



UNIVERSITI TEKNOLOGI MARA

EPC542: CROSS-CULTURAL INTERACTION

<b>Course Name (English)</b>	CROSS-CULTURAL INTERACTION <b>APPROVED</b>
<b>Course Code</b>	EPC542
<b>MQF Credit</b>	4
<b>Course Description</b>	This course deals with the value of communicating across cultures, and the relationship between culture and patterns of interaction. It will consider the reality of diversity in cultural interaction; the importance of awareness and sensitivity to the differences in cultural practices in communication and what is offensive or acceptable within a culture. Students will learn different ways cultures think, communicate and behave and will become more aware of their own cultural perspectives. Sociolinguistic aspects of cross cultural communication, particularly in workplace contexts, will be a major consideration in this course.
<b>Transferable Skills</b>	- Demonstrate ability to analyse issues/problems from multiple angles and make suggestions -Demonstrate ability to socialize with people from different walks of life -Demonstrate ability to communicate clearly and confidently, and listen critically -Demonstrate ability to work professionally and contribute positively in a team
<b>Teaching Methodologies</b>	Lectures, Case Study, Discussion, Small Group Sessions , Role Play
<b>CLO</b>	CLO1 identify similarities and differences in language use between people of different cultures and provide explanations for such differences CLO2 describe communication patterns of interaction resulting from differences in cultural values, norms and codes CLO3 discuss important cross-cultural issues that affect and change the cultural behaviour of people and societies CLO4 apply different strategies for interacting with people of different cultural backgrounds CLO5 apply knowledge and skills of cross-cultural communication in a multicultural workplace
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Dimensions of culture</b> 1.1) Defining culture 1.2) Culture and perception 1.3) Cultural values 1.4) Contact between cultures – globalisation 1.5) Cultural conflict and world peace	
<b>2. Culture and interactions</b> 2.1) High- and low-context cultures 2.2) Hofstede's five-dimensional model 2.3) Non-verbal codes and cultural space	
<b>3. Culture and language</b> 3.1) Cultural variations in language 3.2) Direct and indirect language 3.3) Face work in rituals of communication 3.4) Politeness 3.5) Forms of address 3.6) Gendered language across cultures	

**4. Contact between cultures**

- 4.1) Myths, misunderstanding and stereotypes
- 4.2) Comparative cultural patterns
- 4.3) Malaysian
- 4.4) British, European and American
- 4.5) East Asian
- 4.6) Middle Eastern

**5. Culture in the workplace**

- 5.1) Issues in cross-cultural interaction
- 5.2) Self-awareness
- 5.3) Globalisation and identity
- 5.4) Improving cross-cultural interactions

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1 - Observing and interpreting cultural dimensions of cross-cultural situations: non-verbal communication, time and space, individual/group, nature, communication style, power distance, and uncertainty avoidance.individual/group,	30%	CLO2 , CLO3
	Case Study	- Explaining and justifying personal perceptions - Analysing personal perceptions reflected in written communication	30%	CLO1 , CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Beamer, L. and Varner, V. ,New York: McGraw-Hill/Irwin. 2004, <i>Intercultural Communication in the Global Marketplace</i>, 4th edition Ed., McGraw-Hill/Irwin New York</li> <li>• Gibson, R 2002, <i>Intercultural business communication</i>, Oxford University Press Oxford</li> <li>• Lustig, M.W. and Koester, J. 2006, <i>Intercultural Competence</i>, 5th edition Ed., Pearson</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Bennett, M. (ed.) 1998, <i>Basic concepts of intercultural communication: Selected readings</i>, Intercultural Press New York</li> <li>• Hofstede, G. J. 2002, <i>Exploring Culture: Exercises, Stories and Synthetic Cultures.</i>, Longman New York</li> <li>• Jandt, F. E. 2001, <i>Intercultural Communication: An Introduction.</i>, 3rd edition Ed., Sage Thousand Oaks</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	