



FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Intercultural communication
Código	E000010711
Nivel	Intercambio
Cuatrimestre	Semestral
Créditos	6,0 ECTS
Carácter	Optativa
Departamento / Área	Departamento de Relaciones Internacionales
Responsable	Birgit Strotmann
Horario	Lunes y Martes 8:30-10:20
Horario de tutorías	Martes 10:30 - 11:30 y previa cita
Descriptor	<p>This subject aims to develop intercultural communication skills, using a sociolinguistic and anthropological approach. Course content is provided from a critical, comparative and eminently practical point of view to introduce students to intercultural communication by means of simulations, critical incidents, and student research. Activities will be contextualised with reference to recent literature in the field. Expected learning outcomes: 1. Students will be able to identify, analyse and participate in intercultural communication processes in a variety of contexts. 2. Students will become familiar with major concepts and theories of intercultural communication. 3. Students will compare the role of historical, political, and religious factors in creating cultural stereotypes and conflicts. 4. Students will improve their ability to work in intercultural teams. 5. Students will develop an attitude of open-mindedness and self-critical reflection.</p>

Datos del profesorado	
Profesor	
Nombre	Birgit Strotmann
Departamento / Área	Departamento de Traducción e Interpretación y Comunicación Multilingüe
Despacho	<p>Campus Cantoblanco Universidad Pontificia de Comillas, 3-5 28049 Madrid Edificio B, Despacho D-227 Tel. +34 91 734 39 50 Ext. 2609</p>
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
<p>En nuestro mundo globalizado, la competencia intercultural es imprescindible tanto para el ejercicio profesional en un entorno internacional como para comunicar de forma eficaz a públicos culturalmente diversos. Por ello, se abordarán los diferentes problemas que</p>



se plantean en la comunicación entre interlocutores pertenecientes a culturas diferentes, y se desarrollará la competencia intercultural en los diferentes ámbitos profesionales del perfil del egresado que le permita desenvolverse adecuadamente en diferentes situaciones de comunicación intercultural. El alumno comprenderá la diversidad cultural y social como un fenómeno humano y como una fuente de riqueza, mostrando interés por el conocimiento de otras culturas, propiciando contextos relacionales inclusivos ante la diversidad y respetando la diversidad cultural. Aprenderá a observar la cultura extranjera desde su propia cultura, estableciendo comparaciones y adoptando una distancia que le permita desempeñar una función de mediador entre ambas. Desarrollará estrategias para relacionarse y comunicar de forma efectiva en entornos interculturales.

Competencias - Objetivos

Competencias

General skills		
CG1	Ability to think analytically, synthetically and critically in the context of international communication.	
	RA1	<i>Describes, relates and interprets situations and approaches.</i>
	RA2	<i>Selects the most significant elements and their relationships in complex texts.</i>
	RA3	<i>Identify information gaps and establish relationships with external factors.</i>
CG2	Ability to apply the knowledge of communication in international environments.	
	RA1	<i>Can determine the scope and practical utility of theoretical notions.</i>
	RA2	<i>Can correctly identify the knowledge applicable in a given context.</i>
	RA3	<i>Can relate factual knowledge with different professional practices.</i>
	RA4	<i>Can solve real-life practical cases.</i>
CG4	Ability to communicate in writing and speaking in four languages.	
	RA1	<i>Can express ideas in a structured, intelligible and convincing way.</i>
	RA2	<i>Can present ideas in front of groups with ease and assurance.</i>
CG6	Ability to think and strategically manage in the context of international communication.	
	RA1	<i>Reflects on the best strategies applicable to each situation.</i>
	RA2	<i>Manages diverse situations dynamically and identifies the knowledge and skills applicable in each case.</i>



	RA3	<i>Identifies and adequately defines the problem and its possible causes, before its effect becomes evident.</i>
	RA4	<i>Suggests possible solutions and designs an action plan for their application.</i>
CG8	Information management skills.	
	RA1	<i>Can retrieve and analyse information from various sources.</i>
	RA2	<i>Displays documentary search strategies.</i>
	RA3	<i>Quotes ad references sources correctly.</i>
	RA4	<i>Incorporates source information into own speech.</i>
	RA5	<i>Handles relevant databases.</i>
CG9	Critical and self-critical capacity.	
	RA1	<i>Can analyse own behaviour looking to improve.</i>
	RA2	<i>Accepts constructive criticism of own actions.</i>
	RA3	<i>Identifies incoherence, missing information and problems inherent in a given situation.</i>
CG14	Ability to apply interpersonal skills in professional communication.	
	RA4	<i>Is capable of depersonalizing ideas in group work to achieve goal.</i>
CG20	Capacity for ethical commitment in professional development.	
	RA5	<i>Considers the consequences that a given activity or behaviour may have for others.</i>
Specific skills		
CE3	Understands and analyzes facts and problems related to communication from a "global" perspective (multicultural, multilingual and transnational).	
	RA3	<i>Is aware of cultural differences in the world.</i>
	RA4	<i>Is aware of and analyzes different cultural conventions, social norms and is able to interact in intercultural contexts.</i>
	RA5	<i>Detects and analyzes different forms of idiomatic expression related to different ways of thinking and</i>



