B.A. (Honours) in Contemporary English Studies

Course Title : Intercultural Communication
Course Code : ENG3272 / ENG272 / GEC372
Recommended Study Year : 3rd & 4th Year for 4-year System
                        : 2nd & 3rd Year for 3-year System
No. of Credits/Term : 3
Mode of Tuition : Lecture and Tutorial
Class Contact Hours : 2 hours Lecture/week
                        : 1 hour Tutorial/week
Category in Major Programme : Disciplinary Elective/GE Course Category C
Prerequisite(s) : N/A
Co-requisite(s) : N/A
Exclusion(s) : N/A
Exemption Requirement(s) : N/A

Brief Course Description

This course is designed to give students a basic understanding of the nature and dynamics of intercultural communication. Students will be introduced to theoretical concepts and practical knowledge about intercultural communication. They will be required to apply theories to actual situations through case studies and small-scale surveys, as well as reflecting on their own experiences in dealing with issues arising from communication in intercultural and cross-cultural contexts.

Aims

1. To acquaint students with basic theories and concepts of intercultural communication.
2. To promote students' awareness of the influence of cultural differences on communication.
3. To draw students' attention to the significance of both verbal and nonverbal communication in intercultural encounters and cross-cultural contexts.
4. To develop students' sensitivity towards problems that may arise in intercultural communication.
5. To enable students to develop useful approaches in dealing with problems of intercultural communication.

Learning Outcomes

1. Be familiar with basic theories and concepts of intercultural communication.
2. Be aware of prejudice and cultural stereotypes in perception.
3. Be able to appreciate and analyze the relationship between language and culture at various levels such as the word, syntax, and discourse levels.
4. Be able to compare similar situations cross-culturally and be able to predict the problems involved in communicating across different cultures.
5. Be able to compare rhetorical preferences of different cultures, principally those of
6. Understand the importance of non-verbal communication in intercultural communication and be aware of cross-cultural differences.
7. Understand the phenomenon of culture shock and be better equipped in dealing with culture shock experiences.
8. Understand cross-cultural differences in the perception of conflict and be able to negotiate more successfully in handling intercultural conflict situations.

**Indicative Content**

1. Defining communication, culture, and intercultural communication
2. Perception, cognition, and intercultural communication
3. Dimensions of Culture
4. Language and intercultural communication
5. Cross-cultural pragmatics
6. Contrastive rhetoric
7. Nonverbal communication and intercultural communication
8. Managing intercultural conflicts
9. Culture shock

**Teaching Method**

Besides lectures and tutorials, various other approaches such as case studies, videos, and role simulations are used to enable students to have a better understanding of the subject.

**Measurement of Learning Outcomes**

The progress of learning is measured through class discussions, exercises, presentations, term papers, and a final examination.

**Assessment**

1. **Tutorial Discussions & Assignments (10%)**
   Students are expected to participate fully in the tutorial discussions. They must do the necessary homework to complete the tasks and participate in discussions that are required of them. (Learning outcomes 1-8 on a weekly basis from Week 2 to Week 13)

2. **Presentations and Papers (40%)**
   **First Paper** (10%)
   The first paper is normally based on desk research, drawing on existing theories and research on the selected topic, plus the student’s own reflection on relevant intercultural experience.
   (Any one of Learning Outcomes 1-4)
**Second Paper (20%)**
The second paper includes an element of field research, which may be a small scale survey, and/or one or more case studies, involving analysis of either some verbal or nonverbal aspects of intercultural communication. If the second paper is of a nature and a scale that warrants the joint efforts of more than one student, you may form a small group of not more than three students. Each student working in the group will have to submit their own individual research report.
(Any one of Learning Outcomes of 1-8)

**Oral Presentation of Second Paper (10%)**
The oral presentation will be based on the second term paper. The students get feedback from both the teacher and classmates for revision of the written paper before submission at the end of the semester.

3. Final Examination (50%)
There will be a 2-hour examination in the last week of the semester covering the various topics taught in class. The questions may require answers in an essay format and an analysis based on a given unseen case involving intercultural communication.
(Learning Outcomes 1-8)

**Required Readings**

**Supplementary Readings**