

COMM 220: Introduction to Intercultural Communications (online)

Course Description: This course examines the practical application of theory and research in the area of intercultural communications. The course topics, activities, and theory, and research are designed to develop skills and strategies needed to deal effectively with challenges in a broad variety of interaction contexts. The course will cover topics including: perception, convergence, communication and culture, linguistic and technology differences, ecological influences on culture, dimensions of cultural difference, stereotyping, intercultural challenges, adaptation and culture shock, and diversity management.

Textbook: Martin, Judith, and Thomas K. Nakayama. 2013. *Experiencing Intercultural Communication* (5th edition). New York, NY: McGraw Hill. ISBN13: 9780078036927

Withdrawal from this course: The last day to withdraw from this course is **12/6/2013**.

Disability Services: Students desiring or requiring accommodations to the standard course delivery and/or assessment policies must meet with Ms. Michelle Smith, Student Development Coordinator, Office 1304 at (304) 260-4380, ext. 2117. It is the student's responsibility to obtain proper documentation. For those without documentation, the Student Development Coordinator will meet with you to determine whether or not to secure testing. Once accommodations are put into place, instructors will receive a copy of accommodations from the Student Development Coordinator. Your instructor will discuss with you which accommodations you wish to apply to this class. To ensure that accommodations are discussed, your instructor will initiate the conversation with you; however, it is preferred that the student initiates this conversation.

COMM 220 ASSESSMENT STANDARDS

Program Assessment: The faculty members of Blue Ridge CTC are dedicated to assuring that each student meets the educational objectives of the program. The educational objectives have been developed and are planned to assure that the program is producing graduates who will be successful in obtaining and maintaining positions in the entry-level business field and who will be quality employees. To achieve this goal, the faculty is committed to a systematic and comprehensive process of assessment of student learning. As part of this program assessment, students will from time to time asked to participate in non-graded assessment activities which may include, but are not be limited to, participation in role-playing simulations and completion of standardized written or practical examinations or pre and post-graduation surveys.

Institutional Goals Applicable to COMM 220:

1. The student will develop college-level communication skills.
2. The student will develop general knowledge about and awareness of society.

3. The student will develop fundamental thinking and reasoning skills necessary for academic study and career success.

Associate of Arts Program Goals: The AA of Arts degree requirements will:

- Assist students in gaining a better understanding of themselves and their relationships with others;
- Encourage students to become and remain informed citizens;
- Inspire students to become lifelong learners to keep pace with today’s global economy;
- Support students in their efforts to understand and embrace diversity in an ever-changing, complex world; and
- Provide the tools and experiences necessary to successfully transition into other educational institutions or into the workforce.

AA Program-Specific Learning Objectives Addressed in COMM 220:

1. Students will demonstrate the interpersonal and evaluative skills necessary to effectively participate in a group and both provide and receive constructive feedback.
2. Students will apply ethical principles in both written and oral communication.
3. Students will demonstrate an understanding of both the historical and political issues that have shaped our culturally diverse country and the importance of their roles as informed and participatory citizens.
4. Students will appreciate the complex cultural texture of today's world.

COMM 220 Student Learner Outcomes: Students will:

- interpret cultural differences objectively and understand that differences are not hierarchical
- appraise the beliefs, values, and norms of their own culture, and recognize and articulate differences and commonalities in dominant cultural patterns
- demonstrate increasing ability to communicate with persons who exhibit a different worldview, value system and communicative style
- analyze large amounts of disparate information to produce relevant, insightful presentations
- evaluate information gathered about a culture in light of its being valid or stereotypical in nature

Areas of Blooms Taxonomy Covered:

Comprehension	Identify the beliefs, values, and norms of their own culture, and recognize and articulate differences and commonalities in dominant cultural patterns
Application	Demonstrate increasing ability to communicate with persons who exhibit a different worldview, value system and communicative style
Analysis	Analyze large amounts of disparate information to produce relevant,

	insightful presentations
Synthesis	Evaluate information gathered about a culture in light of its being valid or stereotypical in nature
Evaluation	Appraise the beliefs, values, and norms of their own culture, and recognize and articulate differences and commonalities in dominant cultural patterns

COURSE OVERVIEW

Detailed Description: COMM 220: Introduction to Intercultural Communications explains how people from different countries and cultures behave, communicate, and perceive the world around them. Intercultural communication strands from the fields of communications, anthropology, sociology, cultural studies, and psychology. This course offers a multidisciplinary consideration of the role that culture, gender, race, and class play in human communication. Academic research on intercultural communications applies to fields such as business, management, marketing, advertising, and website design. Intercultural communication theories are also critical within education, health care, and public service fields due to growing multicultural populations. It includes a review of current theories, structures, relations, and interactions within varying culture settings. Students will apply course concepts to 'real life' situations that create cultural synergy between people from different cultures within a context of business and counseling. Students will also develop interpersonal skills that are essential for structuring company policies, managing staff, and communicating with customers.

Course Goals: When students complete the course, they should be able to:

- gain an understanding issues pertaining to role of culture patterns, verbal codes, and nonverbal codes in interpersonal relationships;
- develop a higher sensitivity to culturally heterogeneous individuals and competence of cultural differences;
- become more aware of one's own culture and how cultures differ from others
- interpret relationships between culture and communication.

