

**Academic Year/course:** 2021/22

## **32665 - Intercultural Communication**

### **Syllabus Information**

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**Academic Course:** 2021/22

**Academic Center:** 801 - Masters Centre of the Department of Communication

**Study:** 1014 - Master in Communication Research

**Subject:** 32665 - Intercultural Communication

**Credits:** 5.0

**Course:** 1

**Teaching languages:**

Theory: Group 1: English

**Teachers:** Ruth Rodriguez Martinez

**Teaching Period:** Second Quarter

### **Presentation**

**Term:** First

**Number of ECTS Credits:** 5

**Language:** English

**Professor:** Ruth Rodriguez [ruth.rodiguez@upf.edu](mailto:ruth.rodiguez@upf.edu) (office 52.815)

**Class Schedule:** Mondays from 14.30H to 16.30H

### **Associated skills**

- Think freely and responsibly, assuming ethics references.
- Elaborate a critical position about our society.
- To be able to apply concepts, theories and methodologies on one's own experience.

## Learning outcomes

- Have a basic knowledge about the concepts and theories of intercultural communication.
- To be able to use relevant concepts and theories for describing and analyzing multiple situations involving intercultural communication with focus on the students' own experience.
- Acquire the essential skills for an effective intercultural communication.

## Prerequisites

None-course prerequisites are required

## Contents

### 1. Intercultural Communication

Reference literature:

BENNETT, Milton, J. (1998). Intercultural communication: A current perspective. In Milton J. Bennett (Ed.), *Basic concepts of intercultural communication: Selected readings*. Yarmouth, ME: Intercultural Press.

Readings:

RODRIGO ALSINA, Miquel. *La comunicación intercultural*. Barcelona: Anthropos, 1999.

SAMOVAR, Larry A., PORTER, Richard E., & McDANIEL, Edwin R. *Intercultural Communication: A Reader*. Boston: Wadsworth Cengage Learning, 2009.

### 2. Acculturation Process

Reference literature:

BERRY, John W. (1997) Immigration, Acculturation, and Adaptation. *Applied Psychology: An International Review*,46(1), 5-68.

BERRY, John W. et al. (eds.) (2006) *Immigrant youth in cultural transition: acculturation, identity, and adaptation across national contexts*. Mahwah (N.J.): Lawrence Erlbaum Associates

Readings:

MEDINA BRAVO, Pilar. *Crece en el cruce de culturas: Adolescencia, identidad e inmigración*.

*Comunicación*, 2006, 4, 129-139.

DWYER, Claire (2000). Negotiating diasporic identities: Young british south asian muslim women. *Women's Studies International Forum*, vol. 23 (4), 475-486.  
<http://www.sciencedirect.com/science/article/pii/S0277539500001102>

Watching:

Video: Almost a Woman <https://www.youtube.com/watch?v=sdLeacEO7I>

**3.**

**Guest professor**

#### **4. Why is important Identity?**

Reference literature:

HALL, Edward T. (1959). *The silent language*. New York: Doubleday and Company.

HALL, Edward T. (1977). *Beyond Culture*. New York: Anchor Books.

HALL, Edward T. (1998). The Power of Hidden Differences. In : Milton J. Bennett, *Basic Concepts of Intercultural Communication. Selected Readings*. Maine : Intercultural Press, (pp. 53-67).

Readings:

Castells, M. (2003). Globalization and identity. A comparative perspective

Tsagarousianou, Roza., 2004. Rethinking the concept of diaspora: mobility, connectivity and communication in a globalised world. *Westminster Papers in Communication and Culture*, 1(1), pp.52–65. DOI: <http://doi.org/10.16997/wpcc.203>

#### **5. Stereotypes**

Reference literature:

HALL, Edward T. *Beyond Culture*. New York: Anchor Books, 1977.

HALL, Edward T. *The silent language*. New York: Doubleday and Company, 1959.

