THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I
Programme Title: Bachelor of Social Science Education (Honours) (Greater China Studies)
Programme QF Level: 5
Course Title: Cross-Cultural Communication
Course Code: SSC2190
Department: Department of Asian and Policy Studies
Credit Points: 3
Contact Hours: 39
Pre-requisite(s): Nil
Medium of Instruction: EMI
Course Level: 2

Part II

The University’s Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short “PEER & I”):
- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives
1. Course Synopsis
This course explores how cross cultural communication is affecting our daily lives. Students will develop an understanding of the cultural origin of people’s values, habits and ideologies and how these elements affect communication with people from different cultures. This course intends to provide students with the knowledge and skills for effective interaction and communication across cultures, especially in schools and classroom settings. It helps students to understand the intricacies and challenges in communicating with people from diverse background and enables them to develop a cultural awareness of the importance in communicating successfully across cultures in different contexts.

2. Course Intended Learning Outcomes (CILOs)
Upon completion of this course, students will be able to:
CILO₁ identify the key concepts and elements of cross-cultural communication.
CILO₂ apply appropriate skills of intercultural communication when relating to people of different cultures.
CILO₃ apply the skills in managing intercultural communication in the education context.
CILO₄ analyze the role of media and its relationship with the cultural and global flow of information.

3. Content, CILOs and Teaching & Learning Activities

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<tr>
<th>Course Content</th>
<th>CILOs</th>
<th>Suggested Teaching &amp; Learning Activities</th>
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<tbody>
<tr>
<td>a. Introduction and concepts, major approaches to the study of cross-cultural communication, value orientation and identity, verbal and non-verbal communication to Communication Studies: purposes and concepts</td>
<td>CILO₁</td>
<td>• Lectures and seminars that discuss various concepts of communication</td>
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<td>• Tutorials and student presentations so as to familiarize students with all the essential topic pertinent to communication</td>
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<td>• Guided reading, group discussion and case discussions with the guidance from the instructor</td>
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<td>• Video clips to show the role of media</td>
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<td>b. History and the formation of identity: Stereotypes, Prejudice, Ethnocentrism</td>
<td>CILO₁,₂</td>
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<td>c. Communication and cultural diversity in education context, cross-cultural competence, managing intercultural conflict</td>
<td>CILO₂,₃</td>
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<td>d. Globalization, the role of media and its relationship with cross-cultural communication in the contemporary world</td>
<td>CILO₂,₄</td>
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4. Assessment

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<tr>
<th>Assessment Tasks</th>
<th>Weighting (%)</th>
<th>CILOs</th>
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<tr>
<td>(a) In-class assessments</td>
<td>40%</td>
<td>CILO1-4</td>
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<td>In-class oral assessment (10%)</td>
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<td>• Students are expected to participate actively in the classroom discussion.</td>
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<td>In-class written assessment (30%)</td>
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<td>• Students are required to attempt an in-class test. The scope includes teaching materials, readings and journals.</td>
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<td>(b) Group project</td>
<td>40%</td>
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<td>• Students are required to work as a team and submit a drafted proposal in order to present their work to the class.</td>
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<td>(c) Reflection paper</td>
<td>20%</td>
<td>CILO2-4</td>
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<td>• Student are asked to write a reflection paper on how his/her own cultural background and influences and how this course has enhanced or undermined his/her cultural awareness towards his/her surroundings.</td>
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5. Required Text(s)


6. Recommended Readings


7. Related Web Resources
Nil

8. Related Journals

9. Academic Honesty
   The University adopts a zero tolerance policy to plagiarism. For the University’s policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students* ([https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89](https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89)). Students should familiarize themselves with the Policy.

10. Others
   Newspaper articles and on-line videos on relevant topics and issues will be used wherever and whenever necessary and feasible.

Last updated: 24 August 2018