

Intercultural Communication 3668

Tuesday, Thursday 2:20pm–3:40pm, Journalism 270

Instructor: Dr. Olga Kamenchuk

3045B Derby Hall

Office phone: 614-247-2558

Email: kamenchuk.1@osu.edu

Office Hours: Tuesday/Thursdays 9:30-10:30am

Course Description

This course introduces students to the field of intercultural communication. The aim of the course is to provide you with knowledge and the skills to be competent intercultural communicators both in international and domestic settings. The students will learn the major theoretical background for conducting successful communication between cultures, will understand the opportunities and challenges each culture presents, develop better understanding of how others became who they are and will know how to select appropriate communication behaviors and tools suitable for each setting.

The course includes several major blocks (for more details see the table with classes, topics and readings):

1. Cultural context and variables of communication.
2. Cultural values.
3. Comparative cultural patterns including walls and bridges in the sphere of intercultural communication.

You will learn about cognitive functions and psycho-emotional states (e.g., anxiety), as well as prejudice and stereotyping processes important for intercultural communicators. You will get non-verbal communication skills and will understand important language barriers. You will be able to analyze cultures and societies with regards to their perceptions of environment, technology, context, social organization, authority and time and to draw conclusion based on this knowledge that will help you to apply this information in your future studies, research, and work.

You will also study dominant cultural patterns and challenges worldwide and in the US. We will study the cases of racism, anti-Semitism, sexism, colonialism and religious intolerance. We will learn about Hispanic, African-American, LGBT, Muslim, American Indian and Amish communities, immigration, integration and acculturation process and the role media plays in them. We will discuss corporate cultures (e.g., Google) and promotion of international cultural icons (Coca-Cola, Disneyland, Nike). This course will be useful for those, who see themselves as journalists, media analysts, international businessmen, diplomats and researchers in the sphere of intercultural communication in the future.

Required Textbook & Readings

There is one required textbook for this course that should be available from the book store:

Jandt, F.E. (2016). *An Introduction to Intercultural Communication. Identities in a Global Community*. 8th Edition. SAGE.

In addition, readings will be posted on Canvas (as is mentioned in the table of classes and required readings).

Grading Policies

You need to 1) read the assigned materials in the textbook and on Canvas and 2) attend class regularly as the exams will focus on the assigned readings and lecture equally. The breakdown of assignments and portion of your overall grade is as follows:

Exams (3) - 75% (25% each, see below)

Essay (1) – 15%

Attendance and Class Participation – 10%

Exams (75%)

There will be 2 in-class exams and one exam during finals week. Cumulatively, the exams will account for 75% of your overall grade. Each exam will consist of 50 multiple choice questions using scantron sheets and will cover the material in the preceding weeks as noted in the syllabus. A study guide for each exam will be made available at least 4-5 days before the exam.

VERY IMPORTANT:

- **BRING AT LEAST ONE #2 PENCIL TO EACH EXAM; NO PENCILS WILL BE PROVIDED BY THE PROFESSOR OR TA.**
- **BRING A VALID OSU ID (I.E., YOUR “BUCK•I•D” CARD) OR A VALID DRIVERS LICENSE ON EXAM DATES AS YOU WILL NEED TO SHOW PROOF OF IDENTITY TO TURN IN YOUR EXAM.**
- **I RESERVE THE RIGHT TO WITHHOLD THE EXAM IF YOU ARRIVE MORE THAN 10 MINUTES LATE ON EXAM DAYS (I.E., YOU WILL RECEIVE A ZERO ON THE EXAM). AND, IF YOU ARRIVE AFTER THE FIRST PERSON HAS COMPLETED/LEFT THE EXAM, YOU WILL *ABSOLUTELY NOT* BE ALLOWED TO TAKE THAT EXAM (I.E., YOU WILL RECEIVE A ZERO ON THE EXAM). PLEASE USE THE REST ROOM BEFORE THE EXAM; STUDENTS WILL NOT BE PERMITTED TO LEAVE THE CLASSROOM ONCE THE EXAM HAS BEGUN UNTIL THEY TURN IN THEIR EXAM.**

