

COURSE DESCRIPTION

TKK2100 Cross-Cultural Communication

1. Degree	Bachelor of Tourism and Relationship Management
2. Year/semester	2nd year – 3rd semester
3. Credits	10
4. Course instructor	Assistant Professor Kjersti Ruud Walaas
5. Contact hours	50 hours
6. Course prerequisites	General study qualifications.
7. Learning goals	<p>The subject will contribute to increase enterprise profitability and judgement, by enabling students to achieve effective communication with their counterpart. The course seeks to develop the students' knowledge and understanding of culturally-based differences and similarities. An insight into the cultural dimension of business can be gained by examining the social, cultural and psychological conditions for successful cross-cultural communication. In order to understand “the other”, much emphasis will be given to outsiders' images of Norwegians and the Norwegian nation, as well as culturally based stereotypes between “us and them”. Emphasize will be put on the need of cultural knowledge and comparative perspectives. Special attention will be given to relevant issues pertaining to the cultural and ethnical contradictions in today's multicultural society, the globalization process and that of ethics and social responsibility at individual and corporate level.</p> <p>Much emphasis will be given to the analysis of interaction processes. Students will be capable of recognizing different communication forms and apply relevant and effective strategies to overcome communication obstacles. Students will be capable of carrying out ethically-founded evaluations based on the understanding of culture in accordance with the enterprise's</p>

	profitability and judgement. This applies to face-to-face situations, work meetings and presentations, media communication and participation in, or leadership of, a multicultural workplace.
8. Course contents	<p>Culture and communication theory Intercultural interaction in the process of globalization. The concept of Culture. Subject perspectives: Ethnocentrism and cultural relativity. Attitudes: Stereotyping, prejudice and empathy.</p> <p>Communicative processes Models, signs, analysis and interpretation. Verbal and non-verbal communication. Context, values. Communicative competence.</p> <p>Understanding culture and society in the globalisation era Comparative cultural patterns. "Norwegian culture". Cultural complexity. Media and marketing pictures and representations. Ethics, corruption, CSR, the local and the global.</p> <p>The global meeting and working place Communications strategies, methods and techniques. Multicultural teams/groups. Cultural synergy. The culture shock.</p>
9. Method of instruction	The course will be taught through lectures, dialogs and discussions in class. The students will also engage in a variety of classroom activities, including both individual and group work and presentations. The students are required to invest considerable efforts in the learning process.
10. Assessment	Assignments/mid-term exam: 40 % Final exam: 60 %
11. Course syllabus	<p>Adler, Nancy J., og Allison Gundersen. 2008. <i>International dimensions of organizational behavior</i>. 5th. ed. Cincinnati, Ohio: South-Western/Thomson. ISBN: 0-324-36074-6. (ca 250 sider) Pris: 599,-. (4. utgave fra 2002 kan også brukes)</p> <p>Dahl, Øyvind, og Kjell Habert. 2001. <i>Møter mellom mennesker: interkulturell kommunikasjon</i>. Oslo: Gyldendal akademisk. ISBN: 978-82-00-45368-0. (248 sider) Pris: 329,-</p>

Walaas, Kjersti Ruud, red. 2008. *Kompendium: tverrkulturell kommunikasjon*. Oslo: Markedshøyskolen Campus Kristiania. (136 sider).

Kompendium: tverrkulturell kommunikasjon inneholder:

Djabbary, Ali. 2006. Plutselig norsk. I *Mellom to kulturer*, S. Alghasi, K. Fangen og I. Frønes (red.). Oslo: Gyldendal akademisk. (6 sider).

Eriksen, Thomas Hylland, og Torunn Arntsen Sørheim. 2006. Kultur: forskjeller og likheter mellom mennesker. I *Kulturforskjeller i praksis: perspektiver på det flerkulturelle Norge*. Oslo: Gyldendal akademisk. (16 sider).

———. 2006. Mennesket og myndighetene. I *Kulturforskjeller i praksis: perspektiver på det flerkulturelle Norge*. Oslo: Gyldendal akademisk. (12 sider).

———. 2006. Norskhet: hva er det? I *Kulturforskjeller i praksis: perspektiver på det flerkulturelle Norge*. Oslo: Gyldendal akademisk. (17 sider).

Jandt, Fred E. 2007. Comparative cultural patterns: arab culture. I *An introduction to intercultural communication: identities in a global community*. Thousand Oaks: Sage. (20 sider).

Johansen, Kjell Eyvind, og Arne Johan Vetlesen. 2000. Etikk, moral og verdier. I *Innføring i etikk*. Oslo: Universitetsforlaget. (8 sider)

———. 2000. Forskjells- og likebehandling på grunnlag av kjønn og rase/etnisitet. I *Innføring i etikk*. Oslo: Universitetsforlaget. (15 sider)

Ulven, Henrik. 2007. Gestikulering. I *Internasjonal skikk og bruk*. Oslo: Findexa. (2 sider)

———. 2007. Hvordan bli en bedre verdensborger. I *Internasjonal skikk og bruk*. Oslo: Findexa. (8 sider)

———. 2007. Korrupsjon. I *Internasjonal skikk og bruk*. Oslo: Findexa. (9 sider)

———. 2007. Korrupsjonsfaktor. I *Internasjonal skikk og bruk*. Oslo: Findexa. (3 sider)

———. 2007. Kulturarv: å være norsk. I *Internasjonal skikk og bruk*. Oslo: Findexa. (7 sider)

	<p>———. 2007. Religionsforståelse. I <i>Internasjonal skikk og bruk</i>. Oslo: Findexa. (13 sider)</p>
12. Recommended reading	<p>Eriksen, Thomas Hylland, og Torunn Arntsen Sørheim. 2006. <i>Kulturforskjeller i praksis: perspektiver på det flerkulturelle Norge</i>. 4. utg. Oslo: Gyldendal akademisk. ISBN: 978-82-05-36357-1.</p> <p>Jandt, Fred E. 2007. <i>An introduction to intercultural communication: identities in a global community</i>. 5th. ed. Thousand Oaks: Sage. ISBN: 1-4129-1442-6.</p> <p>Ulven, Henrik, og Agnes Fife. 2007. <i>Internasjonal skikk og bruk: møte med andre land og kulturer</i>. [Oslo]: Findexa. ISBN: 978-82-7217-118-5.</p>