

Intercultural Communication

Autumn 2016 Tue 11:30–13:00 Studio 527

Lecturer: Tae-Sik Kim

Office Hour: Tue 1:00 – 2:00 PM & Wed 1:30 – 3:00 PM

Contact Information: beinkid@mail.muni.cz Office Number: 5. 32

➤ Course Objectives

This course examines intercultural contexts stemming from the growing diversity and interconnectedness of the world. The first part of the course is focused on an understanding of the mainstream Intercultural studies tradition. The second part of the course covers recent theoretical evolutions in this field, reflecting the increased transnationalization of the world and the development of new media technologies. The third part of the course is focused on the politics of cultural identity in relation to media practices. By reading a variety of research articles assigned in the course and participating in class discussions, students learn to develop their own research projects focusing on intercultural communication and its relation to media.

- Comprehend multiple theories of intercultural communication.
- Understand our world as the main context of new intercultural communication research
- Review and analyze a variety of research articles on intercultural communication.
- Build professional experiences by conducting interviews with intercultural people
- Develop a research project by applying sociocultural experiences.

➤ Syllabus

Week 1. Course introduction

Week 2. Traditional Approach 1 – Acculturation Studies

Week 3. Traditional Approach 2 – East and West Dualism

Week 4. Intercultural Media

Week 5. Globalization and Cultural Changes

Week 6. Essay on Intercultural Movies

Week 7. Transnational Community and the Media

Week 8. Mid-term Examination

Week 9. New Media and Intercultural Communication

Week 10. Understanding community

Week 11. Identity Politics and Communication

Week 12. Multiculturalism and the Media

Week 13. Group Presentation

➤ Literatures

Baldwin, J. R., Coleman, R. R. M., González, A., & Shenoy-Packer, S. (2013). *Intercultural communication for everyday life*. John Wiley & Sons.

➤ Teaching Methods

The format of the course is a combination of lectures and controlled discussions of assigned readings.

All students are expected to read textbooks assigned and to develop appropriate discussion questions.

➤ Assessment Methods

- ❖ Attendance: 4 unexcused absences during a semester shall be denied academic credit
- ❖ Take Home Examination 30%
 - A 7-8 page long essay on the relationship between media and society.
- ❖ Class Presentation 10%
 - Develop discussion questions on assigned week's topic.
 - Introduce cases not included in textbooks
- ❖ Final Group Project 40% (Due: 9th of January, 2017)
 - Group with 2-3 colleagues
 - Find your topic by Week 10

- Presentation in Week 13

❖ Short Essay 20% (4 Pages)

- Watch movies listed below
- Bend it Like Beckham -on Diaspora Community
- Slumdog Millionaire – on Corporate Transculturalism
- Planet B-boy – on Indigenization of Western Culture

➤ Readings

Week 2. Traditional Approach 1 – Acculturation Studies

- Berry, J. W. (1997). Immigration, acculturation, and adaptation. *Applied psychology*, 46(1), 5-34.

Week 3. Traditional Approach 2 – East and West Dualism

- Hall, E. T. (1989). *Beyond culture*. Random House LLC. CHAPTER 6 & 7

Week 4. Intercultural Media

- Intercultural communication for everyday life Part 3-10

Week 5. Globalization and Cultural Changes

- Intercultural communication for everyday life Part 4-11 & 14

Week 7. Transnational Community and the Media

- Kraidy, M. M. (2002). Hybridity in cultural globalization. *Communication Theory*, 12(3), 316-339.

Week 9. New Media and Intercultural Communication

- Kim, Tae-Sik (2016). Transnational communication practices by unaccompanied Korean young students in the United States, *Asian and Pacific Migration Journal*, 25(2). 148-167

Week 10. Culture, Community, and the Media

- Anderson, B. (2006). *Imagined communities: Reflections on the origin and spread of nationalism*. Verso Books. CHAPTER Introduction, 1, 2, and 3.

Week 11. Identity Politics and Communication

- Intercultural communication for everyday life Part 2-5

Week 12. Multiculturalism and the Media

- Intercultural communication for everyday life Part 2-6
- Lentin, A., & Titley, G. (2012). The crisis of 'multiculturalism' in Europe: Mediated minarets, intolerable subjects. *European Journal of Cultural Studies*, 15(2), 123-138.