

## Syllabus

### Cross Cultural Communication

Speech 624/424 – 01, 02, and 03

UW-Whitewater	Spring 2007	3 Credits	MW 2:15-3:30 p.m. Lecture: Heide 101
John Luecke	Sec 1: Heide 113	Office: Heide 465 262-472-1063 lueckej@uww.edu	Office Hours MWF: 9:45 – 10:45 a.m. MWF 12:00 – 2:00 p.m. By appointment
Barbara Penington	Sec 2: Heide 314	Office: Heide 459 262-472-1983 peningt@uww.edu	Office Hours MW: 11:00 – 12:00 TTH 12:30 – 2:00 T: 5:00 – 6:00 By appointment
Sue Wildermuth	Sec 3: Heide 116	Office Heide 453 262-472-5064 wilderm@uww.edu	Office Hours MW 10:00 – 11:30 T: 4:00 – 6:00 By appointment

### Course Description

Study of cross cultural contacts and interactions when individuals are from different cultures. An analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers.

Please note: This course fulfills the University's General Education Social Science and Diversity requirements. It also satisfies the international requirement in the College of Business and Economics, and the Wisconsin Department of Public Instruction requirement for human relations for teachers.

### Course Objectives

Upon successful completion of this course, you should be able to:

1. Define major terms and concepts related to cross-cultural communication,
2. Identify factors that can influence the cross-cultural communication process,
3. Discuss major theories of intercultural and cross-cultural communication,

4. Discuss specific world views, verbal and nonverbal patterns of communication within selected international and domestic cultures,
5. Apply theories of cross-cultural communication in order to verify symptoms and causes of unsuccessful cross-cultural communication, and
6. Apply communication skills in participating in cross-cultural communication in order to enhance success in face-to-face, cross-cultural interactions.

### **Texts**

Samovar, L. A. & Porter, R. E. (2003). *Intercultural Communication: A Reader*. (10th Ed.). Belmont, CA.: Wadsworth.

Other readings will be placed on electronic reserve at the library.

Recommended: APA Manual (5<sup>th</sup> Ed.) Also known as the Publication Manual of the American Psychological Association.

### **Class Format**

Lectures will generally be held on Wednesdays in Heide 101, responsibilities will be shared by Barb Penington, [peningt@uww.edu](mailto:peningt@uww.edu), Sue Wildermuth, [wilderms@uww.edu](mailto:wilderms@uww.edu), and John Luecke, [lueckej@uww.edu](mailto:lueckej@uww.edu), all members of the Communication Department. We will hold discussions on Mondays in Heide Hall. Check the dates and locations on the syllabus for specific room assignments and exceptions to the regularly scheduled classes.

### **Class Attendance**

This is a senior-level course and we expect to see you on a regular basis. Much of the material presented in lecture is only available from lecture, and class discussion will provide additional insights into how the assignments can be successfully completed. Some of the classes may include group activities, video segments, guest speakers, etc., that will be impossible to make up.

**Attendance will be taken in lecture and discussion and 10 points will be deducted for every unexcused absence.** For an absence to be considered "excused" you must inform your instructor prior to class. Excused absences include participation in a university-sanctioned event, the death of a family member, incapacitating illness and natural disaster. We may require written verification to support your excuse. Anyone missing their pre-departure briefing team presentation due to an unexcused absence will automatically lose 100 points.

### **Outside Preparation**

Plan on spending between 6 and 9 hours a week outside of class. You will need this time to read the text, take quizzes, write research papers, prepare team projects, and study for exams.

## **Desire2Learn**

This course is supported by Desire2Learn. Use the link on the UW-W homepage to access D2L. Once there, you'll need to use your UW-W Net ID and password. D2L will only operate with your UW-W e-mail address, so check your university e-mail regularly. We recommend taking on-line quizzes on campus. Connections to D2L through off-campus access, including Wi-Fi, may be problematic.