EXAM MAKE-UP POLICY

Exams are given only once at the time scheduled in the syllabus. No make-up exams are given for any reason. Exams will not be given early or late. If you miss an exam, you receive a zero, no exceptions. If you talk during the exam with another student, I will assume that your discussion is about the exam itself, and this will be treated as a violation of the Code of Student Conduct. Other forms of academic misconduct will be prosecuted according to accepted University procedures (see below).

The only exceptions to these rules are tragic, extraordinary, and totally unforeseen personal circumstances that are convincingly documented to the Professor no later than 24 hours after the date the exam is scheduled. Buses not running on time, car problems, misbehaved pets, missed or cancelled airline flights, job interviews, attendance at family social functions, sporting

events, and previously scheduled vacations are not valid excuses for missing an exam. Do not approach me at the end of the quarter with a medical excuse for poor performance or missing exams or assignments earlier in the quarter. The time to talk to us is when the problem first arises. We follow this policy strictly, and documentation produced more than 48 hours after the exam simply will not be accepted, regardless of how valid or compelling it seems to you.

An Essay (15%)

An essay writing assignment applying knowledge from the class will be provided. It will be worth 15% of your final grade. The tentative date of the paper to be due is listed in the course schedule. It will consist of the production of 5 page double-spaced paper.

Lecture Attendance

You are expected to attend lectures regularly as more than decent percentage of the material on the exams is presented only during the lecture period of the class. **If you don't attend the lectures consistently, you will not do well in this course.** Material from the films shown in class will be included on the exams and quizzes. Besides, by attending the lectures regularly you will not miss the chance for extra credit to your final grade.

Extra Credit

During the course of the semester you will have a chance to receive extra 3% to your final grade by participating in blitz quizzes that I will be conducting at the beginning of each class. During the first 5-10 minutes of the class I will be calling out 3 students out of the list of those registered to the course. Each of the students will receive 1 question based on the reading assigned for the day of that class. The students are to provide short oral answers (1-2 minutes) to the question in order to receive an extra point to their final grade. The questions will not be too difficult to require time for preparation of an answer, but will be based on the reading, thus motivating you not only to come to class and to be on time, but also to read the assigned reading on time.

This extra credit opportunity is not an obligation, but a chance for the student who is called out to answer the question, so she/he can decline participating, but then she/he will not be able to "retake" that chance later – as the student will receive a "minus" against his name for one of the extra credit chances. The students will be called out randomly (3 times each) during the semester, thus getting a chance for 3 extra percent points if they answer all 3 questions correctly.

Cell Phones and General Politeness

A ringing cell phone during a lecture or discussion is annoying to the instructor (i.e., me) and others in the room. Please be respectful of those around you by turning off your cell phone prior to the start of lecture. If you anticipate that you will need to leave the lecture hall before the end of a lecture, please select a seat near the edge of a row or in the back of the room to avoid disrupting others when you leave. To maintain an atmosphere conducive to learning, please be courteous to other members of the class and treat them with the dignity and respect that you expect from others.

Professor's Use of Electronic Mail and Messaging

There may be occasions where I will need to get in touch with you outside of regular class hours. Email will usually be the first means by which contact will be initiated. It is important that you check your OSU email account regularly, and make sure you purge your account of unneeded email so that new email can get through. If you do not use your OSU email address as your primary email account, please arrange through OIT to have your OSU email forwarded to your preferred account. For instructions on how to have your email forwarded, see http://8help.osu.edu/forms/mail_forwarding.html.

