



Global Curriculum Program Cross-cultural Communication

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Language of Instruction: English

Contact Hours: 52 course hours. One course hour is 45 minutes.

Recommended Credit: 3

Course Description

The course introduces basics of cross-cultural communication, including main theories of culture. The course lays out the effect of language, nonverbal language and cultural identity on communication. How people adjust in different cultures, their acculturation stages and strategy will be discussed. Based on these knowledge, the practice how to communicate effectively and appropriately between Chinese and foreigners are discussed, such as Sino-USA people, Sino-German, Sino-Japanese etc. This course will include case studies, games, role plays and movie watching.

Learning Objectives

To make students understand basic cultural theories which are very important for cross-cultural communication.

To improve students cross-cultural sensitivity.

To make students own clear cultural identity and orientation.

To improve students effectiveness and appropriateness of cross-cultural communication.

Course Prerequisites

No any prerequisite.

Course reference book

1. Hofstede, Hofstede, Minkov. Cultures and organizations: software of the mind (3rd ed.). McGraw-Hill. 2010.
2. Fred E. Jandt. An introduction to intercultural communication. (6th ed.) Sage, 2010.
3. Lustig, M. W., & Koester, J. Intercultural competence: interpersonal communication across cultures (seventh edition). Pearson education. 2013.
4. Sana Reynolds, Deborah Valentine. Guide for cross cultural communication. Tsinghua University Press, 2009.
5. Nakayama, Halualani: The handbook of critical intercultural communication. Wiley-blackwell. 2010.
6. Spencer-Oatey, H. Culturally speaking: managing rapport through talk across cultures. Shanghai Foreign Language Education Press, 2007.
7. Gudykunst, W. B. Cross-cultural and intercultural communication. Shanghai Foreign Language Education Press, 2007.



8. Gudykunst, W. B., Kim, Y. Y. *Communicating with strangers: an approach to intercultural communication* (4th edition). Shanghai Foreign Language Education Press, 2007.
9. Berry, J. W., Poortinga, Y. H., Segall, M. H., & Dasen, P. R. (2002). *Cross-cultural psychology: research and applications*. (2nd ed.). Cambridge: Cambridge university press.
10. Samovar, L. A., Porter, R. E. *Communication Between Cultures*, Beijing University Press, 2009.
11. Smith, A. *Chinese characteristics*. Shanghai Joint Publishing Press. 2007.
12. Ku Hung-Ming. *The Spirit of the Chinese People*. Shanghai Joint Publishing Press. 2010.
13. Benedict, R. *Chrysanthemum and sword*. Shanghai Joint Publishing Press. 2010.

Course Requirements and Assessment

Class Attendance and Participation (totaling 10% of final grade)

Students are to:

- Read assigned materials in advance of each class;
- Attend all scheduled classes; and
- Participate in and contribute actively to classroom discussions.

Up to three absences may be excused by the professor for good cause. Any absences beyond three will result in failure of this grading component unless excused by the professor for very good cause. Active class participation means coming to class prepared to discuss the assigned topic and then participating in classroom discussion as prompted by the professor and your classmates. Repeated failures to prepare for or participate in class will affect this grading component. Together, class attendance and participation will constitute 10% of your final grade.

Group presentation assignment (totaling 20% of final grade)

Students are to:

- Read assigned materials in advance of class;
- Present assigned topic as a group.

Quality of content and PPT, presentation skill and team work will be evaluated.

Midterm assignment (totaling 30% of final grade)

The exam is to finish “Discover Shanghai”. The objective is to improve your cultural sensitivity. You need to take at least ten photos to demonstrate the cultural difference you found in Shanghai. Each student is to:

- write at least 100 words to describe one photo, describe what cultural difference it is and what you think and why there is a cultural difference. Either PPT or word format is fine.
- try to understand and analysis these photos with theories which have been learned in this course, I-C, PD, UD, MF etc.
- either PPT or word format is fine.
- submit your paper to the professor via email before deadline.

Your essay will be graded on overall quality (e.g., clarity of story, depth of analysis, writing quality). This essay exam will constitute 30% of your final grade



Final Examination (totaling 40% of final grade)

The final exam will consist of an oral presentation and an essay. The presentation is based on the essay. On the examining day of class, each student is to:

- write a specific cross-cultural adaptation case. It can be your own experience or others’.
- write at least 1000 words.
- analysis the case based on the theories which have been learned in this course, including cultural shock, cultural difference, and dealing strategy etc.
- make a presentation of your paper, and answer the professor’s questions.
- submit your paper (electronic version) to the professor before departing the class.

Your essay will be graded on overall quality (e.g., depth of reasoning, writing quality). This examination will constitute 40% of your final grade.

Methods of Instruction

They include: assigned readings; classroom discussion; in-person and email interaction with professor and office hours by appointment.

Weekly Schedule:

Week	Topic	Reading materials	Activity	Notes
1	Orientation, No Class		Lecture	
2	Introduction and basics of this course		Lecture	
3	collectivism-individualism and communication	Chapter 4, Hofstede	Lecture	Change time
4	Holiday			
5	Power distance and cross-cultural communication	Chapter 3, Hofstede	Lecture	
6	Uncertainty avoidance, time perception and communication	Chapter 6,7, Hofstede	Lecture	William Gabrenya



7	Masculinity, femininity and communication	Chapter 5, Hofstede	Group presentation; Lecture	
8	Cultural identity and cross-cultural communication	Chapter 6, Lustig	Group learning	
9	Non-verbal communication in cross-cultural context: personal space, kinesics, silence, nonverbal sound, object language	Chapter 5, Jandt	Group presentation; Lecture Submit midterm interview assignment.	
10	Language and cross-cultural communication	Chapter 6, Jandt	Group learning	
11	Communicating with foreigners: USA people and Chinese		Group presentation; Watching movie.	
12	Cross-cultural adaptation: cultural shock, stage and strategy	Chapter 12, Jandt	Assimilation game	
13	Communicating with foreigners: German and Chinese		Lecture. Role play.	
14	Communicating with foreigners: people from other countries and Chinese			
15	Final examination		Individual presentation of assignment	

***The above schedule is subject to change – with adequate notice to students.**

Academic honesty

Cheating, plagiarism and other forms of academic dishonesty are serious offenses and will not be tolerated. Students are expected to comply with the university regulations. Failure to adhere to the rules of academic integrity and honesty will be reported and dealt with accordingly.