



Syllabus of Record

Program: CET Beijing

Course Code / Title: (BJ/COMM 250) Cross-Cultural Communication

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: East Asian Studies, Communications

Language of Instruction: English

Prerequisites/Requirements: None

Description

This course examines the concepts and processes in the practice of intercultural communication. In an era of globalization, the ability to communicate across cultures has become a necessity in virtually every domain. The course provides a comprehensive overview of general cross-cultural communication principles, with many illustrative examples and specific points drawn from Chinese-Western comparisons. The course is designed to prepare undergraduate students for careers as international professionals by focusing on the cross-cultural factors that influence communication in domains such as business, academia, travel, diplomacy, and technology exchange. During the course, we will analyze the barriers for successful communication, including cultural differences, and how to develop a communication style that fosters more successful intercultural encounters. The course participants engage in many simulated cross-cultural scenarios, gaining practical experience relevant to working with people from a variety of different backgrounds.

Objectives

After taking this course, the students:

- Understand the most essential concepts, models, and approaches intercultural communication.
- Compare similarities and differences between China and the US regarding the issues covered in class.
- Conduct research on issues related to this course.

Course Requirements

Active participation is essential in this course. Students are expected to attend each class and field-based course component, as outlined in the CET Attendance Policy. Students are expected to read all assigned materials before the relevant class session and come prepared to participate thoughtfully in class discussions. Reading assignments are generally 20-30 pages per class session. Graded assignments include:

- Final Term Paper: 3-5 pages (excluding cover and references), single-spaced, Times New Roman 12 font
- Final Team Presentation

Syllabus of Record

Grading

The final grade is determined as follows:

- Participation: 10%
- Mid-term exam: 30%
- Term paper: 30%
- Final group presentation: 30%

Readings

Paulston, Christina Bratt, Scott F. Kiesling and Elizabeth S. Rangel. *The Handbook of Intercultural Discourse and Communication*. Malden: Blackwell, 2012.

Dervin, Fred. & Regis. Machart, eds. *Intercultural Communication with China*. Singapore: Springer, 2017.

Edney, Kingsley. *The Globalization of Chinese Propaganda: International power and domestic political cohesion*. New York: Palgrave Macmillan, 2014.

Halualani, Rona Tamiko. *Intercultural Communication: A Critical Perspective*. Cognella, 2019.

Outline of Course Content

- Topic 1: Introduction to the course
- Topic 2: Key concepts of intercultural communication
- Topic 3: Re-Thinking Communication: Critical Intercultural Communication
- Topic 4: Culture, Power, and Intercultural Communication
- Topic 5: Ideology and Intercultural Communication
- Topic 6: Discourse and intercultural communication
- Topic 7: Social constructionism and intercultural communication
- Topic 8: Identity/image construction and Intercultural Communication
- Topic 9: Case analysis: Representing the “The Belt and Road Initiative” in Chinese and Western media
- Topic 10: Case analysis: City promotional video: The case of Beijing and London Olympics
- Topic 11: Historical Memory and Intercultural Communication: The case of hero discourse in China
- Topic 12: Intercultural Relationships and Power
- Topic 13: Discussion on Student-suggested Topics
- Topic 14: Case analysis: Mediating or Exacerbating Cultural Differences: The case of a press conference
- Topic 15: Case analysis: Discourse interaction between China the U.S: The case of Google’s departure
- Topic 16: Student Presentations and closing remarks for the course