



## General Information

COM 310

Intercultural Communication

Classroom: Eiben Hall 202

Semester: Spring 2002

Office Hours: Check the schedule posted on the bulletin board outside Eiben Hall 129.

Instructor: Dr. E. R. Bautista

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## Course Pre-requisite

EN 102, COM 140

## Catalog Description

Major concepts in the study of communication with people from different cultural backgrounds. Values, beliefs, expectations, customs, and attitudes of various ethnic groups are studied to facilitate communicating across cultural boundaries.

## Reading Materials

### Required Reading:

- Samovar, L. A. and Porter, R. E. (2001). *Communication between cultures*. (4<sup>th</sup> ed.) Belmont, California: Wadsworth Publishing Company.
- Class handouts

### Supplemental Reading

*CultureGrams* ([www.culturegrams.com](http://www.culturegrams.com))

-2001 series published by the Millennial Star Network

-Older series published by Brigham Young University David M. Kennedy Center for International Studies

*Do's & Taboos* series by Roger E. Axtell published by John Wiley & Sons

-*Do's & Taboos Around the World*, 3<sup>rd</sup> ed. (1993)

-*The Do's & Taboos of International Trade* (1989)

-*The Do's & Taboos of Hosting International Visitors* (1990)

-*Gestures! The Do's & Taboos of Body Language Around the World* (1991)

-*The Do's & Taboos of Preparing for Your Trip Abroad* (1994)

-*Do's & Taboos of Using English Around the World* (1995)

-*Do's & Taboos Around the World for Women in Business* (1997)

-*Do's & Taboos of Humor Around the World* (1999)

Other book titles, relevant weblinks, and articles to be announced in class

<b>Course Objectives</b>
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In this course, students will:

- 0     **Review the basic processes, principles, and definition of communication**
- 0     **Know the theoretical terminologies, functions, and characteristics of culture**
- a     **Understand the relationship between culture and communication and its global/societal implications**
- 0     **Study the dimensions of macrocultures (patterns of relationships, nonverbal behavior, business, language/verbal communication, education, health and religious beliefs)**
- 0     **"Experience" intercultural communication through simulations and virtual interaction/field work**
- 0     **Compile and present a microcultural "ethnography" (written and oral research)**
- 0     **Recognize barriers to communicating interculturally**
- 0     **Improve intercultural communication competence**

<b>Policies</b>
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- **By nature, this course covers issues that may be sensitive to some students; however, it is important to keep an open mind, treat others with respect, and focus on the educational value that the lessons provide in helping to improve skills in intercultural communication.**

**Please attend and be punctual to class. Tardies are disruptive. Two and a half points per tardy will be deducted from the final grade. No distinction between excused and unexcused absences will be made. Five points per absence will be deducted from the final grade.**

**All assignments must be typed/wordprocessed, unless otherwise specified by the instructor. College writing standards are expected. The use of the American Psychological Association (APA) style is preferred when documenting sources in research papers.**

**Assigned chapters must be read ahead of class. Pop quizzes may be given to encourage readings and contribution to/participation in class discussions. Extra credit or merit points cannot account for more than 10% of the final grade.**

- **All assignments must be turned in by their due dates. Points (-10% per class meeting) will be deducted for all late assignments. Please take responsibility in preparing for and completing the assignments. Make-ups are allowed only with written verification that circumstances were beyond your control. Please communicate your concerns with your instructor.**

- **Refer to the general catalog for other grading, academic and college policies.**

## Grading

Grades for the assignments listed below will be calculated by the following range:

A = 90-100%	or	A = 270-300 points
B = 80-89%	or	B = 240-269 points
C = 70-79%	or	C = 210-239 points
D = 60-69%	or	D = 180-209 points
F = <50%	or	F = < 179 points

### Assignments and Student Grade Record

<i>Assignment Description</i>	<i>Points Possible</i>	<i>Points <b>Earned</b></i>
Field Work: Observation #1 #2	60	
<del>Cross-Cultural Simulation</del> Group Participation and Reaction Paper Culture: Alpha or Beta	40	
Midterm Exam	100	
Oral Exam ( <b>Critical</b> Perspectives): Microcultural Presentation	50	
Final Written Exam (Qualitative Research): Mini-Ethnography	50	
Other (pop quizzes, merits, <b>etc.</b> )	(10% credit limit)	
Penalties (tardies, absences, late assignments, etc.)	(unlimited)	
Total	300	

## Assignments

### Field Work (60 points)

Observation 1:

Observation 2:

Attend two separate cultural events (festival/fair, show, play, meeting, special gathering, etc.) during the semester. Eating at an ethnic restaurant does not count! While you may observe your own culture, you are encouraged to go beyond and experience other cultures. Bring "proof" (photos, program, ticket stub, etc.) and write a two-page, double-spaced paper describing the event and what you have learned about the culture, using terms listed on this syllabus. Submit the paper within one week of the event. Field work papers are accepted throughout the semester up until the second to the last week of class. (30 points each for attendance=60)

### Cross-Cultural Simulation Group Participation and Reaction Paper (40 points)

Assigned Group: Alpha or Beta

Participate in a simulation as a member of the Alpha or Beta culture (10 points). Evaluate the simulation experience of 1) being a member of your culture, 2) crossing into another culture and 3) learning how to communicate interculturally. (2-3 pages/10 points per section)

### Midterm Exam (100 points)

Test your "intercultural communication literacy" and understanding of the terminologies based on lectures and readings. To accommodate everyone's various learning styles, this exam includes multiple choice, short answers, matching, essays, true-false and even current events-geography sections.

