COMM 324: Intercultural Communication  
Spring 2013  (DRAFT SYLLABUS Updated October 27, 2012)

Instructor: Garrett Broad  
Time/Location: MW 8:30am-9:50am, ASC G34  
E-mail: GarrettMBroad@gmail.com  
Office: ASC G6 - PhD Offices - Annenberg Basement - Below West Lobby  
Office Hours: Monday 10am-11am and by appointment

COURSE DESCRIPTION
Intercultural interaction is hardly a new phenomenon. Indeed, for centuries, flows of people, goods, and ideas have traversed regional, national and intercontinental bounds, as communication technologies and innovations in the field of transportation have brought geographically dispersed populations into social and economic contact. Today, digital technologies and widespread population diversity have further blurred the lines between local places and global spaces. Throughout this process, most attempts to maintain cultural homogeneity – based on ethnicity, social class, gender, sexuality, or other defining identity characteristics – have proved ever-elusive. From communities to corporations, schools to government agencies, the institutions of contemporary society are composed of diverse sets of participants whose communication practices reflect their varied backgrounds, traditions, and practices of social relations.

This course will provide theoretical, methodological and practical insights into intercultural communication. You will be asked to read challenging texts, engage in class discussions and exercises, reflect on a variety of media clips, and think critically about the perspectives brought in by guest speakers. By the end of the semester, you should be able to:

- Describe the historical and contemporary relationships between communication culture.
- Critically analyze manifestations of cultural difference, including instances of both intercultural conflict and intercultural cooperation.
- Gain an understanding of the interdisciplinary fields of research that investigate and theorize intercultural interaction.
- Reflect upon the impact that your own cultural positionality has had in shaping your lifestyle, attitudes, values and behaviors.
- Develop an ethical framework and practical competencies for engaging in communication across difference.

REQUIRED TEXTS
You will be required to purchase one book for the semester – The Ugly American by Eugene Burdick and William Lederer, originally published in 1958 and reprinted numerous times. It will be available through the bookstore or via online merchants like Amazon. All other required readings and required videos will be made available via Blackboard and/or through E-mail. See schedule below.

DISABILITY SERVICES
All accommodation requests based on a disability will be taken seriously and honored by the instructor. Any student requesting academic accommodation based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your instructor as
early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is 213-740-0776.

ESL
Please inform me as soon as possible if English is not your primary language and you believe you may require special accommodations.

ACADEMIC INTEGRITY
Academic integrity is taken very seriously at the Annenberg School. This means that all work you submit for this class should be your own, original effort. Submitting ideas or writing that you find on the Internet or elsewhere will result in zero credit on that assignment and will also result in disciplinary measures in accordance with university policy.

Plagiarism includes, but is not limited to:
Borrowing another person’s ideas or words without acknowledging them
Not attributing paraphrased ideas and not citing quoted material
Copying from any source, but presenting the copied work as your own
Downloading or copying sentences, paragraphs or entire speeches off the web
Using someone else’s speech, paper, outline, or website to fulfill any course requirements

Cheating includes, but is not limited to:
Using or providing external assistance during an exam
Unauthorized collaboration on exams or assignments
Possessing or providing unauthorized notes or other materials during an exam
Changing answers, content or form after an exam has been returned

ASSIGNMENTS & GRADING:
Participation/Attendance: 25 points (10% of grade)
Midterm Exam: 75 points (30% of grade)
Short Assignments (4): 60 points (15 each) (6% of grade each, 24% total))
Final Paper Prospectus: 15 points (6% of grade)
Final Paper: 50 points (20% of grade)
Final Presentation: 25 points (10% of grade)
TOTAL: 250 Points

The four short assignments will be approximately 3-5 written pages and will cover the following topics – Personal Cultural Narrative, Intercultural Communication in the News, Cultural Field Experience/Observation, and Personal Agenda for Future Action
The final paper will be related to the presentation. We will work together throughout the course of the semester to discuss potential final paper/presentation topics.

ABSENCES & MAKE UP WORK: You are allowed a maximum of three (3) unexcused absences, after which there will be a deduction from your final grade. Make-up work will be allowed without penalty for excused absences only. For absences not excused, there will be a full letter grade loss on the evaluation of that assignment for each day that it is late. Make-up work will not be accepted after the class that is one week after the original due date.