Course Objectives: Students will learn:

- define major terms and concepts related to cross-cultural communication;
- discuss major theories of intercultural and cross-cultural communication;
- describe specific world views, verbal and nonverbal patterns of communication within selected international and domestic cultures;
- apply theories of cross-cultural communication in order to verify symptoms and causes of unsuccessful cross-cultural communication; and
- apply communication skills in participating in cross-cultural communication in order to enhance success in face-to-face, cross-cultural interactions.

Academic Integrity: Cheating in all its forms, including plagiarism and cheating on visual work, is considered an academic matter to be controlled and acted upon by the instructor of this course. Students guilty of academic dishonesty on any graded assignments in this course will be penalized with a grade of F in the course. Such action shall be taken by the instructor, with written notification to the Division Dean at Blue Ridge CTC. Students involved in facilitating academic dishonesty among others, such as the unauthorized dissemination of examination materials, will be subject to disciplinary action as well.

Cultural Sensitivity: This course entails content on contemporary, broadly debated issues and controversies. Due to the sensitive and personal nature of culture, cultural identity, and interaction, all students are expected to voice their viewpoints in a manner that is respectable, academically structured, and socially supportive. While perspectives may differ, perspectives should not be projected using an abusive voice. Thus, all participants are expected to consider the impacts of their words and opinions.

TEACHING AND LEARNING

Teaching method: This course will combine lecture, discussion, and interaction-based activities from a learning-centered perspective. All assigned materials are expected to be read prior to the class period for which they are assigned. Lectures will involve synthesis of and elaboration on the material covered in the readings. Class assignments will correspond to both lectures and additional readings. Discussions will be focused on clarification and critique of key concepts and application to salient historical and current events. Discussion assignments provide an out-of-the-box style of integrating essential employment and research skills that should be valuable throughout your professional experience. Outlined course material will be available on Blackboard.

Attendance Policy: Students are expected to log into Blackboard daily and to know and understand the specific policies established. The instructor will make reasonable accommodations for occasional, unavoidable circumstances based on highly legitimate grounds. The instructor will determine the most appropriate means of compensating for work unavoidably and legitimately missed in their classes. To be eligible for such substitute evaluation, students are responsible for discussing any absences with the instructors: such discussions must occur in advance of foreseeable absences and as soon as possible following unpredictable ones. Students are also expected to plan their class, work, and personal schedules to avoid potential conflicts. Legitimate reasons for missing assignments include documented and/or verifiable instances of the following:

1. death in the immediate family;
2. incapacitating illness or injury (not including any non-emergency doctors' appointments that could be scheduled at other times);
3. field trips required for other classes, intercollegiate competitions, or activities entailing official representation of Blue Ridge CTC;
4. Seriously hazardous, weather-induced driving conditions.

Please note the following designations for attendance, according to Blue Ridge CTC policy:

- IF – not present in class or not participating in an online class (medical excuse or waiver of attendance will not account for physical presence in the classroom or online participation)
- P—present in class or participation in an online class (this does not include simply logging into an online class; work must be participatory in nature).

Grading: All scores for assignments, exams, and projects will be based out of a possible **775** points. There are specific deadlines for each assignment, which there should be no submissions of late work or last minute work.

Based on a **775** point scale for **13** assignments; **65** optional points for extra credit assignments

A= 100-90 B= 89-80 C= 79-70 D= 69-60 F= below 60

A = 90-100*% = 698-840 points
 B = 80-89% = 620-697 points
 C = 70-79% = 543-696 points
 D = 60-69% = 465-542 points
 F = below 60 = less than 464 points

Schedule of Course Outline and Course Activities: See Blackboard for a detailed list of required course readings, videos, and assignment instructions.

- Module 1: Introduction to intercultural communications (8/19-9/1)
- Module 2: Communication and cultures (9/2-9/22)
- Module 3: Language and ethics (9/23-10/6)
- Module 4: Communication styles (10/7-10/20)
- Module 5: Social networking and technology (10/21-10/27)
- Module 6: Multicultural business and educational context (10/28-11/10)
- Module 7: Social relationships (11/11-12/8)
- Module 8: Reflection (12/8)

DUE	REFERENCE	ASSIGNMENTS	POINTS
		DISCUSSION BOARD ("Communications Tools" link)	
8/25	Homework 1	Student introductions	15
9/1	Homework 2	Define Concepts on intercultural Communications	30
9/15	Homework 5	Participation #1 The Encounter	25
9/22	Homework 6	Stereotyping	30

10/6	Homework 8	Intercultural Ethic and Business	45
10/13	Homework 10	Participation #2 Nonverbal Behavior	25
10/27	Homework 12	Participation #3 Facebook	25
		ASSIGNMENTS (Submission Links in Modules)	
9/8	Homework 3	My Culture and Communication has a Consequence	60
11/3	Homework 13	Negotiating Conflict and Equal Opportunity	60
11/17	Homework 15	Newspaper Article Interracial Marriage	60
12/1	Homework 16	Presentation on Gay Relationships	60
		EXAMS (Submission Links in Modules)	
9/29	Homework 7	Exam 1: Language	100
10/20	Homework 11	Exam 2: Communication Styles	100
12/8	Homework 17	Exam 3: Social Relationships and the Cultural Kitchen	100
		EXTRA CREDIT (Submission Links in Modules)	
9/8	Homework 4	Ethnicity	15
10/6	Homework 9	Conflict Resolution (discussion post)	15
11/10	Homework 14	Vocabulary Quiz on Intercultural Outcomes and Education	25
12/8	Homework 18	Reflections on Your Growth this Semester	10

THIS SYLLABUS MAY BE ALTERED AT ANY TIME AT THE DISCRETION OF THE INSTRUCTOR