

Intercultural communication

Language: English

Course Description

In fact, students cannot truly master the language until they have also mastered the cultural context in which the language occurs. - Standards for Foreign Language Learning (National Standards, 1999).

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.

Teaching 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.

Assessment Criteria

Mid-term exam: 35%

Class activities: 20%

Participation in class: 10%

Final exam: 35%

Program content

1. Intercultural communication: intersection of language and culture
2. Verbal communication
3. Para-verbal communication
4. Non-verbal communication
5. Unconscious Non-verbal communication as a convergence point amongst different cultures
6. Cultural identity
7. Cultural value patterns: how we analyze both our own and others' behaviors
8. Stereotyping and its consequences
9. Cultural self-awareness
10. Intercultural sensitivity: Ethnocentrism vs cultural relativism
11. Cross-cultural psychology
12. Intercultural communication competence
13. The role of age, gender and socio-economic framework in intercultural communication
14. Adapting communication to the situation
15. Intercultural communication in the corporate environment
16. Intercultural communication in science and health
17. Intercultural communication in the education system
18. Role of technology in intercultural communication
19. Intercultural communication in today's world
20. Aspects of Intercultural communication in Spain

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