

COURSE: INTERCULTURAL COMMUNICATION

Idioma	English
Nivel de lengua española mínimo requerido	Not required
Horas de instrucción	45h
Créditos	6 ECTS

Course description

In a world that is becoming more and more global over time intercultural communication skills constitute an interesting asset to acquire, being useful in a variety of contexts such as corporate environment or personal life. The aim of this course is to provide our students with knowledge and tools to develop their ability to communicate effectively in increasingly common multi-cultural situations and to overcome the challenges these environments can generate.

Methodology

Each session will consist of a presentation of the topic in lecture format. The students will be asked to participate with their own experiences in case they wish. The classes will be complemented with some practical cases of Intercultural communication in real life. Students will be provided with the power points on each topic with the main concepts, examples, explanations and the suggested readings. Assistance is important to follow the subject successfully.

Assessment

Mid-term exam: 35%

Class activities: 20%

Participation in class: 10%

Final exam: 35%

Syllabus

- Intercultural communication: intersection of language and culture
- Verbal communication
- Para-verbal communication
- Non-verbal communication
- Unconscious Non-verbal communication as a convergence point amongst different cultures
- Cultural identity
- Cultural value patterns: how we analyze both our own and others' behaviors
- Stereotyping and its consequences
- Cultural self-awareness
- Intercultural sensitivity: Ethnocentrism vs cultural relativism
- Cross-cultural psychology
- Intercultural communication competence

- The role of age, gender and socio-economic framework in intercultural communication
- Adapting communication to the situation
- Intercultural communication in the corporate environment
- Intercultural communication in science and health
- Intercultural communication in the education system
- Role of technology in intercultural communication
- Intercultural communication in today's world
- Aspects of Intercultural communication in Spain

Bibliography

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