

Module code	AN-3309		
Module Title	Intercultural Communication		
Degree/Diploma	Bachelor of Arts		
Type of Module	Major Option/Breadth		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims This module critically examines the idea of intercultural communicative competence and how successful intercultural communication can be analysed and achieved. Several way of analysing intercultural communication will be used including discourse analysis, critical incidents, and the analysis of models of intercultural competence in various fields including language education and diplomacy training. Through such critical examination, students will develop an understanding of how “culture” influences many aspects of successful communication in multicultural and multilingual societies. Students will analyse the skills, knowledge and attitudes which combine in the development of intercultural communicative competence and discuss the current trends and thoughts in the field, based on the relevant literature.			
Learning Outcomes: <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	Understand the history and theoretical frameworks of intercultural communicative competence.	
Middle order :	30%	Apply knowledge through the analysis discourse, critical incidents and models of intercultural communication.	
Higher order:	40%	Communicate ideas and argue relevance of opinion during TBL discussion, show an awareness of the way language and culture merge in communicative encounters, and how successful communication is subjective and dependent on changing and contexts and criteria, according to speakers and interlocutors.	
Module Contents 1) Concepts and application of intercultural communication theories. 2) Concepts and application of intercultural communication analysis and research methods. 3) Explanation and application of concepts to different critical incidents. 4) Apply communication strategies to intercultural conflict scenarios.			
Assessment	Formative assessment	Weekly assessment including content quizzes and feedback	
	Summative assessment	Examination: 40% Coursework: 60% - 1 oral presentation - 30% - 1 written assignment - 30%	