**Course descriptor**

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| Title of the course | **Cross-cultural communication** | | |
| Title of the Academic Programme | BA in Political Science & World Politics | | |
| Type of the course | Elective | | |
| Prerequisites | Rhetoric: the practice of oral and written communication; World politics and international relations  *Note that the course can be successfully completed by the exchange students majoring in other academic fields, too (not necessarily in Political Science).* | | |
| ECTS workload | 5 | | |
| Total indicative study hours | Directed Study | Self-directed study | Total |
| 40 | 150 | 190 |
| Course Overview | This is a short course covering the basics of cross-cultural communication – a study of how people from different cultural backgrounds communicate and miscommunicate among themselves. Cross-cultural communication is an interdisciplinary area covering political, social and business communications and based on the notions of cultural diversity, expectations and embeddedness. Some practical aspects of the course include exploring differences in verbal and non-verbal communication across cultures. The main subjects covered in the course include culture and identity, othering and the discourse of “us” versus “them”, ethnicity and ethnic identity, and communication. | | |
| Intended Learning Outcomes (ILO) | ULO1: Able to learn and demonstrate skills in the field, other than the major field  ULO8: Able to efficiently communicate based on the goals and communication situations  ULO9: Able to think critically and interpret the experience (personal and of other persons), relate to professional and social activities  ULO10: Able to conduct professional activities internationally  PLO7: Student is capable of taking part in information dissemination through various media and information channels (both mass and individual), as well as in information campaigns. | | |
| Indicative Course Content |  | | |
| Teaching and Learning Methods | The course consists of 10 lectures and 10 seminars (or discussion groups). In lectures the instructor covers different important issues in cross-cultural communication, with a specific emphasis on the more theoretical and historical issues within the course. During seminars students discuss various issues related to identities and cultures, as well as effective communication strategies. In particular, to get a firmer grasp at the issues discussed they prepare reports on specific issues in cross-cultural communication, read literature covering various theoretical concepts they are supposed to apply, and work in groups. | | |
| Indicative Assessment Methods and Strategy | Reading or case material is assigned for each seminar. Each student is expected to cover all of the mandatory readings for each class and be prepared for discussion of class work. The class work and the student’s individual contribution to the discussion is graded by the course instructor. Class participation amounts to 30% of the accumulated mark. Students also conduct a research into one specific issue related to cross-cultural communication and discussed in class (such as cultural variance in family life or in the workplace) of their choice by retrieving the current debate on the issue in the mass media, and write a short report on it. The grade for this short essay amounts for another 40% of the accumulated grade. Finally, another 30% comes from the final open book test that covers the material discussed in class throughout the course (both in lectures and during the discussion groups).  The final grade consists of 65% of the accumulated mark (as outlined above) and 35% of the oral exam grade. Students whose accumulated grade is 7 and above can be released from taking the exam. | | |
| Readings / Indicative Learning Resources | Mandatory  Cambie, Silvia, and Yang-May Ooi. 2009. *International Communications Strategy: Development in Cross-Cultural Communications, PR and Social Media*. London and Philadelphia: Kogan Page. <https://proxylibrary.hse.ru:2258/toc.aspx?bookid=38036>.  Cotton, Gayle. 2013. *Say Anything to Anyone, Anywhere: 5 Keys to Successful Cross-Cultural Communication*. Somerset: John Wiley & Sons, Incorporated. <http://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=1137788>.  Optional  Mattock, John. 2003. *Cross-Cultural Communication: The Essential Guide to International Business*. London: Kogan Page. <https://proxylibrary.hse.ru:2258/toc.aspx?bookid=22635>  Newman, Bruce I., and Dejan Vercic. 2003. *Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing*. New York: Routledge. <http://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=4523436>. | | |
| Course Instructor | Ivan S. Grigoriev | | |