



COURSE DESCRIPTION

IKK2100 Intercultural Communication

1. Degree	Bachelor of Marketing and Internationalization (BMI2)
2. Year/semester	2 nd year – 4 th semester
3. Credits	10
4. Course instructor	Assistant Professor Hanne Stavelie (for Kjersti Ruud Walaas)
5. Contact hours	50 hours
6. Course prerequisites	General study qualifications/other qualifications, e.g. the completion of previous courses included in the degree.
7. Learning goals	The course seeks to develop the students' knowledge and understanding of culturally-based differences and similarities, and give insight into the cultural dimensions of international business and professional life. Interpersonal communication is viewed as a process and analyzed in a contextual perspective. The subject is based on theories from social anthropology, sociology and communication. 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. 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". The need of cultural knowledge and comparative perspectives will be emphasized. Special attention will be given to the globalization process, ethics, and today's multicultural society. This applies to face-to-face situations in the professional arena, and partly to mass communication.
8. Course contents	The necessity of Intercultural Communication Globalization and international business, complexity and multiculturalism. The concept of culture. Fundamental theoretical assumptions.

	<p>The cultural Context Individualism-collectivism. High- and low-context. Value orientations. Power distance. Uncertainty avoidance.</p> <p>The Microcultural Context Cultural groups, “us and them”. Prejudices. The Norwegian context and culture. Critical perspective on national categorizations. Majority-minority, conflict-unity. Muted groups.</p> <p>The Environmental Context Nature and man-made environment. Comparison of nations. Private-public spheres. Time orientation.</p> <p>The Perceptual Context Culture and cognition. Culturally based differences of perception. Stereotypes. Ethnocentrism. Symbols, media and marketing.</p> <p>The Socio-Relational Context and the Multicultural Society Group variations, in- and outgroups. Role, social stratification, hierarchy. Family, gender. The state and the individual. Religion.</p> <p>The Verbal Code Language and culture. Sapir-Whorf-hypothesis. Conflict, identity. Communication styles: Direct-indirect. Instrumental-affective.</p> <p>The Nonverbal Code Formal and informal code. Cultural variations.</p> <p>Developing Intercultural Relations Empathy and equality. Intimacy in the East and the West. Forms of marriage. Ethics, corruption, CSR.</p> <p>Intercultural Communication in Organizations Management styles, cultural perspectives on the job. Relationship orientation-task orientation. Misinterpretations. Cultural Synergy.</p> <p>Acculturation and Culture Shock</p> <p>Intercultural Competence</p>
<p>9. Method of instruction</p>	<p>The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom activities, including both individual and group presentations. The students are required to invest considerable efforts in the</p>