## **Written Work**

All written work must be word-processed, double-spaced on 8-1/2 x 11 paper. Use 12 point Times New Roman for all body copy. This includes work submitted for extra credit via the D2L drop box. Please keep a backup copy of your work.

**All written work is due at 2:15 p.m. on the assigned date.** Assignments received after the beginning of class, but before noon on the day of the next regularly scheduled class will be considered late and will be penalized 20 percent of the earned points. Assignments will not be accepted after noon on the day of the next regularly scheduled class. We expect you to use the English language correctly and produce written work that is free of typos, incorrect spellings, grammatical problems, and other stylistic errors, etc.

## **Oral Reports and Presentations**

All oral reports and presentations should follow good presentational practices in terms of content, structure, and delivery.

## **On-Line Reading Quizzes**

During the semester 10 on-line, open-book quizzes will be given via D2L. The quizzes will cover the assigned readings, and will be available between Saturday at 8:00 a.m. and Wednesday at 1:00 p.m. Quizzes are open book and will be limited to 20 minutes.

## **Returned Work**

We will make every effort to promptly return work to you. Most short assignments will be returned during the following class. Longer assignments typically take one or two weeks. We will only return assignments to their authors. If you are not in class when the assignment is returned, please pick it up during my office hours.

## **Cross Cultural Travel Study Practicum**

By completing Cross Cultural Communication you will meet the prerequisite for the Cross Cultural Travel Study Practicum, Speech/Journalism 291/491/691. This three-week course is scheduled for late May through early June, and focuses on a specific country or group of countries. A series of pre-departure seminars are held during the Spring

semester. The Communication Department also offers semester-long study abroad programs through universities in Australia, Ireland, and Finland.

### **Special Needs**

Any students with special needs should contact us promptly so we can make arrangements to accommodate your needs. For example, students needing additional time for quizzes and exams should see us immediately.

### **Cell phones, pagers, MP3 players, text messaging, etc.**

Turn them off and put them out of sight!

### **University Policies**

The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Misconduct, Religious Beliefs Accommodation, discrimination and Absence for University Sponsored Events. (For details please refer to the Undergraduate and Graduate Timetables, the "Rights and Responsibilities" section of the Undergraduate Bulletin; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Bulletin; and the "Student Academic Disciplinary Procedures" [UWS chapter 14]; and the "Student Nonacademic Disciplinary Procedures" [UWS Chapter 17]).

### **Assignments**

Additional information about each assignment is posted on D2L along with a score sheet outlining the criteria we will use to evaluate your work. Please use the score sheet as the cover page for each assignment.

**Cultural Identity Paper** – A 3-4 page paper in which you explore your own cultural identity, and how it has affected your life and your communication with others. This assignment will require you to integrate your personal reflection with course concepts, theories and readings.

**Experiential Paper** – A 4-5 page paper in which you analyze, through use of course concepts and readings, your experience of being in a “new” cultural setting or interviewing someone from a culture different from your own.

**Cross-Cultural Potluck** – An 8 – 10 minute team presentation on a national culture or co-culture that we will not be studying in class. This presentation may focus on food, music, holidays, cultural artifacts or suggestions for communicating with people of this culture. Your presentation will need to relate these cultural artifacts to the concepts and theories we have discussed in the class.

**Pre-departure Briefing Team Project** – A 20 to 25-minute presentation in which your team will brief a hypothetical person or persons who will be moving into another culture. This presentation will require your team to demonstrate a comprehensive understanding of the concepts and theories discussed in this class, and the ability to apply them to a specific intercultural situation. Part of your grade for this assignment will be determined through a peer evaluation exercise.

**Midterm Exam** – This exam will cover readings, discussions, and lectures for the first half of the course, and will use multiple choice questions.

### **Cumulative Final Exam OR Research Paper**

The **cumulative final exam** will be a multiple choice exam that will cover all of the readings, discussions, and lectures from the course.

