

Arab Academy for Science, Technology and Maritime Transport
College of Language and Communication

Course Description Form

Basic Course Specifications				
Course Title	: Intercultural Communication			
Course Code	: COM 238			
Program on which the course is given	: ☒ Bachelor	: ☐ Diploma	: ☐ Master	: ☐ Pre- PhD
Academic year	: 2023-2024			
Specialization (units of study)	: Theoretical (30 hrs.)		Practical (30 hrs.)	
Pre-Requisites	: None			
Overall Course Objectives				
This course is designed to provide learners with an understanding of the importance of communication between different cultures as a means to develop and face challenges such as misunderstanding and stereotypes that eventually lead to conflicts.				
Intended Learning Outcomes				
1. Knowledge and Understanding				
On completion of this course, students will be able to: 1.1 Define intercultural communication. 1.2 Determine intercultural communication in different aspects of real life. 1.3 Trace the genealogy of intercultural communication. 1.4 Identify the relationship between nations and cultures. 1.5 Identify the relationship between language and culture. 1.6 Recognize the different challenges that face Intercultural communication.				
2. Intellectual Skills				
On completion of this course, students will be able to: 2.1 Estimate the importance of media communication in our daily life through examples. 2.2 Evaluate the vital role of communication in day-to-day life. 2.3 Focus on communication in an intercultural context. 2.4 Focus on the rise and implications of new media and their impact in intercultural communication.				
3. Professional and Practical skills				
On completion of this course, students will be able to: 3.1 Consider the composition and significance of your cultural identities. 3.2 Compare cultural assumptions of your own and others. 3.3 Distinguish cultural variations in communication styles.				
4. General and Transferable skills				
On completion of this course, students will be able to: 4.1 Estimate the importance of learning intercultural communication. 4.2 Decide on the most convenient team partners. 4.3 Infer some major cultural values underlying different behaviors.				

4.4 Apply these for adaptation in intercultural interactions more confidently and resourcefully.

Course Content				
Lect. #	Topic	Hrs#	Theoretical	Practical
1	Course Orientation and Introduction to the book	4	✓	✓
2	Approaching Intercultural Communication (Chapter 2, p.5) 2.1 Chapter objectives 2.2 Intercultural communication: What is it? 2.3 Culture Cont'd + Application	4	✓	✓
3	The Genealogy of Intercultural Communication (Chapter 3, p18) 3.1 Chapter Objectives 3.2 Culture 3.3 Multiculturalism 3.4 Intercultural Communication Cont'd + Application	4	✓	✓
4	Language and Culture (Chapter 4, p36) 4.1 Chapter Objectives 4.2 Linguistic Relativity 4.3 Health Care in linguistically diverse societies 4.4 Communicative relativity 4.5 A Language with a name Cont'd + Application	4	✓	✓
5	Nation and Culture (Chapter 5, p57) 5.1 Chapter Objectives 5.2 Stereotypes 5.3 Banal Nationalism	4	✓	✓
6	Application on Nation and Culture (Chapter 5, p57)	4	✓	✓
7	Cont. Application on Nation and Culture (Chapter 5) 7 th Week Assessment	4	✓	✓
8	Nation and Culture (Chapter 5, p65 cont'd) 5.4 Intercultural communication advice 5.5 Globalization and transnationalism Cont'd + Application	4	✓	✓
9	Intercultural Communication at Work (Chapter 6, p.76)	4	✓	✓

	6.1 Chapter objectives 6.2 National cultural values Cont'd + Application			
10	Intercultural Communication at Work (Chapter 6, p.76) 6.3 Multinational corporations 6.4 Doing language Cont'd + Application	4	✓	✓
11	Intercultural Romance (Chapter 8, p. 111) 8.1 Chapter objectives 8.2 Love goes global 8.3 Love makes the world go round	4	✓	✓
12	Cont'd + Application 12th Week Assessment	4	✓	✓
13	Intercultural Communication and Exclusion (Chapter 9, p. 128) 9.1 Chapter objectives 9.2 Racism in disguise (Culture) Cont'd + Application	4	✓	✓
14	Intercultural Communication and Exclusion (Chapter 9, p. 128) 9.1 Chapter objectives 9.2 Racism in disguise (Language) Cont'd + Application	4	✓	✓
15	Revision	4	✓	✓

Teaching & learning Methods

1. Lectures
2. PowerPoint Presentations prepared by the instructor
3. Practice exercises in class
4. Pair/ group work activities
5. Oral Presentations given by the students
6. Home Assignments

Facilities Required for Teaching & Learning Methods

✓ Projector	☐ Overhead Slide	✓ Books	✓ Video	☐ Audio Cassette
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Students Assessment Methods

Assessment Schedule

Assessment#1	Week 7
Assessment#1	Week 12
Assessment#1	Week 1- 15
Assessment#1	Week 16

Grading Method

Attendance	☐	
Mid Term Examination	☐	30 %

Presentations	☐	5 %
Quizzes	☐	20 %
Projects	☐	
Participation	☐	5 %
Oral Examination	☐	
Final Examination	☐	40 %
		Total 100%
List of References		
Course Notes		
Description	:	An essential textbook and a variety of references.
Essential Books		
Description	:	Piller, I. (2017). <i>Intercultural communication: A critical introduction</i> . Edinburgh University Press.
Recommended Books		
Description	:	1. Jandt, F. E., & Jandt, F. E. (2011). <i>An introduction to intercultural communication: Identities in a global community</i>. Thousand Oaks, Calif: Sage Publications. https://epdf.pub/queue/intercultural-communication-building-a-global-community.html 2. Holland, A. (2011). <i>Intercultural Communication and Ideology</i>. London: Sage. http://08113vy6f.1104.y.http.sk.sagepub.com.mplbci.ekb.eg/books/download/intercultural-communication-and-ideology/n2.pdf 3. Spencer-Oatey, H., & Franklin, P. (2009). <i>Intercultural interaction: A multidisciplinary approach to intercultural communication</i>. Basingstoke: Palgrave Macmillan. https://epdf.pub/queue/intercultural-interaction-a-multidisciplinary-approach-to-intercultural-communic.html
Periodicals and publications		
Description	:	None
Others (websites, e-books...etc)		
Description	:	None