



## COURSE SYLLABUS

2021/2022 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Intercultural Communication								
1.2. Study Programme	Public Relations Management specialist graduate professional study programme/Experience Management in Tourism specialist graduate professional study programme								
1.3. Course Short Name	INCOM	1.7. Year of Study	1 <sup>st</sup>						
1.4. Course Code	PRM22208/EMT22408	1.8. Semester	2 <sup>nd</sup> /summer						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>20</td> </tr> <tr> <td>Exercise</td> <td>10</td> </tr> </tbody> </table>	Course Type	Total hours	Lecture	20	Exercise	10	1.10. Class Venue and Schedule	Bernays – according to published schedule
Course Type	Total hours								
Lecture	20								
Exercise	10								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Adrian Beljo	2.6. Course Associates	Sofia van der Vegt
2.2. Academic Rank	Mag. educ. philol. angl. et mag. educ. inf.	2.7. Academic Rank	PhD
2.3. Teaching Rank	Viši predavač	2.8. Teaching Rank	Senior lecturer
2.4. Contact e-mail	adrian.beljo@bernays.hr	2.9. Contact e-mail	<a href="mailto:sofia.vdvegt@bernays.com">sofia.vdvegt@bernays.com</a>
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

### 3. COURSE DESCRIPTION

3.1. Course Objectives	Course <i>Intercultural Communication</i> focuses on the importance of culture in our lives, and the ways in which culture interrelates with and affects communication processes.
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	<p>We live in times of rapid globalization in which being able to communicate across cultures is imperative to our ability to function in a diverse workplace, city, and world.</p> <p>This course will take us on a journey. Using our stories and our discussions, this course is designed to increase our sensitivity to other cultures. Just as importantly, this course intends to increase our awareness of our own cultural backgrounds, and the contexts (social, cultural and historical) in which we live and communicate.</p> <p>Is our globally connected world a multicultural Disneyland? Why are stereotypes “nostalgic”, and identity and cultural stories “invisible”? In order to explore these concepts and questions, the journey includes transcultural communication via co-teaching interactive platforms both offline and online.</p>						
<p>3.2. Enrolment Criteria</p>	<p>No special criteria to enrol in course.</p>						
<p>3.3. Learning Outcomes</p>	<p>I1: Explore cultural self-awareness, other culture awareness, and the dynamics that arises in interactions between the two through presentation of a freely chosen case study by students in pairs.</p> <p>I2: Facilitate reflection upon the impact that your own cultural positionality has had in shaping your lifestyle, attitudes, values and behaviours.</p> <p>I3: Explain how communication processes differ among cultures by preparing a three to five pages research paper on a field study or theory of your choice.</p> <p>I4: Explain the concept of culture and other related theories and show an increased awareness and deeper understanding of cultural differences, including instances of both intercultural conflict and intercultural cooperation.</p> <p>I5: Construct the concepts of transcultural appropriation in order to enhance and promote the participation in the intercultural academic environment within the project preliminary platform. (TRICO – transcultural interactive communication online - preliminary project platform).</p>						
<p>3.4. Course Content</p>	<p>Intercultural interaction is hardly a new phenomenon. To operate successfully in today’s increasingly globalized, culturally and ethnically diverse business environment, one needs to be culturally sensitive and culturally competent.</p> <p>The study of intercultural communication tries to answer the question of how people understand one another when they do not share a common cultural experience.</p> <p>This course is designed to help attendees understand their own culture and appreciate and become more sensitive to intercultural differences – all toward the objective of developing skills for more productive personal and professional communication with people from cultures other than their own.</p> <p>This course will provide theoretical, methodological and practical insights into intercultural communication. You will be asked to read challenging texts, engage in class discussions and exercises, reflect on a variety of some real life examples, and think critically about different perspectives.</p> <p>One strong part of this course enables participation and intercultural and transcultural exchange within the project platform, which includes students and staff from the international academic environment.</p>						
<p>3.5. Types of Class Activities</p>	X Lectures	X Exercises		Field Trips	Multimedia and Network	Mentored Paper	
	X Seminars and Workshops		Distance Learning	X Independent Assignments	Laboratory	Misc.	
<p>3.6. Types of Exercises</p>	X Auditory Exercises	X Methodical Exercises		Practicum Exercises	Laboratory Exercises	Experimental Exercises	
		Field Exercises	Proofreading and spoken Exercises	Foreign Language Exercises	Project Exercises	Misc.	