The **research paper** should be 8-10 pages, plus bibliography, and will require a minimum of 8 outside sources. Two paper options are available. See D2L for specific research paper requirements.

### **Extra Credit**

Up to 100 points may be available in extra credit. Extra credit points can be earned by attending specific intercultural events and writing brief reflective papers. These will be announced as the semester progresses.

### **Graduate Student Requirements**

Graduate students must meet all of the undergraduate requirements and complete three additional requirements to demonstrate the unique expectations this university holds for graduate students in the areas of increased emphasis on course content, intensity, and self-direction. These requirements are as follows: First, graduate students will need to produce an annotated bibliography of at least 30 items on a topic related to cross-cultural communication; second, give a half hour class presentation on a topic developed in consultation with the instructor, or write two in-depth analyses of journal articles dealing with an aspect of cross cultural communication; finally, they are required write a research paper and to extend it to 12 – 15 pages, APA Style must be used, and a bibliography of at least 12 outside sources is required. The topic should be discussed with the instructor and additional meetings with the instructor are encouraged.

## Course Grading Policy

Grades are assigned on the basis of accumulation of points. You are encouraged to keep track of the points you have accumulated. Grades will also be posted on D2L. Your scores for Extra Credit and Attendance will be posted as a cumulative score. Here are the points for various assignments:

Assignments	Available Points	Earned Points
Cultural Identity Paper	75	
Cultural Potluck Presentation	75	
Pre-departure Briefing		
Presentation	125	
Binder	75	
Peer Evaluation	50	
Experiential Exercise	100	
Quizzes	100	
Midterm Exam	200	
Research Paper OR Cumulative Final Exam	200	
Extra credit	100	
Attendance (-10/absence)	0	
Total Points	1,100	

The following table is used to determine letter grades for **undergraduates**:

A	90% and above	900 - 1,000
B	80% - 89%	800 -- 899
C	70% - 79%	700 -- 799
D	60% - 69%	600 -- 699
F	59% and below	599 and below

**Additional Graduate Student Requirements:**

<b>Additional Grad Student Assignments</b>	<b>Available Points</b>	<b>Earned Points</b>
Annotated Bibliography	200	
Class Presentation or journal article analyses	200	
<b>Total Points</b>	<b>1,500</b>	

The following table is used to determine letter grades for **graduate students**:

A	93% and above	1,302 – 1,400
AB	87% - 92%	1,218 – 1,301
B	81% - 86%	1,134 – 1,217
BC	75% - 80%	1,050 – 1,132
C	70% - 74%	980 – 1,049
D	60% - 69%	840 – 979
F	59% and below	599 and below

We reserve the right to lower all or part of these grading scales.

## Course Outline

Day	Date	Modules	Room	Assignment
M	01-22	Introduction to course What is culture?	Dis	Review syllabus and visit D2L site
W	01-24	Why study Cross Cultural Communication?  <b>Sue</b>	Lec: HE 101	1.1 Samovar & Porter, <i>Understanding intercultural communication</i> , in Samovar & Porter, pp. 6-17.  1.2 Martin & Nakayama, <i>Identity and intercultural communication</i> , pp. 67-94, (on reserve).
M	01-29	Cultural identity	Dis	<u>Assign Cultural Identity paper</u>
W	01-31	Perception and world view  <b>Barb</b>	Lec: HE 101	2.1 Chen & Starosta: Chapter 3, <i>Cultural perception and values</i> (on reserve: Part 1)  2.2 Ishii, Klopff, & Cooke, <i>Our Locus in the universe: Worldview and intercultural communication</i> , in Samovar & Porter, pp. 28-35.  On-line <b>Reading Quiz 1</b> due by 1:00 p.m. on readings 1.1, 1.2, 2.1, and 2.2.
M	02-05	Perception, Stereotypes, Prejudices	Dis	
W	02-07	Cultural Taxonomies: Kluckhohn & Strodebeck, and Hofstede  <b>John</b>	Lec: HE 101	3.1 Samovar & Porter, (2001). <i>Communication between cultures</i> , pp. 52-88. (on reserve).  On-line <b>Reading Quiz 2</b> due by 1:00 p.m. on readings 3.1 and 3.2.