Some Words About Academic Honesty

It is your responsibility to complete your own work as best you can in the time provided. The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, possession of unauthorized materials during an examination, and falsification of laboratory or other data. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct at http://studentaffairs.osu.edu/resource_csc.asp

Academic misconduct is a serious offense, and it is my responsibility to make sure it does not occur. If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please visit the COAM web page at <http://oaa.osu.edu/coam/home.html>.

Special Accommodations

If you need an accommodation based on the impact of a disability, you should contact the professor to arrange an appointment by the end of the second week of classes. At the appointment we can discuss the course format, anticipate your needs and explore potential accommodations. I rely on the Office for Disability Services for assistance in verifying the need for accommodations and developing accommodation strategies. If you have not previously contacted the Office for Disability Services, I encourage you to do so.

School of Communication & Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures

LECTURE/READING/EXAM SCHEDULE

DATE	TOPIC	READINGS	Knowledge and skills.
SECTION 1: COMMUNICATION: ITS CULTURAL CONTEXT AND VARIABLES			
10-Jan	Defining Culture and Communication	Jandt, Chapter 1	What forms our identity and how it affects our communication? <i>Religion, ethnicity, race, gender, class, etc.. as components of identity. "Western" vs "Eastern" perspectives towards Communication. Media and intercultural communication. Framing, agenda setting, priming.</i>
12-Jan	Perception and Intercultural Communication Competence	Jandt, Chapter 2	What cognitive functions affect communication and culture? <i>Sensation and perception. Intercultural communication competence and ethics. Multiple identities and communication.</i>
17-Jan	Barriers to Intercultural Communication	Jandt, Chapter 3	What are the barriers to effective and appropriate intercultural communication? <i>Uncertainty Reduction Theory. Anxiety, stereotypes and prejudice. Ethnocentrism and racism.</i>
19-Jan		Jandt, Chapter 3	<i>Media stereotyping. Selective exposure. Case studies: the Roma; Japan and Korea; China and United States.</i>
24-Jan	Nonverbal Communication	Jandt, Chapter 4	How people communicate without words and how to avoid misinterpretations? What important nonverbal cues one can "read" on TV commercials? <i>Proxemics, kinesics, chronemics, paralanguage, silence, haptics, artifacts, territoriality.</i>
26-Jan		Jandt, Chapter 4	<i>Passive non-verbal communication. Cases.</i>
31-Jan	Language as a Barrier	Jandt, Chapter 5	How can language build walls in communication? What important things should be remembered when working with foreign media and translated texts/media materials? <i>Sapir-Whorf hypothesis and its criticisms. Linguistic relativism. Translation problems.</i>
2-Feb		Jandt, Chapter 5	How can media help fight language nationalism? <i>Language as nationalism. Case studies: Kiswahili phenomenon in East Africa. English language in the world. English vs Spanish in United States.</i>
7-Feb	EXAM #1		
SECTION 2: CULTURAL VALUES			

9-Feb	Dimensions of Culture. Environment and Technology.	Jandt, Chapter 6	What major values drive intercultural communication? <i>Introduction to Hofstede dimensions. The Trompenaars and Hampden-Turner dimensions. Control, subjugation, harmonization. Accomodating differences in the perceptions of environment and technology.</i>
14-Feb	Social Organization. Contexting	Canvas Reading	<i>Mobility and geographic attachment. Individualism vs collectivism. Case of post-communist societies. High and Low contexting. Personal relationships, explicit communication, uncertainty avoidance, face-saving. Cases of Japanese, Chinese and Arabic cultures.</i>
16-Feb	Authority Conception. Time.	Canvas Reading	<i>Elements of authority. Power perception and distance. Leadership styles. Cases of American vs post-Soviet societies. Relativism. Polychronic and monochronic cultures. Time budgeting. Cases of American and Latin American societies.</i>
SECTION: 3 COMPARATIVE CULTURAL PATTERNS: INTER-SOCIETAL WALLS AND BRIDGES - PART I			
21-Feb	Dominant Cultural Patterns in US. Value Orientation Theory.	Jandt, Chapter 7	How dominant cultures develop? <i>Origins of American cultural patterns. Value orientation theory.</i>
23-Feb	Racism and the media. African-American community.	Canvas Reading	<i>Social distancing theory. Racial stereotypes and prejudice.</i>
28-Feb	Anti-Semitism. Jewish community.	Canvas Reading	<i>Holocaust. Spiral of silence.</i>
2-Mar	Religious intolerance and islamophobia.	Jandt, Chapter 8.	<i>Arab-Islamic culture. Islamophobia.</i>
7-Mar		Canvas Reading	<i>Modern research in islamophobia. Guest lecture.</i>
9-Mar	Colonialism: Native Australians and Native Americans.	Canvas Reading	<i>Colonialism and genocide.</i>
9-Mar	ESSAY PAPER DUE		
SPRING BREAK - no classes March 13 - 19			
SECTION: 4 COMPARATIVE CULTURAL PATTERNS: INTER-SOCIETAL WALLS AND BRIDGES - PART II			