	learning process.
10. Assessment	Assignments/mid-term exam in groups of two or three: 40 % Final individual exam: 60 %
11. Course syllabus	<p>Neuliep, James 2009. <i>Intercultural Communication</i>. 4 utg. Thousand Oaks, Calif: Sage. ISBN: 9781412967709 (432 p.) Price NOK 385,-</p> <p>Walaas, Kjersti Ruud, red. 2009. <i>Kompendium: Tverrkulturell og Interkulturell kommunikasjon</i>. Oslo: Markedshøyskolen Campus Kristiania. (303 p.). Price ca NOK 200,-</p> <p>Compendium : Tverrkulturell og interkulturell kommunikasjon contains:</p> <p>Adler, Nancy J., og Allison Gundersen. 2008. Chapter 4 : Creating cultural synergy. I <i>International dimensions of organizational behavior</i>. 5th. ed. Ohio: Thomson. (27 p.)</p> <p>Djabbary, Ali. 2006. Plutselig norsk. I <i>Mellom to kulturer</i>, S. Alghasi, K. Fangen og I. Frønes (red.). Oslo: Gyldendal akademisk. (6 p.).</p> <p>Eriksen, Thomas Hylland, og Torunn Arntsen Sørheim. 2006. Kultur: forskjeller og likheter mellom mennesker. I <i>Kulturforskjeller i praksis: perspektiver på det flerkulturelle Norge</i>. Oslo: Gyldendal akademisk. (16 p.).</p> <p>———. 2006. Mennesket og myndighetene. I <i>Kulturforskjeller i praksis: perspektiver på det flerkulturelle Norge</i>. Oslo: Gyldendal akademisk. (12 p.).</p> <p>———. 2006. Norskhet: hva er det? I <i>Kulturforskjeller i praksis: perspektiver på det flerkulturelle Norge</i>. Oslo: Gyldendal akademisk. (17 p.).</p> <p>Gullestad, Marianne. 2002. Om å være ”trygg på sitt eget”. I <i>Det norske sett med nye øyne</i>. Oslo: Universitetsforlaget (19 s.)</p> <p>Hall, Edvard, og Mildred Hall 1990. Part 2 : the Germans. I <i>Understanding Cultural Differences</i>. Yarmouth: Intercultural Press. (52 p.)</p> <p>Hansen, Mette Halskov, og Stig Thøgersen 2008. Ulikhet og sosial velferd. I <i>Kina, individ og samfunn</i>. Oslo: Universitetsforlaget (19 p.)</p> <p>———. 2008. Tro og mistro. I <i>Kina, individ og samfunn</i>. Oslo: Universitetsforlaget (18 p.)</p>

	<p>Jandt, Fred E. 2007. Chapter 9 : comparative cultural patterns: arab culture. I <i>An introduction to intercultural communication: identities in a global community</i>. US: Thousand Oaks: Sage. (20 p.).</p> <p>Johansen, Kjell Eyvind, og Arne Johan Vetlesen. 2000. Etikk, moral og verdier. I <i>Innføring i etikk</i>. Oslo: Universitetsforlaget. (8 p.)</p> <p>———. 2000. Forskjells- og likebehandling på grunnlag av kjønn og rase/etnisitet. I <i>Innføring i etikk</i>. Oslo: Universitetsforlaget. (15 p.)</p> <p>Kristoffersen, Henning 2008. Hva er det kinesiske? I <i>Det nye Kina</i>. Oslo: Universitetsforlaget. (22 p.)</p> <p>———. 2008 Kinesisk forretningskultur og kommunikasjon. I <i>Det nye Kina</i>. Oslo: Universitetsforlaget. (9 p.)</p> <p>Ulven, Henrik. 2007. Gestikulering. I <i>Internasjonal skikk og bruk</i>. Oslo: Findexa. (2 p.)</p> <p>———. 2007. Religionsforståelse. I <i>Internasjonal skikk og bruk</i>. Oslo: Findexa. (13 s.)</p> <p>———. 2007. Kulturarv: å være norsk. I <i>Internasjonal skikk og bruk</i>. Oslo: Findexa. (7 p.)</p> <p>———. 2007. Hvordan bli en bedre verdensborger. I <i>Internasjonal skikk og bruk</i>. Oslo: Findexa.(8 p.)</p> <p>———. 2007. Korrupsjon. I <i>Internasjonal skikk og bruk</i>. Oslo: Findexa. (9 p.)</p> <p>———. 2007. Korrupsjonsfaktor. I <i>Internasjonal skikk og bruk</i>. Oslo: Findexa. (3 p.)</p>
12. Recommended reading	<p>Eriksen, Thomas Hylland, og Torunn Arntsen Sørheim. 2006. <i>Kulturforskjeller i praksis</i>. 4. utg. Oslo: Gyldendal akademisk. ISBN: 978-82-05-36357-1.</p> <p>Kristoffersen, Henning 2008. <i>Det nye Kina</i>. Oslo: Universitetsforlaget. ISBN 978-82-15-01047-2</p> <p>Ulven, Henrik. 2007. <i>Internasjonal skikk og bruk</i>. Oslo: Findexa. ISBN: 978-82-7217-118-5.</p>