M	02-12	Cultural Taxonomies: Hall	Dis	<p><b>Cultural Identity Paper due</b></p> <p>3.2 Hall, <i>Monochronic and polychronic time</i>, in Samovar &amp; Porter, pp. 262-268.</p>
W	02-14	Artifacts, narratives and rituals  <b>Sue</b>	Lec: HE 101	<p>On-line <b>Reading Quiz 3</b> due by 1:00 p.m. on readings 4.1, 4.2 and 4.3.</p> <p>4.1 Hall, <i>Narratives and rituals</i>, pp. 71-93, (on reserve).</p>
M	02-19	Communication in Africa	Dis	<p>4.2 Van der Veur, <i>Africa: Communication and cultural patterns</i>, in Samovar &amp; Porter, pp. 78-86.</p> <p>4.3 Snow &amp; Samovar, <i>Cultural patterns of the Maasai</i>, pp. 90-98. (on reserve).</p> <p><u>Assign Cultural Potluck</u></p>
W	02-21	Verbal communication  <b>Barb</b>	Lec: HE 101	<p>On-line <b>Reading Quiz 4</b> due by 1:00 p.m. on readings 5.1, 5.2, and 5.3.</p> <p>5.1 Lustig &amp; Koester, <i>Verbal interaction communication</i> (Chapter 7), pp. 174-207. (on reserve).</p> <p>5.2 Ellis &amp; Maoz, <i>Dialogue and cultural communication codes Between Israeli-Jews and Palestinians</i>, in Samovar &amp; Porter, pp. 223-230.</p>
M	02-26	Nonverbal communication	Dis	<p>5.3 Anderson, <i>In different dimensions: Nonverbal communication and culture</i>, in Samovar &amp; Porter, pp. 239-252.</p>

W	02-28	Sojourning and Culture Shock  <b>John</b>	Lec: HE 101	On-line <b>Reading Quiz 5</b> due by 1:00 p.m. on readings 6.1 and 6.2.  6.1 Pedersen, (1995). <i>The five stages of culture shock</i> , pp. 1-13. (on reserve).  6.2 Bennett, <i>Towards ethnorelativism: A developmental model of intercultural sensitivity</i> , in Paige, <i>Education for the Intercultural Experience</i> , pp. 21-71 (on reserve).
M	03-05	Sojourning and Culture Shock	Dis	<u>Assign Research Papers</u>
W	03-07	Cross-Cultural Potluck Presentations	Dis	<b>Cross-Cultural Potluck Presentations due</b>
M	03-12	Communication Department Study Day		<b>No class meetings</b>
W	03-14	Communicating in Asia and Face theory  <b>Barb</b>	Lec: HE 101	On-line <b>Reading Quiz 6</b> due by 1:00 p.m. on readings 7.1, 7.2 and 7.3.  7.1 Robinson, <i>Communication in Korea: Playing things by eye</i> , in Samovar & Porter, pp. 57-64.  7.2 McDaniel, <i>Japanese nonverbal communication: A reflection of culture</i> , in Samovar & Porter, pp. 253-261.  7.3 Wenshan, Jia, <i>The Chinese conceptualizations of face: Emotions, communication and personhood</i> in Samovar & Porter, pp. 48-56.

