

# Intercultural Communication 3668

Tuesday, Thursday 2:20pm-3:40pm, Knowlton Hall, #250

Instructor: Dr. Olga Kamenchuk

3045B Derby Hall

Office phone: 614-247-2558

Email: [kamenchuk.1@osu.edu](mailto:kamenchuk.1@osu.edu)

Office Hours: Tuesday/Thursdays 11:00am-12:00pm

TA: Hannah Wing

3005 Derby Hall

Email: [wing.54@buckeyemail.osu.edu](mailto:wing.54@buckeyemail.osu.edu)

Office Hours: We/Fr 10:00-11:00am

## 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.

By the end of the course:

- 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;
- you will study the cases of racism, anti-Semitism, sexism, colonialism and religious intolerance;
- you will learn about Hispanic, African-American, Muslim, American Indian and Amish communities, immigration, integration and acculturation process and the role media plays in them;

- you will learn about the way corporate cultures (e.g., Google) are affected by intercultural communication and will get knowledge about 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*. 9<sup>th</sup> 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 exams will focus on the assigned readings and lecture equally. Attendance will be taken regularly and will contribute to 10% of your final grade.

The breakdown of assignments and portion of your overall grade is as follows:

Exams (4) - 45% (15% each - I drop your lowest exam grade, see below)

Attendance - 10%

Documentary Quizzes/ Activities - 15% (5% - each)

Short Writing Assignments (2) - 15% (7.5% each)

Practice in-class activities - 15% (2,5% each)

### **Exams (45%)**

There will be 3 in-class exams and one exam during finals week. Cumulatively, the exams will account for 45% of your overall grade. Each exam will consist of 30 multiple choice questions using scantron sheets. Each in-class exam will cover the material in the preceding weeks as noted in the syllabus. The fourth exam during finals week will be a cumulative exam that covers all the course material since the beginning of the class. A study guide for each exam will be made available at least 4-5 days before the exam.

**I WILL DROP YOUR LOWEST EXAM GRADE OUT OF THE FOUR.** This means I will take your 3 best scores out of the four exams to calculate your exam portion of your course grade. In addition, if you have taken the 3 in-class exams and are satisfied with your final grade based on those three exams, you are not required to take the fourth cumulative exam during finals week if you do not wish to do so.

### **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.

### **Documentary quizzes/Online activities (15%)**

Online activities will take the form of taking online quizzes on Canvas, viewing movies, participating in online chats/lectures with your class peers.

Online Canvas quizzes may be taken on your home computer or in an OSU computer lab, they are not designed to be taken collectively, as a group, or to share quiz answers with other classmates. Sharing or distributing quiz answers to other classmates or providing other assistance is punishable under the Ohio State University's Code of Student Conduct up to and including failure in the class and/or suspension from OSU. The purpose of the quizzes is to (a) encourage you to keep up to date on readings and class lectures; (b) give you a low-risk way of experiencing the nature of questions that will appear on exams; and (c) help you realize prior to the exams if you will need to modify the amount of effort or strategies you use in preparing for testing in this course

Documentary Tuesdays/Thursdays: In addition to online quizzes, we you will be responsible for viewing several documentaries online during the course of the semester, answering a brief quiz about the movie, and engaging in online discussion about the film contents, which will be

followed up with a class discussion. To compensate for this additional time outside of class viewing films (each around 60-90 minutes), you will be released on from class some Tuesdays/Thursdays, with class discussion about the movie at the beginning of class the following Thursday/Tuesday. The Tuesdays/Thursdays in question and the respective films are listed in the syllabus.

### **Writing assignments (15%)**

Essay writing assignments applying knowledge from the class will be provided. Each will be worth 7.5% of your final grade (together – 15%). The tentative dates of the papers to be due are listed in the course schedule. It will consist of the production of 3 page double-spaced paper. The topics for the short essays will be provided a week before the due date.

### **Practice activities (15%)**

The class is aimed not only to teach theories important for understanding of intercultural communication, but also to try application of the knowledge provided by the course. For this reason we will be conducting a number of practice activities (in groups, in class) to get training in the ways the course knowledge can be applied in the future work/life of students: in journalism, PR, business, international relations, academia, etc... Each practice activity will bring the participant 2.5% towards the final grade. Failure to participate will mean the loss of 2.5% towards the final grade (per activity). The tentative dates of practices are listed in the course schedule.

