Cross Cultural Communication

Instructor’s Name & Profile
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Course Date & Time
July 22, 23, 24, 29, 30, 31
9:10 a.m. – 12:00 p.m.

Course Objectives:
As globalization, digital and technology enable people, goods, capital, trade to move across the globe, cultural-interactions, culture-clash and cultural-barriers are inevitable. Cross-cultural communication is an indispensable tool that promotes language competence and understanding. Cross/intercultural cultural communication bridges cultural boundaries as well as influence perceptions, preferences, prejudices and ethnocentric logics for greater cultural tolerance and connectivities.

The aim of this course is to provide students with insights and analysis how intercultural barriers impact interactions; how culture-clash/clash of civilizations impede interaction; how cross-cultural communications overcomes culture-clash/barriers.

After completing this course, students will be able to grasp the contours, theories and assumptions culture and intercultural communication; causes and impacts of cultural barriers and tools critical to overcoming intercultural barriers—education, international exchange programs, cultural relations, cultural diplomacy (soft-power), sports and strategic communication.

Course Description
This course will be conducted in English. Teaching format consist of lectures, discussions and analyses. Individual and group-work (oral presentations with PPTs and/or videos). Due to the intensity of the course and time constraints, students won’t have enough time to read all the reading materials. However, students are encouraged to read a few chapters and articles in advance from the listed of readings.
Course Outline & Readings:

I: Course introduction: 22 July, 2019 (Mon.)

Culture, cultural barriers, cross cultural communication. Requires interdisciplinary approach (social sciences/anthrop. Culture studies, linguistics, psychology communication studies; business, diplomacy, global politics and military studies). Concept definitions, social groups, social attributes, thought patterns, interactions; clash of cultures and civilizations; culture effects; overcoming language barriers.

Readings:
___, 2016. “Is China’s soft power strategy working?” (Website)

II: Theories and assumptions: 23 July, 2019 (Tue.)

Clash of civilizations; clash of globalizations/ (“us vs. them”); superiority-inferiority complex.

Readings:

III: Causes of cultural barriers: 24 July, 2019 (Wed.)

—language; ethnocentrism; religion; behavior and beliefs; stereotypes and prejudices…

Readings:

IV: Overcoming cultural barriers: 29 July, 2019 (Mon.)

cultural soft power tools--education; exchange studies program language studies; sports; cultural activities and cross cultural communication…

Readings:

V: Consequences of cultural barriers 30 July, 2019 (Tue.)

(we are what we eat) understanding other culture facilitates cross culture communication and resolves conflicts. Trade is global—effective CCC critical dividend…

Readings:
(Africa, Asia, Europe, Arab world); current trend /(UK-EU exit; US-anti-institutions; Trump factor; West’s inward-looking vs. East’s outreach (China in Africa) geopolitics paradigm shift.

Readings: External links

https://en.wikipedia.org Intercultural communication
https://www.foreignaffairs.com Foreign Affairs
https://www.cambridge.org Middle East Journal of Culture & Communication
https://www.cambridge.org Journal of Modern Africa
https://www.cambridge.org Journal of Asian Studies
https://journals.sagepub.com Journal of European Studies...
https://en.wikipedia.org Communication Review

Course grading format:

Attendance and participation 20%;
Active contribution to discussions 10%;
Individual country-case presentation 10%;
Short-essay paper (6 pages double-spaced) 30%;
Group-work presentation 30%.
The instructor will assign topics and groups.

Reading Materials

See above.

Good luck!
Prof. Kennedy Ondieki