

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: CST 229

Credits: 3

Course Title: Intercultural Communication

Course Description: Emphasizes the influence of culture on the communication process, including differences in values, message systems, and communication; focuses on the importance of culture in everyday living; acknowledges the growing need to communicate across cultures in an era of rapid globalization; and presents strategies for effective communication in a culturally diverse workplace and community. Prerequisite: Completion of all developmental reading and writing recommendations.

Lecture 3 hours per week.

General Course Purpose: Intercultural communication emphasizes the influence of culture on the communication process, including differences in values, message systems, nonverbal communication, and communication rules. This course is designed to increase student awareness and appreciation for the complexity of intercultural communication skills in everyday situations. By studying communication principles and practicing intercultural competence, students will develop a greater tolerance and understanding of cross-cultural differences in personal and professional interactions.

Course Prerequisites and Co-requisites:

Prerequisite: Completion of all developmental reading and writing recommendations

Course Objectives:

Upon completing the course, the student will be able to

- a. Define major terms and concepts related to cross-cultural communication;
- b. Identify factors that can influence the cross-cultural communication process;
- c. Understand how communication processes differ among cultures;
- d. Identify challenges that arise from cross-cultural differences in intercultural interactions and learn ways to creatively address them;
- e. Discover the importance of the roles of context and power in studying intercultural communication;
- f. Acquire knowledge, skills, and attitudes that increase intercultural competence;
- g. Demonstrate increasing ability to communicate with non-native speakers, as well as persons who exhibit a different worldview, value system, and communicative style;
- h. Analyze and synthesize large amounts of information to produce relevant, insightful presentations; and
- i. Evaluate information gathered about a culture in light of its being valid or stereotypical in nature.

Major Topics to Be Included:

- a. Cross-cultural communication theory, concepts, and patterns
- b. Cultural values and identities
- c. Understanding cross-cultural and intercultural communication differences, challenges, and opportunities
- d. Ethnocentrism, bias, stereotyping, culture shock, assimilation, cultural relativism
- e. Verbal and nonverbal communication as related to culture
- f. Communication issues related to globalization
- g. Cross-cultural, intercultural challenges in work and personal relationships
- h. Ethical intercultural communication
- i. Managing cross-cultural conflict using communication strategies

Effective Date of Course Content Summary: April 1, 2012