

Course: Cross Cultural Communication

Programme: B.Tech.

Year: 2021-22

Semester: VII

Course: Other Elective

Credits:3

Hours:40

Course Context and Overview (100 words):

This course aims to equip the students with the knowledge and skills of communicating effectively with people of diverse cultural backgrounds in today's increasingly interconnected, multicultural and globalized world. The course integrates theory, strategies and applications to develop in them an understanding of cultures, an appreciation for cultural differences and a sensitivity in cross cultural interactions. The students will learn to select and perform communication behaviors appropriate to diverse settings and contexts. Through the classroom interactions, case studies, activities and assignments, they will grasp the features that define world's cultures, hone their spoken, written and interpersonal skills. They will learn to bridge cultural divide, connect with audiences, communicate successfully and achieve desired goals in their professional as well as personal lives.

Prerequisite Courses: N/A

Course outcomes (COs):

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| On completion of this course, the students will have the ability to: |
| CO1 Demonstrate knowledge and understanding of the basic concepts and conceptual frameworks of cross-cultural communication |
| CO2 Appreciate the practices and diversity of prominent nation state cultures |
| CO3 Utilize suitable linguistic and communicative strategies for contextual appropriateness, intercultural awareness and sensitivity |
| CO4 Apply strategies to overcome the barriers to effective cross-cultural communication |
| CO5 Display a range of strategic skills including situation analysis, negotiation, decision making, linguistic tact and teamwork |

Course Topics:

| TOPICS | Lecture hours | |
|---|---------------|---|
| UNIT – I Overview of Cross-Cultural Communication | | |
| Understanding Culture, Language Communication, Cultural pluralism, Inter- and Cross-cultural Communication Video: Cross cultural communication Pellegrino Riccardi TEDxBergen https://www.youtube.com/watch?v=YMyofREc5Jk | 2 | 8 |

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| Approaches to the study of Cross-Cultural Communication, Communication style matrix, Body Language across Cultures Learn a new culture Julien S. Bourrelle TEDxArendal https://www.youtube.com/watch?v=GhA9eypocE0 | 3 | |
| Barriers to effective cross- cultural communication and strategies to overcome them, The STAR Framework Case analysis and discussion | 3 | |
| UNIT – II Nation State Cultures, Cultural Awareness & Intercultural Sensibility | | |
| 2.1 Key Thinkers in Cross- Cultural Communication: M Hall; G Hofstede, F Trompenaars Intercultural Miscommunication Exercise https://www.youtube.com/watch?v=dMh5qim5Iqc | 3 | |
| 2.2 Studying Cultural Patterns across nations Hall’s High- and Low-Context Cultural Taxonomies Hofstede’s Cultural Taxonomies Comparative Case Studies and discussion Hofstede's 6D Model of National Culture - Simplest Explanation Ever https://www.youtube.com/watch?v=TF47NnxACdg | 5 | 11 |
| 2.3 Understanding the Global Workplace International Negotiations & Cultural aspects, Protocol, Choice of language, Gift- giving and hospitality, Selected national negotiating styles of different countries Essentials of successful international negotiation Cultural difference in business Valerie Hoeks TEDxHaarlem https://www.youtube.com/watch?v=VMwjscSCcf0 Chapman Intercultural Short Film - Intercultural negotiation | 3 | |
| UNIT – III Cross Cultural Pragmatics | | |
| 3.1 Cultural Variations in Interpersonal Relationships Talk and Culture, The Interpretation of Speech Acts Lost in Translation: How to Communicate Across Cultures https://www.youtube.com/watch?v=QjEDxlzZnIo | 4 | 11 |
| 3.2 The Pragmatics of Politeness: Face & Face-work Some universals of politeness: Strategies of Politeness and Communication; Pragmatic transfer, Communication accommodation Case analysis and discussion | 4 | |
| 3.3 Diplomacy in the 21st Century globalized world | 3 | |

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| Intercultural Management, Advocacy, Mechanics of Persuasion, Public Speaking, Listening, Disagreement and Tact, Creative Ambiguity and Code Words, Practical Issues Case analysis and discussion | | |
| UNIT – IV Cross- Cultural Communicative Competence | | |
| 4.1 The Components of Cross-cultural Competence Tools for Improving Cross-cultural Competence | 3 | 10 |
| 4.2 The Power of Language in Intercultural Communication Recommendations for best practice | 4 | |
| 4.3 Cultural Profiling, Impression management in cross cultural interactions Training for specific professional requirements | 3 | |

Textbook references (IEEE format):

Text Book:

F. E. Jandt, *An Introduction to Intercultural communication: Identities in a Global Community*, 9th ed., Los Angeles: Sage Publications, 2018.

Reference Books:

M. W. Lustig, & J. Koester, *Intercultural competence. Interpersonal communication across culture*, 7th ed., Boston, MA: Pearson, 2013.

(Suggested readings: 1,2,3,7,8)

B. J. Hurn and B. Tomalin, *Cross- Cultural Communication Theory and Practice*, New York: Palgrave Macmillan, 2013.

(Suggested readings: 1,2,5,9,12)

K. S. Rana, *21st Century Diplomacy, A Practitioner's Guide*, New York: The Continuum International Publishing Group, 2011.

(Suggested readings: 14,15)

A. Wierzbicka, *Cross-Cultural Pragmatics: The Semantics of Human Interaction*, 2nd ed., New York: Mouton de Gruyter, 2003.

(Suggested readings: 2,3,4,5)

Additional Resources (NPTEL, MIT Video Lectures, Web resources etc.):

Cross cultural business blunders

Lack of cross-cultural awareness can cost a business big

How culture and communication impact global teams

<https://www.commisceo-global.com/resources/country-guides>

<https://www.commisceo-global.com/resources/management-guides>

Evaluation Methods:

| Item | Weightage |
|---|-----------|
| Assignment: Case Analyses & Discussions | 10% |
| Group Project & Presentation | 15% |
| Quiz | 5% |
| Class Participation & Attendance | 5% |
| Mid Sem Exam | 25% |
| End Sem Exam | 40% |

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