

## **ELG254 Intercultural Communication**

**Level:** 2

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

### **Synopsis:**

ELG254 Intercultural Communication examines verbal and non-verbal communication practices in intercultural and cross-cultural contexts. The course will help students develop a critical understanding of how culture can shape our behaviour, including the ways we use language, and how conflicts may arise when members of different discourse communities interact. Students will be introduced to key theories and concepts in intercultural communication and will have opportunities to apply them to case studies of real-life communication in multicultural and multilingual contexts. Through analysis of actual communicative events, students will develop sensitivity towards challenges in intercultural communication and the ability to use language to negotiate and manage cultural diversity in various social and professional contexts.

### **Topics:**

- Language, culture and identity
- Verbal and non-verbal communication
- Discourses and communities of practice
- Communication in international and culturally complex contexts
- Intercultural communicative competence
- English as a lingua franca
- Cross-cultural pragmatics
- Politeness in different cultures
- Contrastive rhetoric
- Stereotypes and prejudice in text and talk
- Cultural shock and adaptation
- Negotiation patterns and strategies in intercultural communication

### **Learning Outcome:**

- Compare communicative events performed in different domains and cultures.
- Examine their own personal and professional experience of intercultural communication.
- Evaluate problems that may arise during interaction between members of different cultures.
- Analyse the relationship between language and culture from different perspectives.
- Discuss negotiation skills and strategies for effective intercultural communication.
- Apply theories of intercultural communication to real scenarios of communicative events.

### **Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	20

Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	30
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>