



RCOM301 – Intercultural Communication

Master Course Syllabus

Course Overview (QM Standards 1.2)

Course description: This course examines the meaning, significance and impact of intercultural communication as it applies individually, nationally and globally as well as in groups and organizations. The course will explore the meaning of “culture” and its effects on perception and understanding. Both macro and micro cultural differences will be examined and the danger of cultural misunderstanding will be explored. The course will also examine the ever growing need for intercultural communication competence and introduce ways to increase that competence.

Course Goals and Objectives:

- Recognize and analyze different communication styles across cultures and the various values that structure different communication styles across culture.
- Recognize and explain the roles one’s needs, values, beliefs, and attitudes play in their own personal communication
- Recognize elements of communication apprehension that may be present during intercultural encounters and identify the skills necessary to reduce this discomfort.
- Explain the role of cultural patterns, verbal codes, and nonverbal codes in the development of intercultural relationships.

Pre-Requisites (QM Standard 1.6)

No pre-requisites are required for this course.

Minimum Technical Requirements and Online Resources (QM Standards 1.5 & 1.7)

In addition to a web browser (preferable Firefox) that is Blackboard compatible, you will need the following software in order to complete the activities in this class:

1. Word processing package capable of reading and creating .doc, .docx or rich text formatted (rtf) documents.

2. *Adobe Acrobat Reader*: If you do not have *Adobe Acrobat Reader*, you can download it free from <http://www.adobe.com/products/acrobat/readstep.html>
3. *PDF Creator Software*: If you are using a MAC or do not have software capable of saving a file as a .doc or .docx file and do not have the capability on your campus to print files to PDF, you can download a free version of *CutePDF* at <http://www.cutepdf.com/Products/CutePDF/writer.asp> This software installs a virtual printer on your PC that allows you to print files to the PDF format.
4. *Virus Protection Software*: This course requires you to download and upload files from your PC. Virus protection software protects your computer and my computer.

Online Resources: This course makes use of many online resources. I have made every effort to make sure the links I have are up-to-date. However, due to the changing nature of the web, you may find that a resource is temporarily unavailable or has been removed. If this should happen, please send me an email and I will find an alternative resource or modify the assignment accordingly.

Instructor Information (QM Standards 1.8 & 5.3)

Individual instructors complete this information.

Virtual Office Hours

I am available in my virtual office by appointment only. Send me an email to set up an appointment.

Personal Commitment

My personal commitments to you as a participant include:

I will reply to course mail messages within 24 hours;

I will read all discussion postings and will reply where appropriate within 3 days

I will acknowledge my receipt of every course mail message immediately upon reading it. If I am unable to respond to the request or concern at the time of initial reply, I will give you an estimated time for my next reply.

If I am going to be away from the course space for more than a day or two, I will send a message to you indicating the length of my absence.

I will regularly update information regarding due dates in the course announcements.

Optional/Required Course Materials (QM Standard 4.6)

You will find your required textbook information in the course catalog at <http://ilearn-wvrocks.wvnet.edu>. All other required readings and videos are included in each of the modules.

Grading Policy (QM Standard 3.2)

Each module consists of a series of assignments, discussions and/or quizzes, each having specific point values. For each assignment or discussion you will be given the rubric or grading criteria from which you will be evaluated.

1450 - 1305 A
1304 - 1160 B
1159 - 1015 C
1014 - 870 D
869 - 0 F

Activity	Point Value
M1A1: Motivators for Intercultural Competence Paper	50
M1A2: Murdock's List of Cultural Universals Paper	50
M1A3: Cultural Views Discussion	50
M1A4: Module 1 Quiz	50
M2A1: Cultural Metaphors Paper	50
M2A2: Values Statement Exercise	50
M2A3: Cultural Terminology Discussion	50
M2A4: Module 2 Quiz	50
M3A1: Taxonomy of Cultural Patterns Paper	50
M3A2: Taxonomy of Cultural Patterns Discussion	50
M3A3: Module 3 Quiz	50
M4A1: Stereotyping Project	50
M4A2: Power of Language Paper	50
M4A3: Racism Discussion	50
M4A4: Module 4 Quiz	50
M5A1: Ideal Society Project	50
M5A2: Proxemics Project	50
M5A3: Language Discussion	50
M5A4: Module 5 Quiz	50
M6A1: Arguments Reflecting Cultural Assumptions Project	50
M6A2: Anxiety and Uncertainty Paper	50
M6A3: Cultural Persuasion Discussion	50
M6A4: Module 6 Quiz	50