HALL, Edward T. The Power of Hidden Differences. In : Milton J. Bennett, *Basic Concepts of Intercultural Communication. Selected Readings*. Maine : Intercultural Press, 1998 (pp. 53-67).

Readings:

Mark P. Orbe (2008) Representations of Race in Reality TV: Watch and Discuss, *Critical Studies in Media Communication*, 25:4, 345-352, DOI: 10.1080/15295030802327790

## 6. Prejudice

Reference literature:

BROWN, Rupert (1995). Prejuicio. Su psicología social. Madrid: Alianza Editorial.

Readings

VRIJ, Aldert., AKEHURST, Lucy., & SMITH, Beverley. (2003). Reducing Ethnic Prejudice: An Evaluation of Seven Recommended Principles for Incorporation in Public Campaigns. *Journal of Community & Applied Social Psychology*, 13: 284–299.

## 7. Clash of civilization?

Reference literature:

HUNTINGTON, Samuel, (1993), The clash of Civilizations, *Foreign Affairs*, vol. 72, n. 3, pp 22-49

Reading:

SAID, Edward. (2001), The Clash of Ignorance, *The Nation*, October

Watching

The myth of the clash of civilizations, Lecture by E. Said,  
<https://www.youtube.com/watch?v=aPS-pONiEG8>

## 8. Monoculturalism, multiculturalism, interculturalism and transculturalism

Reference literature:

RODRIGO-ALSINA, Miquel & MEDINA-BRAVO, Pilar. (2016). A reflection on identities, culture models and power. *Journal of Intercultural Communication*, 40.

## 9. Structures of Power: a Museum

Reference Literature

Bourriaud, Nicolas (2009), *The Radicant*, Sternberg Press. ISBN 978-1-933128-42-9.  
Translated by James Gussen and Lili Porten.

## **Session 10.**

### **Final Session. Discussion about the exhibition and Bourriaud Reading**

#### **Teaching Methods**

The course will be based on seminars, discussions, case study analysis and other activities to achieve a comprehensive understanding of class content.

Students are expected to dedicate out-of-class hours to readings, reflection and research, and come properly prepared for class discussions.

Mandatory readings and exercises will be made available through the class Moodle (Aula Global), as well as other basic class documents and resources.

***(This course plan might be subject to changes in accordance to specific course needs.)***

#### **Evaluation**

This course is taught in English. The teaching forms and methods are built on practices of collaborative learning, including interactive lectures, seminars, exercises and group work. The students are expected to engage in independent reading of literature and participate actively in the exercises and discussions in class.

The final mark is calculated as follows:

- Final work: 55%
- Class participation:
  - Assignments: 30
  - Discussions: 15%

The final work (2000 words) is an individual task. The main evaluation criteria are:

- Originality and relevance of the topic
- Complexity of the data and/or the theoretical discussions
- Clarity and consistence of the text (and other formal aspects)

## **Bibliography and information resources**

BENNETT, Milton, J. (1998). Intercultural communication: A current perspective. In Milton J. Bennett (Ed.), *Basic concepts of intercultural communication: Selected readings*. Yarmouth, ME: Intercultural Press.

BERRY, John W. (1997) Immigration, Acculturation, and Adaptation. *Applied Psychology: An International Review*,46(1), 5-68.

BERRY, John W. et al. (eds.) (2006) *Immigrant youth in cultural transition: acculturation, identity, and adaptation across national contexts*. Mahwah (N.J.): Lawrence Erlbaum Associates

HALL, Edward T. (1959). *The silent language*. New York: Doubleday and Company.

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BROWN, Rupert (1995). Prejuicio. Su psicología social. Madrid: Alianza Editorial.

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RODRIGO-ALSINA, Miquel & MEDINA-BRAVO, Pilar. (2016). A reflection on identities, culture models and power. *Journal of Intercultural Communication*, 40.

BOURRIAUD, Nicolas (2009), *The Radicant*, Sternberg Press. ISBN 978-1-933128-42-9. Translated by James Gussen and Lili Porten.