

VALUE ADDED ELECTIVE COURSE

VA-IL011- INTERCULTURAL COMMUNICATION

Objectives:

This course introduces you to the fundamental principles and issues of intercultural communication from an interdisciplinary perspective. It proposes to develop a perception of and appreciation for different cultural perspectives and values.

UNIT – I

Language and Culture - studying culture and communication - Various Definitions of Culture - basic approaches to the concept of culture - Communication and Culture - Intercultural communication: Interaction in a Diverse World - historic overview of the field - the academic field of intercultural communication – “Culture” in the Field of Intercultural Communication - Three Principles of Interculturalism- DMIS: Denial – Defense – Minimization.

UNIT – II

Identity- Racial identity - Ethnic identity - Cultural identity; Plurality of Identity; Properties of Cultural Identity- Individual- relational and communal identity; Social and Cultural Identities- Gender identities- Age identities- Spiritual identity- Class identity- National identity- Regional identity- Personal identity; Stereotypes - Cultural Diversity in Perception: Alternative Views of Reality.

UNIT – III

Verbal and nonverbal communication (including conversation styles, politeness, and expectations related to time and space) - low and high context communication processing - communication styles - cultural speaking rules Politeness - perception, interpretation and evaluation; nonverbal Communication; Proxemics - Contact/low contact - Kinesics- Gestures, facial expressions, body language, eye contact; artifacts- Clothing, artifacts, living environments.

UNIT – IV

Cultural values and communication- Cross-cultural Studies - Individualism and collectivism- Hierarchy and power distance; Intercultural Studies – Intercultural encounters and adaptation- Encounters and emotions -Culture Shock -Intercultural adaptation - U-curve model- honeymoon period- crisis period - adjustment period -

biculturalism period- W-curve model - Stress-Adaptation-Growth- emigrant assignment cycle.

UNIT – V

Intercultural competence - Intercultural Competent Person- intercultural sensitivity- Milton Bennett's developmental model of intercultural sensitivity - Acceptance, Adaptation and Integration Measurement of Intercultural Sensitivity; Theory to practice - Cultural influences on context – the business setting, the educational setting and the health care setting.

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