



COURSE SYLLABUS

Communication Across Cultures, 7.5 credits

Tvärkulturell kommunikation, 7,5 högskolepoäng

Course Code:	LTKK14	Education Cycle:	First-cycle level
Confirmed by:	The Committee of the Media and Communication Science Programme Apr 1, 2014	Disciplinary domain:	Social sciences
Valid From:	Aug 18, 2014	Subject group:	MK1
Version:	1	Specialised in:	G1F
Reg number:	2014/01354	Main field of study:	Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of this course, the student should be able to:

Knowledge and understanding

- identify communication patterns in different cultures
- explain theories within the field of intercultural and crosscultural communication
- describe determinants for the communication processes between different cultures

Skills and abilities

- demonstrate the ability to use concepts of intercultural, crosscultural and multicultural communication in strategic information/communication planning, e.g. campaigns.

Judgement and approach

- demonstrate the ability to analyze and compare different communication patterns
- demonstrate the ability to awareness and approaches that consider the importance of crosscultural and multicultural communication in society

Contents

- Levels, processes and patterns of communication
- Crosscultural, intercultural and multicultural communication theories
- Swedish communication and culture patterns in a global world

Type of instruction

Tuition is in the form of lectures, seminars and assignments, individually or in groups. A digital learning platform is used.

The teaching is conducted in English.

Prerequisites

General requirement and English Course B and passed courses within the major of the programme, Media and Communication Science, with at least 37,5 credits (or equivalent). Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

The examination is based on tuition and course literature. The examination is based on individual performances.

For this course, the examination is based on:

- one group work with oral presentation,
- one discussion seminar and
- two individual written assignments.

The grade is translated to the ECTS grading scale (A, B, C, D, E, Fx or F).

Registration of examination:

Name of the Test	Value	Grading
Examination	7.5 credits	U/G/VG

Course evaluation

The course is evaluated according to the regulations and guidelines for the first, second and third cycle education at Jönköping University.

Course literature

Literature

Johansson, Christina & Werner Carr, Lisa (2001). *Modern-Day Vikings*. Yarmouth: Intercultural Press Inc. 200 pages

Samovar, Larry A., Porter, Richard E., McDaniel, Edwin R. & Roy, Carolyn S. (2013). *Communication Between Cultures*. Boston: Wadsworth. 400 pages

Articles, 50 pages

Literature Reference

Search help (2010). *Citing Sources – APA (Harvard)*. University Library: Jönköping University.
<http://hj.se/bibl/en/search-help/citing-sources.html>

Information material about Anti-Plagiarism at universities. The Interactive Anti-Plagiarism Guide – Jönköping University. <http://pingpong.hj.se/public/courseId/10565/publicPage.do>