### **Class Attendance (10%)**

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. **Attendance will be taken at each class**, only extraordinary medical reasons (with appropriate documentation from the doctor/hospital) or university excuses can be accepted. The time to inform me or TA about this is when the problem/necessity arises. Documentation provided more than 48 hour after the missed class will not be accepted.

### **Extra Credit/CREP**

During the course of the semester, through the Communication Research Experience (C-REP) you have the opportunity to participate in experiments or surveys conducted by School of Communication faculty or graduate students for extra credit toward your final grade. CREP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. You may earn a MAXIMUM of 3% credit toward your final grade through participation in CREP.

Participation can take the form of:

- Completing up to THREE hours (1 hour = 1% extra credit) of C-REP research studies, OR
- Completing up to THREE C-REP alternative written assignments (1 assignment = 1% extra credit), OR
- Completing a combined total of THREE hours of research studies and alternative writing assignments.

You must complete at least 1 hour/credit of CREP in order to receive extra credit. Completing your C-REP requirement must take place during the semester. You should definitely NOT wait until the last minute to sign up for participation for extra credit because people tend to procrastinate and research opportunities will be limited. In fact, it is probably wise to complete your C-REP requirement as early as possible in the semester when demands on your time are the lightest. The C-REP Student Guide on the School of Communication website tells you everything you need to know about this requirement:

<http://www.comm.ohio-state.edu/images/stories/PDFs/crepstudentguideupdate.pdf>

Both COMM 1100 and COMM 1101 require C-REP participation, and thus you may be enrolled in CREP for those courses simultaneously or another communication class for extra credit. The same C-REP participation CANNOT be counted for more than one course. Please direct any questions regarding C-REP to **Shannon Poulsen** ([poulsen.6@buckeyemail.osu.edu](mailto:poulsen.6@buckeyemail.osu.edu))

### **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](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](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 contact your TA or 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.

The Office for Disability Services is located in: 098 Baker Hall 113 W. 12th Ave Phone 614-292-3307 <http://www.ods.ohio-state.edu/>

## **Copyright Disclaimer**

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

## **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.

## **Title IX**

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been

sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

### **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

### **List of Supplemental Readings Posted on Carmen (see schedule below)**

1. *What Causes Us to Hold Biases Against Out Groups?* in Understanding Intercultural Communication. S. Ting-Toomey and L.C. Chung. Oxford, 2011.
2. *International Advertising and Promotion* in Advertising and Promotion. An Integrated Marketing Communication Perspectives by Belch&Belch. McGraw Hill, 2018

### **PLEASE TAKE CARE OF YOURSELF (MENTAL HEALTH STATEMENT):**

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting [ccs.osu.edu](http://ccs.osu.edu) or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at [suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

**About your Professor**

Dr Olga Kamenchuk is an Associate Professor (Clinical) at School of Communication and a Research Associate at Mershon Center for International Security Studies. Her PhD is in Psychology, she teaches courses in strategic and political communication at OSU (*Strategic Communication; Communication and Conflict Management; Intercultural Communication; Industry Research Methods*) 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 well has 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 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...)



**LECTURE/READING/EXAM SCHEDULE**

DATE	TOPIC	READINGS	Knowledge and skills.
7-Jan	Defining Culture and Communication. Perception and Intercultural Communication Competence.	Jandt, Chapters 1-2	<b>What forms our identity and how it affects our communication?</b> Religion, ethnicity, race, gender, class, etc.. as components of identity. "Western" vs "Eastern" perspectives towards Communication. Media and intercultural communication. Framing, agenda setting, priming. <b>What cognitive functions affect communication and culture?</b> Sensation and perception. Intercultural communication competence and ethics. Multiple identities and communication.
9-Jan	Barriers to Intercultural Communication.	Jandt, Chapter 3	<b>What are the barriers to effective and appropriate intercultural communication?</b> Uncertainty Reduction Theory. Anxiety, stereotypes and prejudice. Media stereotyping. Selective exposure. Ethnocentrism and racism.
14-Jan	<b>PRACTICE #1: Media De-Stereotyping.</b>		
16-Jan	Nonverbal Communication	Jandt, Chapter 4	<b>How people communicate without words and how to avoid misinterpretations? What important nonverbal cues one can "read" on TV commercials?</b> Proxemics, kinesics, chronemics, paralanguage, silence, haptics, artifacts, territoriality. Non-verbal communication in the intercultural setting. Lying. Emotions and how they differ around the world.
21-Jan	<b>PRACTICE #2: Reading non-verbal cues in the intercultural setting</b>		
23-Jan	Language as a Barrier	Jandt, Chapter 5	<b>How can language build walls in communication? What important things should be remembered when working with foreign media and translated texts/media materials?</b> Sapir-Whorf hypothesis and its criticisms. Linguistic relativism. Translation problems. <b>How can media help fight language nationalism?</b> Language as nationalism. Muted group theory.

