



## Module:

**English**

## Course:

**Intercultural Communication**

## Professor in charge:

James Chamberlain

## Lecturer:

James Chamberlain / Eileen Küpper / Beate Roggenbuck

## Target Group:

1<sup>st</sup> semesters

## Scope:

2 semester periods per week

## ECTS- Points:

2,0

## Workload:

Class Contact:	22,5 h
Examination preparatory:	10,0 h
Self study/preparatory and follow-up study:	20,0 h
Group Work	7,5 h
Total:	<u>60,0 h</u>

## Objectives:

- Sensitizing students to extent in which cultural differences influence communication;
- Improving students' communicative competence across cultural boundaries

## Contents:

Week	Content	References
1.	An Introduction to Culture and Communication	Robert Gibson: Intercultural Business Communication. Cornelsen, 2004.
2.	Anthropological Approaches to Culture 1	pp 10 - 20
3.	Anthropological Approaches to Culture 2	pp 21 - 31
4.	Ethnographic Exercise	pp 34 - 46
5.	Theory Consolidation 1	pp 46 - 58
6.	Cultural Simulation	pp 58 - 67

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|-----|---------------------------------|--------------|
| 7.  | Theory Consolidation 2          | pp 70 - 77   |
| 8.  | Ethnocentricity and Attribution | pp 77 - 87   |
| 9.  | Presentations Workshop          | pp 88 - 99   |
| 10. | Cultural Encounters             | pp 101 - 113 |
| 11. | Cultural Simulation             | pp 113 - 125 |
| 12. | Student Presentations           |              |
| 13. | Student Presentations           |              |
| 14. | Student Presentations           |              |
| 15. | Conclusion and Evaluation       |              |

## Teaching Methods:

Seminar Discussions, Ethnographic Exercises, Simulations

## Examination:

Cross-cultural journals

Ethnographic exercises

Written work: profile of a selected culture ("Survival Handbook")

## Language:

English 100%

## Planned Case Studies:

## Miscellaneous: