



UNIVERSITI TEKNOLOGI MARA

ELS255: BASIC INTERCULTURAL COMMUNICATION

Course Name (English)	BASIC INTERCULTURAL COMMUNICATION APPROVED
Course Code	ELS255
MQF Credit	3
Course Description	Basic Intercultural Communication examines the basic elements of interpersonal communication and culture as the two relate to one another. Emphasis is given to the influence of culture on the interpretation of the communication act and to the communication skills that enhance cross-cultural communication.
Transferable Skills	Ability to transfer intercultural competence, cooperative learning and community engagement in academic and professional contexts.
Teaching Methodologies	Lectures, Field Trip, Case Study, Discussion, Presentation, Project-based Learning
CLO	<p>CLO1 Display effective use of verbal and nonverbal intercultural communication in social and professional settings</p> <p>CLO2 Demonstrate social skills and responsibilities in displaying effective use of verbal and non-verbal intercultural communication in social and professional settings</p> <p>CLO3 Demonstrate managerial skills and entrepreneurial mind set in displaying effective use of verbal and non-verbal intercultural communication</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Intercultural Communication 1.1) Concept of culture 1.2) Concept to intercultural communication	
2. Elements of Culture 2.1) Beliefs, Values, Attitudes, Religions, History	
3. Cultural Taxonomies 3.1) Hall's high-low-context cultural taxonomies 3.2) Hofstede's cultural taxonomies 3.3) The GLOBE cultural taxonomies	
4. Verbal Communication 4.1) Verbal codes, thought, culture, impacts of culture on languages,	
5. Non verbal Communication 5.1) Time, Kinesics, Haptic, Proxemics, Paralanguage culture universals, Variations in non verbal communication	
6. Barriers to Intercultural Communication 6.1) Perception, Prejudice, Racism, Discrimination, Stereotypes	
7. Intercultural Communication Contexts 7.1) Social & Professional	
8. Culture Shock 8.1) Perception, Prejudice, Racism, Discrimination, Stereotypes	
9. Developing Cross-cultural Competence 9.1) Concept of face, orientation of self, power, time and interpersonal relationship	
10. Improving Intercultural Communication 10.1) Concept of face, orientation of self, power, time and interpersonal relationship	

Assessment Breakdown		%
Continuous Assessment		100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	To apply managerial and entrepreneurial skills in a community service project.	40%	CLO3
	Presentation	To describe the similarities and differences intercultural elements between cultures.	20%	CLO1
	Presentation	To apply the fundamentals or principles of effective intercultural communication skills in social and professional settings.	20%	CLO2
	Written Report	To write a self-reflection report.	20%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Linda Beamer,Iris Varner 2011, <i>Intercultural Communication in the Global Workplace</i>, 5th Ed., 12, McGraw-Hill Education USA [ISBN: 0073377740] • Jandt, F.E. 2015, <i>An Introduction to Intercultural Communication: Identities in a Global Community</i>, 8th Ed., 14, Sage Publications, Inc. USA [ISBN: 1483344290] • Ingrid Piller 2011, <i>Intercultural Communication</i>, 1st Ed., 11, Edinburgh University Press UK [ISBN: 9780748632848] • Christina Bratt Paulston,Scott F. Kiesling,Elizabeth S. Rangel 2012, <i>The Handbook of Intercultural Discourse and Communication</i>, 1st Ed., 5, John Wiley & Sons USA [ISBN: 1405162724] • James W. Neuliep 2017, <i>Intercultural Communication</i>, 7th Ed., 12, SAGE Publications USA [ISBN: 1506361854] • Myron W. Lustig,Jolene Koester,Rona Halualani 2017, <i>Intercultural Competence: Interpersonal Communication Across Cultures</i>, 8th Ed., 12, Pearson Education USA [ISBN: 0134003233] • Geert Hofstede,Gert Jan Hofstede,Michael Minkov 2010, <i>Cultures and Organizations: Software of the Mind, Third Edition</i>, McGraw Hill Professional • Zhu Hua 2011, <i>The Language and Intercultural Communication Reader</i>, Taylor & Francis US [ISBN: 9780415549134] • Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel 2012, <i>Intercultural communication : a reader</i>, 13th ed Ed., Wadsworth Cengage Learning Boston, MA [ISBN: 9780495898313] • Larry Samovar,Richard Porter,Edwin McDaniel 2011, <i>Intercultural Communication: A Reader</i>, Cengage Learning
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources