication barriers. - What are ‘enculturation’, ‘acculturation’, ‘ethnocentrism’ and ‘stereotypes’? - How stereotyping and ethnocentrism can lead to discrimination, prejudice, and confirmation bias? - Ways to overcome or avoid communication barriers 	<ul style="list-style-type: none"> - <u>Group discussion</u>: Define communication barriers by each type. - <u>Class discussion</u>: Students share news or cases about stereotypes which they were assigned to prepare with the class. - In-class individual assignment: Read “Differences in U.S. and Chinese conceptions of Happiness”, livingmeanings.com and associate the criteria of ‘happiness’ to their own identification. Using the points described in the article as the framework, elaborate ‘what is happiness?’ in their opinion. 	<ul style="list-style-type: none"> - Handout CCC05 - Readings

6	24 Jun 21	Stereotypes in media	- <u>Film screening and in-class exercise</u> (write in sections about keywords, checklist and describe - what they have gained)	- One film screening - Worksheet due next class
7	29 Jun 21	- High vs Low context communication - Communication categories by culture - Culture shock - Political correctness	- In-class reading and discussion - Mid-term assignment instructions	- Handout CCC07 - Reading Hofstede's Model
8	1 Jul 21	Hofstede's Five Dimensions Model - Power Distance, Individualism/Collectivism, Short-term/Long term orientation, Uncertainty Avoidance, Masculinity/Femininity	- <u>Individual mid-term assignment</u> : Write a paper on Hofstede's Five Dimensional Model - <u>In-class group discussion</u> : Discuss and share findings.	
9	6 Jul 21	Principles of effective communication - Review of communication process, barriers and methods to overcome these barriers	- <u>Group work and discussion</u> : Each group discusses and identifies examples of communication barriers. Propose methods to prevent or overcome these barriers.	- Handout CCC09
10	8 Jul 21	Cross-cultural communication in International Business - International business, international affairs - Multicultural workplace - Business etiquette and work customs - Issues related to multiculturalism in organization and tips for communication - Language as a dimension in communication	- <u>Discussion</u> : Case studies of businesses going international without doing adequate research about the host countries.	- Handout CCC10

11	13 Jul 21	Applying CCC in practical analysis of real situations, engaging knowledge about communication barriers and principles of effective communication	<ul style="list-style-type: none"> - <u>Individual assignment</u>: Recall a time when you found it very difficult to communicate with someone. When was it? Where did it take place? Who was it? What was the message that you and the other party try to get across? What barriers did you encounter? Why did you think it was difficult to communicate with that person? Was it due to your and his/her differences in cultural, education or social background; final goal; physical or emotional challenge? Describe the event. Did it turn out well? Why or why not? How did you cope with it? If you can turn back time, how would you fix it with the lessons learned from CCC? 	
12	15 Jul 21	Cyber communication <ul style="list-style-type: none"> - Cyber bullying - Virtual identity - Quick judgement leads to certain kinds of communication - Marketing language that appeals to various types of targets and products, and nationalities - Social media behavior - Online communication 	<ul style="list-style-type: none"> - <u>Film</u>: Class discussion 	<ul style="list-style-type: none"> - Handout CCC12
13	20 Jul 21	Final presentation workshop	<ul style="list-style-type: none"> - <u>Group/individual work</u>: <ul style="list-style-type: none"> - Develop an outline to brainstorm on <ul style="list-style-type: none"> - CCC principles and lessons - Your project's structure - Methodology (participatory approach) - Scope/target/location/cultural group, etc. - Filming idea - Draft recommendations 	

14	22 Jul 21	Final presentation (equivalent to final exam)	<p>- <u>Instruction</u>: Select any topic of interest related to CCC. Design your presentation format in any or beyond any of the following options:</p> <ul style="list-style-type: none"> ● PowerPoint ● Essay or paper ● Musical performance ● Poetry ● Embroidery ● Fine art ● Infographic ● Short video ● Podcast ● Social media post ● Cartoon or illustration ● Augmented Reality (AR) ● Boardgame ● Card or postcard ● Poster ● Etc. <p><u>Presentation</u>: 5 minutes brief presentation</p> <p><u>Individual or team</u> (maximum 5 persons per group)</p> <p><u>Required supplementary material</u>: Half page essay sharing behind-the-scene work process, inspiration, methodology, reflection, thoughts, curiosity, presentation format reason, etc.</p>	
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