

Module Code:	:	AC-3302		
Module Title:	:	Cross-cultural Communication		
Programme	:	Bachelor of Arts		
Type of Module	:	Major Option/Breadth		
Modular Credits 4	:	Student Workload: 8 – 10 hours per week Contact Hours: 2 hours per week		
Prerequisite	:	None		
Anti-requisite	:	None		
Aims : This module critically examines the notion of culture and the idea of crossing boundaries between geographies, gender, race, cultural and social discourses. With the increasing hyper-awareness of media to issues such as terrorism, racial assimilation, and global depression, cross-cultural communication is threatening to collapse under the weight of power struggles, war, inequality and discrimination. It is the aim of this module to bring students back into the battleground of cultural hybridity, diversity and pluralism and to introduce to students the hidden mosaic of identities and social relationships. Students will also learn the <i>practice</i> of cross-cultural communication by learning several skill sets such as ethnography and discourse analysis to probe deeper into the delicate framework of cultural boundaries. This module will enrich student’s understanding, tolerance, and knowledge of socio-cultural differences; it will challenge their ideological commonsense and prejudices so as to be better prepared for a global and international working environment.				
Module Content : <ul style="list-style-type: none"> • What is (Cross)-(Cultural) Communication? • Diversity versus Singularity, Pluralism versus Assimilation, Melting Pot versus the Salad Bowl • Discipline and Punish: Power and Hegemony • Gendered Identities • Multiculturalism: American History X • Orientalism and Exoticisation: Memoirs of a Geisha • Diaspora: Bend it Like Beckham • Cross-cultural Ethnography • Cross-cultural Language and Discourse Analysis • Cross-cultural Non-verbal communication • Cross-cultural Management • Global Cultures and the Web • The End of Multiculturalism and Cross-Cultural Discourse? 				
Assessment :	Examination : 2 hours 3 essays	40%	Coursework : Group Project Cross-cultural analysis essay Individual Presentation	60% 30% 20% 10%
Textbook(s)/References : Berendt, E. A. (2008). <i>Metaphors for learning: Cross-cultural perspectives</i> . Amsterdam: John Benjamins B. V. Novinger, T. (2001). <i>Intercultural communication: A practical guide</i> . Texas: University of Texas Press. Saville-Troike, M. (2003). <i>The Ethnography of Communication: An Introduction</i> . 3 rd Edition. Malden, MA: Blackwell. Scollon, R., & Scollon, S. B. K. (2001). <i>Intercultural communication: a discourse approach</i> . Malden: Blackwell Publishing.				

Wierzbicka, A. (2003). *Cross-cultural pragmatics: the semantics of human interaction*. Berlin:
Walter de Gruyter GmbH & Co. KG