3.7. Course Language	English Language																				
3.8. Student Obligations	<p><u>Attendance and Participation:</u> A significant portion of your grade depends on your attendance and active participation in class. This requirement consists of the following components: attendance and punctuality (5%), keeping up with the readings, active participation in class discussions and participation in group work (10%).</p> <p><u>Oral presentation (case study)</u> of an analysis in which cultural self-awareness and other culture awareness and the dynamics that arise in interactions between the two are presented by students in pairs. It should be a dynamic and well-prepared presentation, in which students in pairs present a case based on their own experiences. (20%)</p> <p><u>Short essay paper</u> (3-5 pages) covering an analysis of how communication processes differ among cultures, by first trying to understand the concept of culture and then choosing a specific communication process in a specific culture other than your own. (30%)</p> <p><u>The final exam</u> will consist primarily of objective, multiple-choice and/or “short essay” type questions – constructed mostly to ensure that you have understood the terms and concepts used in intercultural communication. Essay questions on the exams are designed for students to synthesize and apply material covered throughout the class. (35%)</p>																				
3.9. Monitoring Student Work and ECTS	<table border="1"> <tr> <td>1</td> <td>Class Attendance</td> <td></td> <td>Activities in Class</td> <td>3</td> <td>Written Exam</td> <td></td> <td>Oral Exam</td> <td></td> <td>Preliminary Exam(s)</td> </tr> <tr> <td>1</td> <td>Seminar Paper</td> <td></td> <td>Project</td> <td></td> <td>Exercises</td> <td></td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Activities in Class	3	Written Exam		Oral Exam		Preliminary Exam(s)	1	Seminar Paper		Project		Exercises		Essay		Misc.
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3.10. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance</td> <td>5</td> </tr> <tr> <td>2. Active participation in class discussion and exercises</td> <td>10</td> </tr> <tr> <td>3. Preparing a case study and oral presentation (two students at a time)</td> <td>20</td> </tr> <tr> <td>4. Preparing a short essay paper and/or presenting a practical project</td> <td>30</td> </tr> <tr> <td>5. Final Exam</td> <td>35</td> </tr> <tr> <td><b>Total Points</b></td> <td><b>100</b></td> </tr> </tbody> </table>	Grade Type	Points	1. Class attendance	5	2. Active participation in class discussion and exercises	10	3. Preparing a case study and oral presentation (two students at a time)	20	4. Preparing a short essay paper and/or presenting a practical project	30	5. Final Exam	35	<b>Total Points</b>	<b>100</b>						
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3.11. Obligatory Literature	1. Judith N. Martin, Thomas K. Nakayama (2010). <i>Intercultural Communication in Contexts</i> . New York: McGraw-Hill.																				
3.12. Supplementary Literature	<p>1. Andersen, P. A., Wang, H. (2009). Beyond Language: Nonverbal Communication Across Cultures. U: L. A. Samovar, R. E. Porter, E. R. McDaniel (ur.), <i>Intercultural Communication: A reader (str. 264-281)</i>. Boston: Wadsworth.</p> <p>2. Messner, W. (2013). <i>Intercultural Communication Competence: A Toolkit for Acquiring Effective and Appropriate Intercultural Communication and Collaboration Skills</i>. Bangalore, India: Messner Consulting and Trainig Pvt.</p> <p>3. Sunčana Tuksar (2021). Unutarnji poslovi književnih figura. Poglavlja <i>Nostalgični stereotipi u Irskoj – Irish (IV)</i> i <i>Privilegirani stereotipi u Americi (V)</i>. Pula: Sveučilište Jurja Dobrile.</p>																				
3.13. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires																				