M	03-19	Midterm Exam	HE 101	
W	03-21	Communicating in the Middle East  <b>John</b>	Dis	On-line <b>Reading Quiz 7</b> due by 1:00 p.m. on readings 8.1, 8.2, 8.3., 8.4 and 8.5.  8.1 Begley, <i>Communication with Egyptians</i> , in Samovar & Porter, pp. 87-93.  8.2 Nydell, <i>Understanding Arabs</i> , pp. 113-124. (on reserve).  8.3 Hall, <i>Proxemics in the Arab world</i> , pp. 611-617. (on reserve).
F	03-23	Research Paper Proposal		<b>Research Paper Proposal due at noon in the dropbox</b>
	03-24 to 04-01	Spring Break		
M	04-02	Communicating in India	Lec: HE 101	8.4 Jain & Kussma, <i>Dominant cultural patterns of Hindus in India</i> , pp. 89-97. (on reserve).  8.5 Gopalan, & Stahl, <i>Application of American management theories and practices to the Indian business environment</i> , pp. 286-297. (on reserve).
W	04-04	Interethnic and Co-cultural Relationships  <b>John</b>	Lec: HE 101	On-line <b>Reading Quiz 8</b> due by 1:00 p.m. on readings 9.1 and 9.2., 10.1 and 10.2.  9.1 Jansen, <i>Five paradigms of ethnic relations</i> , in Samovar & Porter, pp. 36-42.  9.2 Kim, <i>Unum and Pluribus: Ideological underpinnings of internethnic communication in</i>

				<i>the United States</i> , in Samovar & Porter, pp. 108-119.
M	04-09	Communicating with African Americans  <b>Sue</b>	Dis	<b>Experiential Paper due</b>  10.1 Hacker, <i>Being Black in America</i> , (on reserve).  10.2 Henderson, <i>Our Souls to Keep</i> , pp. 45- 77. (on reserve).
W	04-11	Communicating with Latinos  <b>John</b>	Lec: HE 101	On-line <b>Reading Quiz 9</b> due by 1:00 p.m. on readings 11.1, 11.2, 12.1 and 12.2.  11.1 Albert, <i>Latinos in the United States: Diversity, cultural patterns and misperceptions</i> , in Sitaram and Prosser, <i>Civil Discourse</i> , pp. 157-175. (on reserve).  11.2 Chong, N. & Baez, F., <i>Latino Culture</i> , pp. 47-67. (on reserve).
M	04-16	Communicating with Hmong Americans  <b>Barb</b>	Dis	12.1 Shuter, <i>The Hmong of Laos</i> , in Samovar & Porter (6 <sup>th</sup> edition), pp. 270-276. (on reserve).  12.2 Fadiman, <i>The Spirit Catches You And You Fall Down</i> , pp. 60-77. (on reserve).
W	04-18	Communicating with the disabled    Communicating with gays and lesbians  <b>Barb</b>	Lec: HE 101	On-line <b>Reading Quiz 10</b> due by 1:00 p.m. on readings 13.1, 13.2, 14.1 and 14.2.  13.1 Braithwaite & Braithwaite, “Which is my good leg?”: <i>Cultural communication of persons with disabilities</i> , in Samovar & Porter, pp. 165-176.

				13.2 Eadie, <i>In Plain Sight: Gay and Lesbian Communication and Culture</i> , In Samovar & Porter (11 <sup>th</sup> ed.), pp. 198-208. (on reserve)
M	04-23	Communicating with Native Americans  Course Evaluations	Dis	<b>Research Paper due</b>  14.1 Garrett & Wilbur, <i>Does the worm live in the ground?</i> in Samovar & Porter, pp. 131-137.  14.2 King, <i>Cultural differences and perceptions of sports mascots</i> , pp. 249-256. (on reserve).
W	04-25	Instructor meetings with groups	Dis	
M	04-30	Instructor meetings with groups	Dis	
W	05-02	Group Presentations	Dis	<b>Pre-departure Briefings due</b> <b>Peer Evaluations due</b>
M	05-07	Group Presentations	Dis	<b>Pre-departure Briefings due</b> <b>Peer Evaluations due</b>
W	05-09	Group Presentations	Dis	<b>Pre-departure Briefings due</b> <b>Peer Evaluations due</b>
M	05-14	Final Exam 1-3:00 p.m.	Heide 101	<b>Final Exam</b>