New Course Request

1. School/Division: Arts and Sciences
2. Academic Subject Code: ILCS
3. Course Number: 1350 (must be cleared with University Enrollment Services)
4. Instructor: Dr. Suin Roberts
5. Course Title: International Communication
6. First time this course is to be offered (Semester/Year): Spring/2009
7. Credit Hours: Fixed at 3 or Variable from to
8. Is this course to be graded S-F (only)? Yes No X
9. Is variable title approval being requested? Yes No X
10. Course description (not to exceed 50 words) for Bulletin publication:
    This course examines international communication, global business etiquette, and it teaches cultural sensitivity and awareness based on the study of the interfaces of language, culture, and communication. Prerequisite: 

11. Lecture Contact Hours: Fixed at 3 or Variable from to
12. Non-Lecture Contact Hours: Fixed at or Variable from to
13. Estimated enrollment: 40 of which 0% percent are expected to be graduate students.
14. Frequency of scheduling: every Spring Will this course be required for majors? Yes (not ILCS majors)
16. Are the necessary reading materials currently available in the appropriate library? Yes
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.
19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature] Date: 4/7/08

Date Department Chairman/Division Director

Date Dean of Graduate School (when required)

Approved by: [Signature] Date: 5/6/08

Date Chancellor/Vice-President

Date University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

University Enrollment Services Final-White; Chancellor/Vice-President-Blue; School/Division-Yellow;
Department/Division-Pink, University Enrollment Services Advance--White
Course Description

In today’s world, the skill of communicating successfully with people from diverse backgrounds is essential, and this course introduces students to the intricacies of international communication in order to develop their cultural awareness. We will discuss questions such as: How do language and culture connect? How are cultural concepts translated into other languages? How does intercultural miscommunication arise, and how do we avoid it? How do language and cultural awareness play a role in successful communication around the globe?

Many misunderstandings between representatives of different countries and cultures may lie in different cultural concepts and not necessarily language barriers. It is useful, for example, to know in which countries you receive gifts with either the left, the right, or both hands, but such specialized knowledge is not always most practical. This course will go beyond teaching simple international etiquette to provide students with tools to deal with culturally sensitive situations under a broader array of circumstances, always with an eye on how language influences culture and vice versa.

Students will research their own area of study, apply the methodology described in shared classroom texts, and present their research in a written paper. The open topic of research will give students an opportunity to personalize their research to focus on aspects of international communication that connect with their own field, whether business, nursing, foreign languages, or any other discipline.

Course Learning Objectives:

This course includes the following general education learning objectives:

a. The course provides a basis for life-long learning, as it teaches cultural awareness and strategies for successful international communication that can be applied to any personal experience abroad or in this country.

b. Students gain both substantive knowledge of various concepts of language, culture, and communication, and also an array of strategies to connect these three aspects for successful communication around the globe.

c. The course is appropriate for both non-majors and also for students in ILCS who want a more general linguistic (not language-specific) approach to international communication.
Area VI: Inquiry and Analysis:
This course fulfills the Area VI general education criteria:

The course

- requires students to demonstrate the ability to gather, evaluate, select, organize, and synthesize material in order to complete a research project. The final research project involves planning, research, and a written fifteen-page paper.
- provides opportunity for students to demonstrate the ability to think critically and solve problems by applying knowledge and skills gained in this course and knowledge that they bring from courses in their own discipline.
- provides opportunities to work across disciplinary boundaries, as the students are encouraged to connect their area of research for this course to their work in their home departments, e.g. potential typical project titles might be: “Aspects of Politeness in Global Management” (Management & Marketing), “Stereotyping and Language Barriers in Hospitals” (Nursing), “Lack of Cultural Awareness in Migration Politics” (Political Science).

Student Learning Outcomes:

By the end of this course, students should
- be able to recognize culturally sensitive communicative situations,
- be able to apply successful strategies for international communication,
- be knowledgeable of interfaces of language, culture and communication,
- be able to gather, evaluate, select, organize, and synthesize material for a research project,
- be able to demonstrate critical thinking.

Required Books:

Evaluation:

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<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Attendance and Participation:</td>
<td>10%</td>
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<tr>
<td>Reading Assignments and Written Responses:</td>
<td>20%</td>
</tr>
<tr>
<td>Group Presentation (Case Study)</td>
<td>30%</td>
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<tr>
<td>Midterm Exam:</td>
<td>20%</td>
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<tr>
<td>Final Research Paper:</td>
<td>20%</td>
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Attendance and Participation: Attendance and participation amount to 10% of the overall grade. Students are expected to attend class every week and arrive on time. More than two unexcused absences (an entire week of class!) will affect this grade. Three
absences will bring the grade down four points; that is, from \( 100\% \) (A+) to \( 96\% \) (A). Four absences reduce \( 96\% \) (A) to \( 92\% \) (A-). The remaining scores are as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Score</th>
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<tbody>
<tr>
<td></td>
<td>88%</td>
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<tr>
<td>6</td>
<td>84%</td>
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<td>7</td>
<td>80%</td>
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<td>8</td>
<td>76%</td>
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<td>9</td>
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<td>68%</td>
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<td>11</td>
<td>64%</td>
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<td>12</td>
<td>60%</td>
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<td>13</td>
<td>56%</td>
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**Reading Assignments and Written Responses:** Every week students will prepare reading assignments and write responses to the texts that they will submit as discussion posts on Blackboard. The first paragraph should always summarize the work prepared for the given day, and the second should be a reaction to the reading. For each written assignment students will receive a grade of 0 (incomplete), 1 (satisfactory), or 2 (excellent). Excellence corresponds to completion of the assignment in two solid paragraphs and, in the case of the second interpretive paragraph, to plausible explanation based on paraphrased textual evidence.

**Group Presentation (Case Study):** Students in a group of three will receive a case study that addresses international miscommunication. Their task is to research the introduced country, to apply their knowledge gained from class readings, to analyze how the communication breakdown occurred, and to offer suggestions for a successful communicative exchange in front of the whole class. Along with the group presentation, they will submit a two- to three-page report and analysis.

**Midterm Exam:** The midterm exam will include several interpretative short essay questions that relate to the works shared in class. While this exam does amount to 20% of the overall grade for the course, it should also be seen as methodological preparation for the final essay.

**Final Research Paper:** All students will write a final research paper for this course. The exact assignment will be made available later in the course, but students will write on a topic of their choice (after it has been approved by the instructor). They will post their proposed research topic on Blackboard’s discussion section in a two-paragraph narrative with a tentative list of secondary literature two weeks before the paper is due. They will receive feedback from the instructor and can also leave constructive comments on each other’s research topics.

**Weekly Schedule**

**Week 1**
Intro

**Week 2**
Global Cultural Concepts

**Week 3**
Cultural Patterns: Values, Social Organization

**Week 4**
Dimension of Culture: Power, Gender, Individualism
Week 5  Dimension of Culture: Status, Success
Week 6  Politeness Across Languages + Case Studies I
Week 7  International Communication: Verbal
Week 8  International Communication: Verbal + Case Studies II
Week 9  International Communication: Non-Verbal
Week 10  International Communication: Non-Verbal + Case Studies III
Week 11  East meets West: Perceiving the World Differently
Week 12  East meets West: Negotiating Styles
Week 13  Global Business Etiquette
Week 14  Anxiety, Ethnocentrism, Stereotypes in International Communication
Week 15  Identity, Language, and Communication in a Global Community
Week 16  Wrap-Up