### Oral Communication Exam/Microcultural Analysis (50 points)

Culture:

Date of Speech:

Introduce classmates to the chosen culture, citing interesting approaches for communicating with the natives of that culture. Address several terminologies as possible with examples. Bring a variety of visual aids, including maps, posters, artifacts, music, etc. Dressing in the native outfit, inviting a contact person from that culture and sharing a snack are not required but certainly would enhance the presentation. An additional separate checklist for presentation requirements with grading point breakdown will be distributed in class.

### Written Communication Final Exam/Mini-Ethnography (50 points)

Research a particular culture thoroughly and write about its cultural background. Provide information on as many cultural variables as possible by using theoretical terms from the textbook and lectures and by doing library and Internet searches and interviewing at least one person from that culture (personal communications, e-communications, etc.). An additional separate checklist for ethnography requirements with grading point breakdown will be distributed in class.

## Basics

- Communication
- Culture
- Intercultural communication

## Issues

- Ethnocentrism
- Prejudice
- Racism
- Perception
- Stereotyping
- Culture/Re-entry Shock (multi-dimensional model of acculturation)

## Research Methods

- Ethnography
- Etic Perspectives
- Emic Perspectives

## Taxonomies of Relationships

- Direction (Individualism-Collectivism-Hofstede's Dimensions)
- Personalization and Power Distance
- Intensity
- Confrontation
- Competition
- Informality
- Status
- Sexism (Masculine-Feminine roles)
- Age and Rites of Passage
- Family
- Favors and Gift-Giving
- Hospitality

## Nonverbal Behavior

- Paralinguistics
- Chronemics and Temporal Orientation
- Proxemics
- Haptics
- Kinesics
- Facial Expressions (Eckman's universal expressions)
- Oculesics
- Personics
- Olfactics
- Colors

## Business Factors

- Decision-making
- Socializing
- Hiring-firing
- Wages
- Off-job Status

- Governmental Roles
- Trust
- Haggling
- Bribery
- Fair Play
- Ownership
- Authority and Management
- Directness
- Fatalism/Uncertainty Avoidance

## Religion/World View Orientation

- Identifiers
- Doctrine and Development
- Sacred Texts
- Afterlife
- Concepts of Evil
- Calendar/Festivals
- Authority Figures
- Buildings
- Worship Rituals
- Dress and Accessories
- Dietary and Other Laws
- Kluckhohn and Strodtbeck's World View Value Orientations

## Verbal Communication

- Language and Dialects
- Symbols and Rules
- Phonology
- Morphemes
- Semantics (Denotation/Connotation)
- Pragmatics
- Syntactics
- Intonation
- Speech Accommodation Theory
- Sapir-Whorf Hypothesis of Linguistic Relativity

## Education Contexts

- Teaching Methodology
- Learning Styles

## Health Settings

- Biomedical
- Personalistic
- Naturalistic

## Competence

- Empathy
- Tolerance
- Ethics

## **Itinerary**

<i>Week #</i>	<i>Dates</i>	<i>Class Activities/Readings</i>
1	Jan. 15 Jan. 17	Introductions and Intercultural Communication Issues (read: Chapter 1-The Challenge of Intercultural Communication)
2	Jan. 22 Jan. 24	Communication Processes (read: Chapter 2-Communication and Culture: The Voice and the Echo) Cultural Approaches and Issues (read: Chapter 3-Cultural Diversity in Perception: Alternative Views of <u>Reality</u> )
3-4	Jan. 29 Jan. 31 Feb. 5 <u>Feb. 7</u>	Simulation-Alpha Simulation-Beta Simulation-Crossing Cultures <b>Simulation--Debriefing</b>
5	Feb. 12 Feb. 14	Macro-cultural Perspectives Taxonomies of Relationships (read: Chapter 4-The Deep Structure: Roots of Reality) Patterns of Behavior
6	Feb. 19 Feb. 21	Nonverbal Behavior and Verbal Communication (read: Chapters 5 and 6: Language and Culture: Words and Meanings <i>and</i> Nonverbal Communication: The Messages of Action, <u>Space</u> , Time, and Silence)
7	Feb. 26 Feb. 28	Business Factors (read: Chapter 7— <b>Cultural</b> Influences on Context: The <u>Business Setting</u> )
8	March 5 March 7	Religion/Educational and Health Contexts (read: Chapters 8 and 9-Cultural Influences on Context: The Educational <u>Setting</u> and The Health Care <u>Setting</u> )
9	March 12 March 14	Oral and Written Exam Preparatory Conferences
10	March 19 March 21	Midterm Exam
11	March 26 March 28	Spring Break-No Classes
12-15	April 2 April 4 April 9 April 11 April 16 April 18 April 23 <u>April 25</u>	Microcultural Analyses Sources: <b><i>CultureGrams</i></b> and <i>Do's &amp; Taboos</i> Australian/Pacific/North American Latin American European Middle-Eastern African Asian
16	April 30 Ma 2	Course Summation/Field Work Completion read: <b>Chapter 10—Accepting and Appreciating</b> Similarities
<b>TBA</b>	<b>TBA</b>	<b>Final Ethnographies Due</b>