28-Jan	Dimensions of Culture. Environment and Technology.	Jandt, Chapter 6	<b>What major values drive intercultural communication?</b> <i>Introduction to Hofstede dimensions. The Trompenaars and Hampden-Turner dimensions. Control, subjugation, harmonization. Accommodating differences in the perceptions of environment and technology.</i>
30-Jan	<b>Documentary #1: no class on that day. Assignment DUE: Feb 3, 11:59pm</b>	<b>ESSAY PAPER #1 DUE</b>	<b>Documentary: PBS Independent Lens "American Denial"</b>
4-Feb	<b>Case studies and Exam PREP</b>		
6-Feb	<b>EXAM #1</b>		
11-Feb	<b>PRACTICE #3: Intercultural Negotiations</b>		
13-18 Feb	Racism and Colonialism: past and present.	Supplementary Reading #1 (Carmen).	<i>Race as a construct. Social distancing theory. Racism in the world. Racial cleavages in the US. Native Americans and Native Australians: genocide. Orientalism. Explicit racism and implicit racism in the media. Symbolic racism. The Doll test.</i>
20-Feb	Gender. Sexism.	Jandt, Chapter 9	<b>How gender is perceived in different cultures?</b> <i>Comparative status of women. Marriage. Family units. Gender and communication. Sexism. Masculinity vs Femininity in intercultural communication. Gender issues in US. Cultivation theory.</i>
25-Jan	Immigration: interpersonal communication patterns.	Jandt, Chapters 10	<b>How to explain the physical, psychological, and communication stresses of living in a new culture?</b> <i>Culture shock. Reverse culture shock. Migration. Immigration - international cases (Brazil, Israel). Immigration to the US and immigrants in American society. Social distancing.</i>
27-Feb	Acculturation. Cultures within cultures.	Jandt, Chapters 11	<b>What are intercultural communication challenges of some immigrant groups?</b> <i>Marginalization. Assimilation. Integration. Separation: case of Amish culture. Hispanic culture in US: values and identity.</i>
	<b>Case studies and Exam PREP</b>		
5-Mar	<b>EXAM #2</b>		
March 8 -13	<b>SPRING BREAK</b>		
17-Mar	<b>Documentary #2: no class on that day. Assignment DUE:</b>		<b>BBC documentary: "What stands in the way of women being equal to men?"</b>

	<b>Mar 20, 11:59pm</b>		
19-Mar	Dominant Cultural Patterns in US. Value Orientation Theory.	Jandt, Chapter 7	<b>How dominant cultures develop? Origins of American cultural patterns. Value orientation theory.</b>
24-Mar	<b>PRACTICE #4: Recognizing American Cultural Patterns</b>		
26-Mar	Contact Between Cultures: cultural icons and promotions going global.	Jandt, Chapter 13	<b>How to spread innovations from one culture to another?</b> <i>How to promote US cultural icons? 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>
31-Mar	<b>PRACTICE #5: Promoting cultural icons worldwide</b>		
2-Apr	International Markets and Communication.	Supplementary reading #2 (Carmen).	<b>Why would you want to promote your brands and products globally?</b> <i>Which strategies to choose for promotion and advertising in the international markets? What are advantages and problems of communication in the international markets? International advertising and promotion: Global vs Localized approaches. The Role of International Environment. Major decision areas in communication applied to the international setting.</i>
7-Apr	<b>Guest lecture: Islamophobia.</b>		
9-Apr	<b>Documentary #3: no class on that day. Assignment DUE: April 13, 11:59pm</b>	<b>ESSAY PAPER #2 DUE</b>	<b>Documentary: British Airways "A very British airline"</b>
14-Apr	<b>PRACTICE #6: Advertisement and Promotion in the Intercultural Markets.</b>		
16-Apr	<b>EXAM #3</b>		
22-Apr	<b>FINAL EXAM: April 22, 2:00pm - 3:45 pm, same classroom as lecture.</b>		