

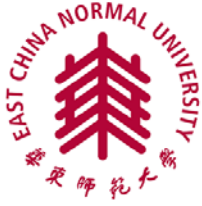


## **Cross-Cultural Communication SHGH COMM 3350**

This course is being offered at East China Normal University, CAPA's academic partner in Shanghai. The Chinese academic system differs from the US, particularly with grading. ECNU professors expect students to undertake a good deal of independent study to achieve a high mark in their classes.

ECNU classes fill quickly, so make your selections as soon as possible. Please have an alternative ECNU course in mind in case your first choice is unavailable.

For additional information about this class, please contact the Boston Program Advising Team at 1-800-793-0334.



## East China Normal University, Shanghai, China

<b>Course name:</b>	Cross-cultural Communication
<b>Language of instruction:</b>	English
<b>Office hours:</b>	
<b>Contact Hours:</b>	By appointment
	52 course hours. One course hour is 45 minutes

### 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

1. To make students understand basic cultural theories which are very important for cross-cultural communication.
2. To improve students cross-cultural sensitivity.
3. To make students own clear cultural identity and orientation.
4. To improve students effectiveness and appropriateness of cross-cultural communication.

### Course Prerequisites

No any prerequisite.

### Course reference book

#### Reading materials in English

1. Fred E. Jandt. An introduction to intercultural communication. (6th ed.) Sage, 2010.
2. Samovar, L. A., Porter, R. E. *Communication Between Cultures*, 北京大学出版社, 2009 年。
3. Sana Reynolds, Deborah Valentine 著, 张微译: 跨文化沟通指南 (双语版)。清华大学出版社, 2004 年。

4. Gudykunst, W. B. Cross-cultural and intercultural communication. 上海外语教育出版社, 2007 年。
5. Spencer-Oatey, H. Culturally speaking: managing rapport through talk across cultures. 上海外语教育出版社, 2007 年。
6. Lustig, M. W., & Koester, J. Intercultural competence: interpersonal communication across cultures (fifth edition). 上海外语教育出版社, 2007 年。
7. Gudykunst, W. B., Kim, Y. Y. Communicating with strangers: an approach to intercultural communication (4<sup>th</sup> edition). 上海外语教育出版社, 2007 年。
8. Berry, J. W., Poortinga, Y. H., Segall, M. H., & Dasen, P. R. (2002). Cross-cultural psychology: research and applications. (2<sup>nd</sup> ed.). Cambridge: Cambridge university press.

### Extensive reading in Chinese (not required)

9. 严文华: 跨文化沟通心理学。上海社会科学院出版社。2008 年。
10. 陈国明著: 跨文化交际学, 华东师范大学出版社, 2009。
11. 周宁著(2006): 天朝遥远——西方的中国形象研究, 北京大学出版社。
12. 周宁编(2007): 世界之中国——域外中国形象研究, 南京大学出版社。

### 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.

#### **Midterm assignment** (totaling 30% of final grade)

The exam will consist of a formal interview of a foreigner, record interview information, and a conclusion. Each student is to:

- list an interview guideline.
- find a foreign interviewee, and conduct interview.
- record interview information.
- make a conclusion of interview.
- Submit your paper to the professor before deadline.

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

#### **Final Examination** (totaling 60% of final grade)

The final exam will consist of an oral presentation and an essay. On the examining day of class, each

student is to:

- analysis interview information based on theories of cross-cultural communication.
- make a presentation of your paper, and answer the professor's questions.
- submit your paper 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 60% 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:**

<b>Week</b>	<b>Topic</b>
1	Introduction and basics of this course
2	Important theories of cross-culture: foundation of cross-cultural communication (1)
3	Important theories of cross-culture: foundation of cross-cultural communication (2)
4	Group discussion: cultural theory and my experience
5	Cultural identity and cross-cultural communication
6	Group discussion: my cultural identity
7	Language and cross-cultural communication
8	Group discussion: barriers and cross-cultural communication
9	Non-verbal communication in cross-cultural context: time perception, personal space
10	Non-verbal communication in cross-cultural context: kinesics, silence, nonverbal sound, object language
11	Cross-cultural adaptation: cultural shock and stage
12	Cross-cultural adaptation: strategy
13	Communicating with foreigners: USA people and Chinese

14	Communicating with foreigners: Japanese and Chinese
15	Communicating with foreigners: German and Chinese
16	Communicating with foreigners: Canadian and Chinese
17	Individual presentation of assignment
18	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.