M7A1: Cultural Connections Paper	50
M7A2: Intercultural Encounters Discussion	50
M7A3: Module 7 Quiz	50
M8A1: Cultural Shock Project	50
M8A2: Cultures and Ethics Discussion	50
M8A3: Module 8 Quiz	50
Total Points Possible	1450

Module Objectives and Assessments (QM Standard 2.2, 2.3, 2.4, 2.5, 3.4, 3.5, 5.1)

Module 1

After you have complete the readings and content for this module you will be able to:

- Define and apply chapter vocabulary [M1S1, M1A1, M1A2, M1A3, M1A4]
- Apply chapter concepts and key terms when discussing an intercultural communication topic [M1A3]

- Identify and explain the imperatives for intercultural communication [M1A1]

Module 2

After you have complete the readings and content for this module you will be able to:

- Explain how one becomes more interpersonally competent in communication situations with people from other cultures. [M2S1, M2A1, M2A3, M2A4]
- Discuss and identify appropriate terms to use when referring to people and cultural groups in the United States. [M2A3, M2A4]
- Provide definitions and examples of beliefs, values, norms, and social practices, which taken together form the ingredients of cultural patterns. [M2A3, M2A4]
- Discuss how patterns of a particular culture shape and form one's view of the world and subsequently how experiences and events are interpreted. [M2A2]

Module 3

After you have complete the readings and content for this module you will be able to:

- Describe and apply the GLOBE Cultural Taxonomy and describe the cultural practices and cultural values according to the dominant patterns of a culture: power distance, uncertainty avoidance, in-group collectivism, institutional collectivism, gender egalitarianism, assertiveness, performance orientation, future orientation, and humane orientation. [M3A1, M3A2, M3A3]
- Describe and apply Hofstede's taxonomy of cultural patterns and describe how cultures differ according to dimensions of power distance, uncertainty avoidance, individualism-collectivism, masculinity-femininity, time-orientation, indulgence versus restraint, and monumentalism versus self-effacement. [M3A1, M3A2, M3A3]
- Suggest ways that these taxonomies can be useful for developing intercultural communication competence. [M3S1, M3A1, M3A2, M3A3]

Module 4

After you have complete the readings and content for this module you will be able to:

- Explain the nature and formation of cultural identity. [M4S1, M4A3]
- Describe how social categorizing, ethnocentrism, stereotyping, prejudice, discrimination, and racism can reduce people's willingness to understand and accept cultural differences. [M4A1, M4A2, M4A3, M4A4]
- Identify personal identity, biases, and intercultural competence by identifying those characteristics that facilitate or hinder intercultural communication encounters. [M4A1, M4A2, M4A3]

Module 5

After you have complete the readings and content for this module you will be able to:

- Explain the relationships among language, thought, culture, and intercultural communication. [M5A1, M5A3]
- Describe the five different but interrelated sets of rules that combine to create a verbal code or language. [M5S1, M5A1, M5A4]
- Identify and describe nonverbal code systems that are relevant to an understanding of intercultural communication. [M5A2, M5A3, M5A4]
- Discuss the significance of the synchronic nature of nonverbal communication code systems and how those vary from culture to culture. [M5A3, M5A4]

Module 6

After you have complete the readings and content for this module you will be able to:

- Describe the organizational structures of various languages and cultures and compare them to those of standard U.S. English. [M6A2, M6A3, M6A4]
- Identify and describe different ways that cultures structure conversations depending on the value placed on talk and silence and on the rules of conversation (including direct styles and indirect styles of speaking). [M6A2, M6A3, M6A4]
- Explain cultural differences in self disclosure. [M6S1, M6A1, M6A3, M6A4]
- Identify issues related to conflict among individuals from different cultures. [M6A2, M6A3, M6A4]

Module 7

After you have complete the readings and content for this module you will be able to:

- Describe the five components of social episodes, each of which influences intercultural communication. [M7S1, M7A1, M7A2, M7A3]
- Explain how an awareness that intercultural competence is critical for everyday experiences and contexts. [M7A1, M7A2, M7A3]

Module 8

After you have complete the readings and content for this module you will be able to:

- Discuss some of the ethical dilemmas in intercultural communication. [M8S1, M8A1, M8A2, M8A3]
- Identify and describe the powerful international forces that cause cultures to come together or be pulled apart. [M8A1, M8A2, M8A3]