		<i>organizing ideas related to the world languages studied.</i>
	RA6	<i>Can understand and analyze the extent to which cultural and social globalization structurally affect his/her profession.</i>
CE16	Understands and values the importance of communication for interpersonal relationships (verbal and non-verbal communication).	
	RA1	<i>Can distinguish between verbal and non-verbal communication and is aware of its impact on interpersonal relations.</i>
	RA2	<i>Can use verbal and non-verbal resources to maintain adequate and effective interpersonal communication.</i>
	RA3	<i>Can interpret nonverbal language and react and respond appropriately in interpersonal relationships.</i>
	RA4	<i>Can adequately adapt language, gestures, posture, movements and voice to different communicative situations in interpersonal relationships.</i>
CE17	Knows and applies the basic parameters of intercultural communication in professional practice.	
	RA1	<i>Knows and applies the basic parameters of intercultural communication.</i>
	RA2	<i>Has developed strategies to relate and communicate effectively in intercultural environments.</i>
	RA3	<i>Recognizes different cultural contexts and uses appropriate language.</i>
	RA4	<i>Detects and analyzes different forms of idiomatic expression related to different ways of thinking and organizing ideas.</i>

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

Theme 1: Cultura e identidad / Culture and Identity

Topic 2: Los valores culturales y la identidad / Cultural values and identities

- Intercultural fair
- Individual and collective identities
- Lewis Morgan's pyramid of human development
- Geert Hofstede's pyramid of human uniqueness
- Identity development and identity negotiation

Topic 3: Lengua y cultura / Language and culture

- Language, thought and behaviour



- Nativism versus constructivism
- The Sapir-Whorf hypothesis
- Euphemism and taboo
- The issue of swearwords

Topic 4: Valores y comportamientos / Value orientations and behaviour

- Brief historical overview of intercultural communication research
- Important models of cultural dimensions and taxonomies

Topic 1: Introducción a la Comunicación Intercultural

- Definitions of culture
- The culture iceberg
- Approaches to intercultural communication
- Models of intercultural communicative competence

Theme 2: Comunicación intercultural / Intercultural communication

Topic 5: Estilos de comunicación verbal / Verbal communication styles

- Language rules and language functions
- Variations in communication styles
- Gender differences in communication
- Language barriers in translation and interpreting

Topic 6: Estilos de comunicación no verbal / Non-Verbal Communication styles

- Universal expressions
- Definitions and approaches to NVC
- Signs and symbols
- Categories of NVC
- Some research into NVC

Topic 7: La comunicación intercultural en contexto / Intercultural communication in context

- Business
- Health Care
- Education
- Media

Theme 3: Las relaciones interculturales / Intercultural relations

Topic 8: Patrones de adaptación intercultural / Intercultural adjustment patterns

- Approaches to intercultural adaptation (macro/meso/micro)
- Bennett's intercultural sensitivity model
- Types and history of migration
- Migration and acculturation
- Acculturation models



Topic 9: El conflicto intercultural / Intercultural conflict

- Types of intercultural conflict
- Conflict stages
- Conflict management

Topic 10: La percepción del "yo" y del "otro" / The perception of self and others

- Perception and categorization
- Identity negotiation
- Intergroup threat and intergroup bias
- The influence of culture on perception: Stereotype, prejudice, racism, discrimination

Topic 11: La Comunicación Intercultural y la globalización / Intercultural Communication and Globalisation

- Globalization and cultural change
- Business
- Politics
- Culture
- Communication

Topic 12: Aspectos éticos de la comunicación intercultural / The ethics of intercultural communication

- Descriptive, normative, meta-ethical and constructivist approaches
- Universalism versus particularism
- Global versus local practice
- Global social justice and peace-building

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

The subject Intercultural Communication consists of 6 ECTS that are divided into face-to-face sessions, synchronous online sessions and diverse autonomous learning activities. In the weekly sessions the student is required to participate actively to develop the different competences of the subject and ensure comprehension of theories and concepts from a practical and applied perspective.

This course will combine synchronous and asynchronous learning. Social distancing will be kept in the classroom, as well as all health and safety measures indicated by the relevant authorities.

