



Nebrija
Universidad

Grado en
TRADUCCIÓN

LAC111
**INTERCULTURAL
COMMUNICATION FOR
PROFESSIONAL PURPOSES**

Asignatura: INTERCULTURAL COMMUNICATION FOR PROFESSIONAL PURPOSES .

Formación: Optativa

Créditos: 6

Curso: Tercero

Semestre: Segundo

Grupo: 3TA.....

Profesor: ELENA ORDUNA NOCITO

Curso académico: 2011-2012

1. REQUISITOS PREVIOS

Students are required to have a pre-advanced English level (B2.2) so as to follow the course which will be delivered in English.

2. BREVE DESCRIPCIÓN DE CONTENIDOS

This course describes the variety of factors that enable people to understand each other across group boundaries and explains how to apply this knowledge to the languages professional setting. The course will consist on an introduction to the topic of “intercultural communication” and “cultural identity”, as well as to the tools required to communicate efficiently, verbally and non-verbally.

The aim of the course is double-fold:

- a) make the student aware of the variety of factors involved in communication across cultures
- b) understanding the role communication has in the creation and dissemination of culture, as well as recognising the different cultural variables.
- c) analyse the culture-specific communication styles and become aware of the possible difficulties encountered in interpersonal exchanges abroad.
- d) learning the strategies required so as to communicate effectively in professional settings.

3. COMPETENCIAS QUE ADQUIERE EL ESTUDIANTE Y RESULTADOS DEL APRENDIZAJE

- Accurate use of the English language
- Apply their linguistic knowledge in the profesional field of languages, being able to solve communication problems in different situations and by using different channels.
- Use their oral and written communication skills in profesional contexts.
- Acquire discursive fluency in the english language
- Awareness of the different socio-linguistic rules of communication acts.
- Awareness of the role of verbal and non-verbal communication in different countries and cultures. Using effectively verbal and non-verbal communication skills.
- Develop sufficient autonomy in the learning process in order to persue further studies in the field.
- Develop tolerance to multiculturalism and diversity. Capacity to adapt to new cultural situations.
- Knowledge and use of the different communication styles across national boundaries.
- Awareness of the socio-cultural rules and culture-specific linguistic features in communicative acts in the profesional setting.
- Capacity to apply the different concepts and strategies learnt in their profesional environment.
- Development of learning skills such as critical reading and thinking, analysis, summarising, researching, note- taking, team-work, evaluating, drawing conclusions, etc.
- Consciousness of culture diversity and issues involved in plurilinguism.

- Be able to apply the previous knowledge and experience in communication to the course and relate the new items to that knowledge.
- Promote the use of learning skills such as critical analysis, evaluating, summarising, note-taking, drawing conclusions, thinking and collaborative learning strategies.
- Development of the four specific language skills: reading, writing, listening and speaking through a task based and communicative approach.

4. ACTIVIDADES FORMATIVAS Y METODOLOGÍA

An interactive, task-based and communicative teaching methodology will be used so as to involve the student in their own learning process and make them aware of their learning strategies development. There will be a theoretical introduction at the beginning of each session and students will be after required to participate by posing questions, expressing ideas on texts previously read, sharing knowledge, etc. and carrying out a variety of tasks, individually or/ and in groups.

Theoretical- practical sessions: Students will be required to read certain text on the topic before each session so as to be able to participate and discuss certain issues proposed in class. During each session there will be a theoretical presentation of items and the student will be required to do a wide variety of exercises, individual and in group, similar to those in which he will be involved in his professional and personal life.

Tutorials: Tutorial sessions at students and/ or teachers request so as to monitor the student's development and improvement.

Student's Practice and assignments: Individual or group work done by the student and several exercises will be required thorough out the course. Students will research on the communicative competence of a specific culture so as to produce a written report on the socio- cultural issues of that specific speech community. There will be a final oral presentation in class on their topic using the English language as the only means of communication. The use of the concepts, skills and strategies learnt in class will be compulsory in both tasks.

5. SISTEMA DE EVALUACIÓN

5.1. Ordinary:

5.1.1 Midterm exam	20%
5.1.2 Directed Activities (Final assignment, practice, tutorials, exercises,...)	20%
5.1.3 Class Participation and attendance	10%
5.1.4 Final Exam (written and listening)	50%

5.2. Extraordinary:

5.2.1 Repeat exam	70%
5.2.2 The grades obtained in directed activities are kept	30%

The corresponding 10% corresponding to participation during the semester participation will not be considered in the repeat evaluation.

5.3. Restrictions:

In order to make up the final average grade, the student is required to attend an 80% of the sessions specified in the syllabus. Also, it is necessary to obtain a pass (5) in the final exam (either in the regular or repeat evaluation) so as to qualify for a course grade. Any grade under 5 is considered a fail.

Plagiarism (illegal and unauthorised copying) is penalised with a zero grade 0 for the entire course. Classroom participation is a key aspect of this course, based on a communicative approach. Participation means being able to ask questions, answer questions when called upon, volunteering answers to questions and actively listening to others.

No written assignments will be accepted after the due date given.

Those students with “dispensa” must talk to their teacher. It is “dispensados” students’ responsibility to contact the professor at the beginning of the semester and keep updated regarding directed activities and requirements.

6. BIBLIOGRAFÍA

Bibliografía básica

Shuan Liu, et al. (2011) *Introducing Intercultural Communication*. London: SAGE publications.

Bibliografía complementaria

Bennett, Milton J., (1998) *Basic Concepts of Intercultural Communication*. Yarmouth, ME: Intercultural Press, Inc.

Brown, P. y Levinson, S. (1987): *Politeness: Some universals in language usage*, Cambridge: Cambridge University Press.

