

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. COURSE TITLE

Language and Intercultural Communication

2. COURSE CODE

ENGL3207

3. NO. OF UNITS

3 Units

4. OFFERING DEPARTMENT

Department of English Language and Literature

5. PREREQUISITES

Nil

6. MEDIUM OF INSTRUCTION

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7. AIMS & OBJECTIVES

To give students the opportunity to explore the interrelationship between linguistic and communicative phenomena on the one hand, and cultural phenomena on the other.

8. COURSE CONTENT

- I. Approaches to the study of communication and culture
- II. Identity Theory and intergroup relationships
- III. National stereotypes and (language) attitudes
- IV. Non-verbal communication in intercultural contexts
- V. Politeness and communication in different cultural contexts
- VI. Perceptions of time and space across cultures
- VII. The characteristics of intercultural discourse

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Demonstrate that they understand the interrelationship between linguistic and

	communicative phenomena, and cultural phenomena
CILO 2	Understand and appreciate different approaches to culture, and how these approaches affect our analyses of cross-cultural communication
CILO 3	Present and discuss theories which attempt to explain the different ways in which people communicate across cultures
CILO 4	Formulate and conduct a small-scale research projects and/or analyze authentic examples of intercultural communication

10. TEACHING & LEARNING ACTIVITIES (TLAs)

<u>CILO alignment</u>	<u>Type of TLA</u>
CILO 1	- Participate in group discussions of cases and other authentic examples of intercultural communication, including video material - Participate in on-campus observation and recording of interpersonal and intergroup communication - Do assignments and small-scale research projects
CILO 2	- Do assignments and small-scale research projects
CILO 3	- Participate in group discussions of cases and other authentic examples of intercultural communication, including video material - Participate in on-campus observation and recording of interpersonal and intergroup communication - Do assignments and small-scale research projects
CILO 4	- Participate in group discussions of cases and other authentic examples of intercultural communication, including video material - Do assignments and small-scale research projects

11. ASSESSMENT METHODS (AMs)

<u>Type of Assessment Methods</u>	<u>Weighting</u>	<u>CILOs to be addressed</u>	<u>Description of Assessment Tasks</u>
Coursework	50 %	1, 2, 3, 4	Coursework may consist of oral and written assignments. Particularly important assessment criteria for both assignments and presentations are the description and interpretation of authentic data, including case studies. Additionally, e-pedagogy may also be used, including gathering and analyzing data via social media and/or other digital tools and visualization aids (such as word cloud, mobile device in-class survey, digital sketching, and/or coding).

Examination	50 %	1, 2, 3	The final examination assesses students' abilities to present facts and findings, and to discuss the implications of these findings, particularly as they relate to predominant theories of cross-cultural and intergroup communication.
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