

Course: **Intercultural Communication**

Course Number:

Credits: 3

Contact Hours: 40 +

Prerequisites: None

Instructor: Professor Dr. Lothar Cerny

Type: Interactive lecture, team work, coursework assignments, seminar presentations, and discussions

Course Description: International business requires the ability to operate and to co-operate in multi-cultural settings. Students will therefore be given an introduction to the theory of cultural otherness (Xenology), ways of becoming aware of cultural difference and of dealing with them in a variety of communicative situations. Practical intercultural training will be integral part of the course. A field study will expose students to the practice of intercultural communication.

Objectives: Students should acquire problem solving skills in intercultural settings. In particular, they should develop their abilities to analyze communicative situations, to evaluate cultural difference, to recognize the effect of their own cultural conditioning, and to communicate with people of different cultural backgrounds, i.e. they should achieve intercultural competence.

Course Outline:

1. Introduction: Essential categories of intercultural studies
 - 1.2. Identity and foreignness: perception and construction
 - 1.3. Comparative cultural perspectives
 - 1.4. Intercultural communication, empathy, interaction
 - 1.5. Ethnocentrism and communication failure
 - 1.6. Stereotype, generalization
 - 1.7. Intercultural mediation
2. Practical training: intercultural training games
3. Field study: Coming to terms with cultural difference in Germany
 - 3.2. Strategies of coming to terms with being foreign in Köln: culture shock, self-perception, experience of foreign categories, institutions, people, studying in a different academic culture
 - 3.3. Manifestations of German culture: behavior(s), living styles, cultural scenes

Textbooks:

Hall, Edward, T. *The Silent Language*. New York: Random House 1990.

Lewis, Richard D. *When Cultures Collide*. Nicholas Brealey Publ., 1999.