

## **COMM 324: Intercultural Communication**

**Spring 2013** (DRAFT SYLLABUS Updated October 27, 2012)

**Instructor:** Garrett Broad

**Time/Location:** MW 8:30am-9:50am, ASC G34

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**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

1/16 “Understanding Intercultural Communication: The Working Principles,” McDaniel, Samovar, Porter (2009).  
“A cultural approach to communication,” James Carey (1989).

### *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)  
“US Population Projections: 2005-2050,” Passel & Cohn, Pew Research Center (2008)

### *Week 3: Identity – Ethnicity, Difference & Power*

1/28 “Identity and Intercultural Communication” Martin and Nakayama (Ch 5) (2009)  
“Unum and Pluribus: Ideological Underpinnings of Interethnic Communication in the United States,” Kim (2009)

1/30 “The Possessive Investment in Whiteness,” George Lipsitz (1995)  
“The New Cultural Politics of Difference,” Cornell West (1990)

#### **ASSIGNMENT 1 DUE: Personal Narrative**

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

2/4 “Language, Culture & Social Interaction,” Charlebois (2009)  
“Beyond Language: Nonverbal Communication Across Cultures,” Andersen and Wang (2009)

2/6 “Gendered Verbal Communication,” Wood (2008)  
Excerpt from *Guyland: The Perilous World Where Boys Become Men*, Michael Kimmel (2008)

### *Week 5: The Global Economy & Social Class*

2/11 “Trade in a Globalizing World (Executive Summary) – 2008 Trade Report,” World Trade Organization (2008)  
“The Ideas Interview – Saskia Sassen,” John Sutherland (2006)  
“The Rise of Residential Segregation by Income,” Taylor & Fry, Pew Research Center (2012)

2/13 “The Cultural Iceberg,” Hooker. (2009)

“Business Cultures,” Geert Hofstede (2004)

*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 governance,” Manuel Castells. (2008)

“Digital Differences,” Zickuhr & Smith – Pew Internet & American Life (2012)

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**

4/3 “Reframing Conflict: Intercultural Conflict as Potential Transformation,” Fisher-Yoshida. (2005)  
“Negotiating Intercultural Conflict and Social Justice: Strategies for Intercultural Relations,”  
Sorrells (2012)

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

4/8 Watch the documentary film *The Garden* by Scott Hamilton Kennedy (2008) before class.  
(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 Acquisition of Intercultural Competencies”,  
Jonas Stier. (2003)  
“The Scholarship of Engagement”, Boyer. (1996)  
MetaConnects Brochures (Handout)  
**Final Paper Prospectus Due**

*Week 14: Ethics and Practical Applications*

4/15 “The Veil in Our Minds and On Our Heads,” Hoodfar (2001)  
“Intercultural Effectiveness” – Guo-Ming Chen (2009)

4/17 “Engaging Intercultural Communication for Social Justice: Challenges and Possibilities for  
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.**