GRADING SCALE:
A 93-100 A- 90-92.9 B+ 87-89.9 B 83-86.9 B- 80-82.9 C+ 77-79.9
C 73-76.9 C- 70-72.9 D+ 67-69.9 D 63-66.9 D- 60-62.9 F 59.9 or below
SCHEDULE
All reading assignments should be completed prior to class on the day they are listed. Readings should be completed in full, with particular attention paid to those sections specifically noted. The schedule is subject to change at the discretion of the instructor. Blackboard (BB) will be utilized for grading and posting of assignments, as well as for the posting of additional readings.

Week 1: Introductions to Intercultural Communication

1/14 Introduction to the Course


Week 2: Globalized Culture in National and International Contexts

1/21 Dr. Martin Luther King's Birthday - No Class

1/23 Excerpts from Runaway World (Ch. 1 – Globalization, and Ch. 3 – Tradition), Anthony Giddens (2002)

Week 3: Identity – Ethnicity, Difference & Power

1/28 “Identity and Intercultural Communication” Martin and Nakayama (Ch 5) (2009)

   ASSIGNMENT 1 DUE: Personal Narrative

Week 4: Relational Contexts – Language & Non-Verbal Communication, Gender & Sexuality


Week 5: The Global Economy & Social Class


Week 6: Experiential Learning Activity

2/18 President's Day – No Class

2/20 Exercise in the Marshall School of Business Experiential Learning Center –
ASSIGNMENT 2 DUE: Intercultural Communication in the News

Week 7: Global Media, Brand Culture & The Network Society

2/25 Watch before class: “No Logo: Brands, Globalization and Resistance”
http://www.youtube.com/watch?v=8859syeumXw
Selections from Authentic TM by Sarah Banet-Weiser (2012)

2/27 “The new public sphere: Global civil society, communication networks, and global
Case Study in Class: Technology in China (news articles to be distributed)

Week 8: Intercultural Communication and the Nature of Community

3/4 “Imagined Communities”, Benedict Anderson
“Comparing the Communication Ecologies of Geo-Ethnic Communities”, Wilkin et al. (2007)
Metamorphosis Project Brochures (Handout)

3/6 Los Angeles Case Studies: South LA & Alhambra
“Changing Demographics of South LA,” Sanchez & Ito. (2011)
“Building a new media platform for local storytelling and civic engagement in ethnically-
diverse neighborhoods,” Chen et al. (2012)

Week 9:

3/11 Midterm Review - come prepared with questions

3/13 MIDTERM EXAMINATION

Week 10: SPRING BREAK

3/18 No Class
------------------------The Ugly American, Eugene Burdick and William Lederer (1958)
Read Full Book over Spring Break

3/20 No Class

Week 11: Conflicts and Cooperation: Military Action and Global Governance

3/25 The Ugly American - Read Full Book over Spring Break
– Discussion Part I
3/27  *The Ugly American* – Discussion Part II

**Week 12: Conflicts and Cooperation: Conflict**

4/1  “Culture, Communication and Conflict – Ch 11,” Martin and Nakayama (2009)
     Case Study: “Innocence of Muslims” and Uprisings in Egypt, Libya and elsewhere
     **ASSIGNMENT 3 DUE: Field Observation**

     “Negotiating Intercultural Conflict and Social Justice: Strategies for Intercultural Relations,”
     Sorrells (2012)

**Week 13: Residents, Cities and Universities – Issues of Culture and Development**

     (Available on Netflix Instant, or we can arrange a screening)
     Optional: “Ritual Communication and Use Value: The South Central Farm and the Political
     Economy of Place” (2013)
     Guest Speaker: Representative from UNIDAD Coalition – Case study on USC University Village
     expansion

4/10  “Internationalisation, Ethnic Diversity and the Acquistion of Intercultural Competencies”,
     MetaConnects Brochures (Handout)
     **Final Paper Prospectus Due**

**Week 14: Ethics and Practical Applications**

     “Intercultural Effectiveness” – Guo-Ming Chen (2009)

     Global Citizenship,” Sorrells (2012)
     **ASSIGNMENT 4 DUE: Personal Future Agenda**

**Week 15: Final Presentations**

4/22 Presentations

4/24 Presentations

**Week 16: Presentations and Conclusions**

4/29 Presentations

5/1  Class Conclusions

**Final Papers Due by Friday May 10 at 5pm Via e-mail to GarrettMBroad@gmail.com.**