

## Liverpool John Moores University

Title: INTERCULTURAL COMMUNICATION  
Status: Definitive  
Code: **7004LATEM** (108383)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Martine Shepherd	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 36.00  
**Total Learning Hours:** 150  
**Private Study:** 114

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Ethnographic project on a chosen aspect of intercultural communication, to include both theory and practice. This will form the basis of an oral presentation followed by a question and answer session (20 minutes).	25.0	
Report	AS2	Supporting written report of 4,000 words.	75.0	

### Aims

*To enhance awareness of the cultural issues linked to communication as reflected in different contexts, e.g. business, media, teaching.*

*To investigate ways of coping with and catering for intercultural variables when communicating with others.*

*To appreciate the significance of reflection in dealing with cultural dependent interactions.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critically appraise the process of communication.
- 2 Evaluate the need to assess cultural variation in depth.
- 3 Assess in detail different contexts of communication, e.g. boardroom, classroom, conference.
- 4 Critically evaluate ways of achieving effective intercultural communication.
- 5 Develop coherent strategies to cope with subtle nuances and any breakdown in intercultural communications.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

CW	1	2	3	4	5
CW	1	2	3	4	5

## **Outline Syllabus**

*Defining communication and examining cultural contexts.*

*Ethnographic research design.*

*Stereotyping and the issue of ethnocentrism.*

*Intergroup relations and achieving cultural synergy.*

*Examining cultural discourse and intercultural language issues.*

## **Learning Activities**

Discussion of different cultural incidents.

Drawing up working definitions and descriptors based on intercultural contexts.

Text analysis.

Designing a research project.

## **References**

<b>Course Material</b>	Book
<b>Author</b>	Biggs, J
<b>Publishing Year</b>	1999

<b>Title</b>	Teaching for Quality at University
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	SHRE & OU Press, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Brislin, R
<b>Publishing Year</b>	1993
<b>Title</b>	Understanding Culture's Influence on Behaviour
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Harcourt Brace College Press, Fort Worth
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Burke, I, Crowley, T and Girvin, A
<b>Publishing Year</b>	2000
<b>Title</b>	The Routledge Language and Cultural Theory Reader
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Byram, M, Nichols, A and Stevens, D
<b>Publishing Year</b>	2001
<b>Title</b>	Developing Intercultural Competence in Practice
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Multilingual, Clevedon
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Hinton, P R
<b>Publishing Year</b>	2000
<b>Title</b>	Stereotypes, Cognition and Culture
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Psychology Press, Hove
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Pickering, M
<b>Publishing Year</b>	2001
<b>Title</b>	Stereotyping
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	Palgrave, New York
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journals: International Business Communications, The Linguist, Tesol Quarterly
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

### Notes

The module provides an opportunity to examine both the practical and theoretical dimensions of intercultural communication. The knowledge acquired on the course can be applied to various fields of interest such as business, teaching, translation and applied linguistics.