Byram, M. & Fleming, M. (eds.) (1998). *Language Learning in Intercultural Perspective*. Cambridge: CUP.

Davis, F. (1995): *La comunicación no verbal*, Madrid: Alianza Editorial.

Fiske, J. (1982): *Introduction to Communication Studies*. London: Routledge.

FitzGerald, H. (2003). *How Different are We? Spoken Discourse in Intercultural Communication*. Clevedon: Multilingual Matters.

Gumperz, J.J. (1982): *Discourse strategies*, Cambridge: Cambridge University Press.

Hudson, R.A (1996) *Sociolinguistics*. Cambridge: Cambridge University Press.

Holliday, A., Hyde, M. & Kullman, J. (2004). *Intercultural Communication. An Advanced Resource Book*. London: Routledge.

Lado, R. (1986): “How to compare two cultures”, en *Culture Bound*, Joyce Merrill Valdes (ed.), Cambridge: Cambridge University Press.

Llobera, M. et al. (1995): *Competencia comunicativa*, Madrid: Edelsa.

Poyatos, F. (1994a): *La comunicación no verbal. I. Cultura, lenguaje y conversación*, Madrid: Istmo.

Sercu, L., et al (2005). *Foreign Language Teachers and Intercultural Competence*. Clevedon: Multilingual Matters.

Spencer-Oatey, H. (ed.) (2008). *Culturally Speaking. Culture, Communication and Politeness Theory. 2nd edition*. London: Continuum.

7. BREVE CURRÍCULUM DEL PROFESOR

Ph.D on English Philology at Madrid’s Complutense University. She holds a position as assistant professor in the Translation and Applied Languages Programmes at Nebrija University, and is a member of the ACLES committee (Asociación de Centros de Lenguas de Enseñanza Superior). Her teaching experience and academic research is carried out in the field of a) Second Language Teaching and Academic writing in English and b) the history of the English Language. Her research activity is currently devoted to two main projects: a) Vespa Project (Varieties of English for Specific Purposes) devoted to researching on English academic writing of Spanish University Students and b) AECLIL (Assessment and Evaluation of CLIL methodology) devoted to analysing the implementation of bilingual education in Spanish schools. She has participated in different teacher training courses in Spain and at a wide number of language conferences talking, particularly, about issues related to English Language Methodology and Teaching materials, English for Specific Purposes and the History of the English language.

8. LOCALIZACIÓN DEL PROFESOR

Tutorial schedule will be confirmed in the first couple of sessions, to guarantee that the time schedule suits teacher’s and student’s needs. However, it is always advisable to make an appointment with the lecturer beforehand in order to ensure her availability.

Dehesa de la Villa Campus. Office 420.

Telf : 91 452 11 01, ext. 2587

Mail: eorduna@nebrija.es

9. CONTENIDO DETALLADO DE LA ASIGNATURA

GRADO: Traducción

ASIGNATURA: Intercultural Communication for Professional Purposes

CURSO: tercero **SEMESTRE:** segundo **CRÉDITOS ECTS:** 6

Semana	Sesión	Sesiones de Teoría, Práctica y Evaluación continua	Estudio individual y trabajos prácticos del alumno	Horas Presenciales	Horas/Semana a Estudio teórico/práctico y trabajo. Máx. 7 horas semanales como media
	1	Introduction. Syllabus explanation. General tips to the students		1.5	
	2	Explanation on how to carry out an academic research and produce an effective written paper.	Research for a course bibliography and preparing for class discussion about intercultural experiences	1.5	3
	3 y 4	Unit 1. Introduction to Intercultural Communication. Communication and revising some background knowledge about communication. Challenges of Global society. What is intercultural?	Students reflect upon their personal experiences and outcomes	3	12
	5	Continuation of Unit 1. Sharing intercultural experiences and analysing situation and results.	Reading Adler's article on general concepts.	1.5	
	6 a 8	Unit 2: Culture and Communication. Communication as a cultural element. Understanding communication across boundaries. Verbal and non-verbal communication.	Study cases on communication styles	4.5	12
	9	Cont of Unit 2: Conceptualising Culture: definition, features, variables and universals. Hofstede's Cultural dimensions.	Researching on different country variable	1.5	3
	10	Presenting their home country's values		1.5	3
	11 a 14	Unit 3. Perception. Stages and Styles. The Concept of the Stranger. Cultural Behaviours. Anxiety and Uncertainty Management, Effective group decision making.	Readings on the topic. Summarising, note-taking, and preparing for class discussion	6	12
	15 a 18	Unit 4. Categorization and identities. Social categorization, stereotypes, categories. Identities and intercultural communication	Analysis of study cases. The <i>Yun cha</i> un Chinese culture	6	12
	19 a 22	Unit 5. Achieving understanding across cultures. Adapting to an unfamiliar culture, avoiding misunderstanding and managing intercultural conflicts. Culture shock and acculturation.	Study of "Love arrangements" and "tea concept" in different countries: USA vs India.	6	12
	23 a 26	Unit 6. The role of Intercultural competence in professional settings. Becoming a competent professional in the international working market. Specific attention will be paid to business, translation and communication fields.	Analysing of a study case and problem-solving for different field..	6	12
	27	Delivery of Oral Presentations		1.5	
	28	Delivery of Oral Presentations		1.5	
	29	Final Course Revision		1.5	3



		Tutorials (monitoring written and oral activities)	16.5	
		FINAL ORDINARY EXAM	3	
		FINAL EXTRAORDINARY EXAM	3	
T O T A L		TOTAL HORAS DE CLASE TEÓRICA- PRÁCTICA	43.5	= 150 horas
		TOTAL EXAMENES	6	
		TOTAL TUTORIAS	16.5	
		TOTAL HORAS ESTUDIO PERSONAL	84	