Metodología Presencial: Actividades

Lectures

Pair and group activities

Student teaching



Debates

Gamified activities

Metodología No presencial: Actividades

Intercultural diary

Forum posts

Film review

Autonomous study

Online tests

RESUMEN HORAS DE TRABAJO DEL ALUMNO

In-class learning: 60 hours

- Theory: 20
- Practice: 20
- Guided activities: 15
- Assessment: 5

Autonomous learning: 90 hours

- Self-study: 50
- Group work: 30
- Revision 10

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Assessment Activities	Criterion	Weighting
Participatory activities	Quality and number of submissions	10%
Cultural identity post	Relevance (reflection connects class content to individual experience) Coherence (clear logical relation between ideas, supported by evidence)	7.5%
Field or research study	Research (rich content, supporting sources,	7.5%



	reliable evidence, logical conclusions) Critical Awareness (objectivity, contrasting information, point of view, contextualization)	
Website/Film review	Relevance (clearly relates website/film to some of the class content) Depth (demonstration of critical awareness and mental processing of the class information)	7.5%
Intercultural diary	Depth (demonstration of critical awareness and mental processing of the class information) Originality (Class content is related to relevant contributions from own experience and additional reading) - no assessment without minimum word count of 1,000 -	7.5%
Online test of knowledge 1	numerical	5%
Online test of knowledge 2	numerical	5%
Student-led class session	Interaction (all students participate equally, time for questions is allowed, monitoring) Quality of information (reliability of sources, concise but relevant information, appropriate and attractive learning materials) Preparation (punctuality, smooth and coordinated delivery, materials and room are prepared in advance) Learning outcomes (checking understanding during and after session)	10%
Final examination	numerical	40%

Calificaciones

IMPORTANT ASSESSMENT INFORMATION

- The following behaviours are considered serious **academic misdemeanours** and can lead to sanctions including the loss of the right to be evaluated in the subject or ultimately the expulsion from university: the plagiarism of previously published materials, copying in your exam or other evaluated activities, or not respecting the rules of acceptable behaviour.

- **Class attendance** is compulsory and missing more than 30% of the sessions will automatically exclude you from taking the final exam and being evaluated in this subject in both the first and second examination period (article 93.1 of the General Regulations).
– This norm is suspended until further notice, depending on the development of the COVID19 situation. –
- Please note if you fail your class you have **the right to resit** your exam and/or resubmit failed assignments (with the exception of the 10% participation tasks) in the official resit period, which tends to be June/July. If you wish to do so, you must request this in writing.

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

Students are not required to acquire a specific textbook. Compulsory readings will be available online or provided by the instructor.

Bibliografía Complementaria

Bennett, M.J. (1998). *Basic Concepts of Intercultural Communications*. Boston and London: Intercultural Press. ISBN 978-0-98395-584-9.

Corbett, J. (2010). *Intercultural Language Activities*. Cambridge: Cambridge University Press. ISBN 978-0-521-74188-0.

Dignen, B. & Chamberlain, J. (2009). *Fifty Ways to Improve Your Intercultural Skills*. London: Summertown Publishing. ISBN 978-1-902741-85-7

Holliday, A., Hyde, M., & Kullman, J. (2010). *Intercultural Communication: An advanced resource book for students*. Oxon: Routledge. ISBN 978-0-415-48942-3.

Jandt, F.E. (2010), *An Introduction to Intercultural Communication: Identities in a global community*. Thousand Oaks, London, New Delhi, Singapore: Sage. ISBN 978-1-4129-7010-5

Liu, S.; Volcic, Z. & Gallois, C. (2015). *Introducing intercultural communication: Global cultures and contexts*. Los Angeles [etc.]: Sage.

Meyer, Erin (2015). *The Culture Map: Decoding How People Think, Lead, and Get Things Done Across Cultures*. US: Public Affairs TM. ISBN 978-1-61039-276-1.

Neuliep, J. W. (2015). *Intercultural communication: A contextual approach* (6th ed.). Los Angeles, CA: Sage.

Piller, I. (2011). *Intercultural Communication: A Critical Introduction*. Edinburgh: Edinburgh University Press.

Schmidt, P.L. (2007). *In Search of Intercultural Understanding: A practical guidebook for living and working across cultures*. Vienna: Meridian World Press. ISBN 978-0-9685293-1-7

Shu, H. (2011, ed.). *The Language and Intercultural Communication Reader*. Oxon: Routledge. ISBN 978-0-415-54913-4

Sorrells, K. (2022). *Intercultural Communication: Globalization and Social Justice*. Thousand Oaks: Sage.

Ting-Toomey, S. & Dorjee, T. (2018) *Communicating Across Cultures*. NY/London: Guildford Press.

Utle, D. (2004). *Intercultural Resource Pack*. Cambridge: Cambridge University Press.



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Online resources:

Moodle campus of the subject

Hofstede Insights at <https://www.hofstede-insights.com/>

Liu et al. (2019) online materials: <https://study.sagepub.com/liu3e>

Neuliep (2015) online materials: <http://edge.sagepub.com/neuliep7e> and <https://edge.sagepub.com/neuliep8e>