21-Mar	Gender. Sexism.	Jandt, Chapter 9	How gender is perceived in different cultures? <i>Comparative status of women. Marriage. Family units. Gender and communication. Sexism. Masculinity vs Femininity in intercultural communication.</i>
23-Mar	EXAM #2		
28-Mar	Immigration and Acculturation	Jandt, Chapter 10	How to explain the physical, psychological, and communication stresses of living in a new culture? <i>Culture shock. Migration. Immigration - international cases (Brazil, Israel).</i>
30-Mar		Jandt, Chapter 10	<i>Immigration to the US and immigrants in American society. Acculturation.</i>
4-Apr	Cultures Within Cultures.	Jandt, Chapter 11	What are intercultural communication challenges of some immigrant groups? <i>Marginalization. Assimilation. Integration.</i>
6-Apr	Hispanics. Amish.	Jandt, Chapter 11	<i>Separation: case of Amish culture. Hispanic culture in US: values and identity.</i>
11-Apr	Identity and Subgroups	Jandt, Chapter 12	How corporations can present the same communication challenges as cultures? <i>Subgroups and argot. Cases: corporate cultures (e.g., Google); blue collar class, etc...</i>
13-Apr	LGBT community.	Jandt, Chapter 12	<i>Attitudes about homosexuality worldwide. Social distance theory. Media and social distance theory.</i>
18-Apr	Contact Between Cultures	Jandt, Chapter 13	How to spread innovations from one culture to another? How to promote US cultural icons? <i>Opinion leadership, adopters, change agents. Cultural icons. Cultural hegemony. American cultural icons (Coca-Cola, Disneyland, Nike, etc...) Adapting the message in advertising worldwide (cases of Gerber Baby Foods and McDonalds).</i>
20-Apr	Future Challenges	Jandt, Chapter 14	<i>Religion and religious intolerance. Class conflicts. Gender relations. Race and ethnicity. Globalization.</i>
26-Apr	FINAL EXAM 2PM-3:45PM		

About your Professor

Dr Olga Kamenchuk teaches courses in strategic and political communication at OSU (*Strategic Communication; Communication and Conflict Management; Intercultural Communication*) and conducts research in the areas of political psychology, international communication, public opinion and post-communist countries. She has taught graduate and undergraduate level courses in the leading universities of Austria, Germany, Italy, Russia and US. She has also conducted over 100 opinion research projects for organizations such as the World Bank, the European Commission, the United Nations, Cambridge University, University of Pennsylvania, BBG, Bloomberg, Thomson Reuters, and Asahi Shimbun.

Besides her research and teaching background, Dr Kamenchuk has dedicated over 15 years of her career to work as a director of communication and marketing, press officer, journalist, media editor and consultant, as well as often provided interviews and commentaries to international media (e.g. CNN, Financial Times, The Wall Street Journal, Bloomberg, Reuters, ZDF, BBC, etc...)