

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTERCULTURAL COMMUNICATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTERCULTURAL COMMUNICATIONS	PR4112019	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Yeşim ESGİN				
Name of Lecturer(s)	Lect.Dr. Koktay Irmak KÖSEOĞLU				
Assistant(s)					
Aim	Students will understand the intercultural communication concept along with understanding what globalization means. Also they will learn about the verbal and non-verbal communication differences, intercultural communication at work place, among friends, and the effect of intercultural communication on advertising.				
Course Content	This course contains; Introduction and course overview. ,Definition of intercultural communication ,Cultural Communication,Verbal Communication across cultures,Duygular ve ifadeler,Non-verbal communication, physical appearances ,Aging and communication across cultures ,Midterm exam / Project ,Nation and culture. Stereotyping and communication ,Intercultural communication at business,Intercultural friendship and communication,Intergroup communication. Student presentation 1 & Homework or Quiz ,Intercultural communication for sale, consumer advertising presentations Student presentations 2 & Homework or Quiz ,Student presentations 3 & Project or a Final exam .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Learn the elements of intercultural communication			13, 9	A	
Define what intercultural communication is			13, 9	A	
Learn verbal and non-verbal communication concepts			13, 6, 9	A, F	
Understand the relationship between cultures and consumer advertising			10, 13, 6, 9	A, F	
Understand what globalization is			10, 13, 6, 9	A, F	
Acknowledge the importance of communicating across the cultures			10, 13, 6, 9	A, F	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction and course overview.				
2	Definition of intercultural communication	Intercultural Communication: A			
3	Cultural Communication	Intercultural Communication pp: 102			
4	Verbal Communication across cultures	Intercultural Communication pp:162-170			
5	Duygular ve ifadeler	Intercultural Communication pp: 202-219			
6	Non-verbal communication, physical appearances	Intercultural Communication pp: 230-240			
7	Aging and communication across cultures	Intercultural Communication pp: 272			
8	Midterm exam / Project				
9	Nation and culture. Stereotyping and communication	Intercultural Communication pp: 512-551 Intercultural Communication: A Critical Introduction pp: 100 chapter:4			
10	Intercultural communication at business	Intercultural Communication: A Critical Introduction pp:202-236 Intercultural Communication pp: 580-610			
11	Intercultural friendship and communication	Intercultural Communication pp:440-457			
12	Intergroup communication. Student presentation 1 & Homework or Quiz	Intercultural Communication pp: 353-366			
13	Intercultural communication for sale, consumer advertising presentations Student presentations 2 & Homework or Quiz	Intercultural Communication: A Critical Introduction pp: 238-2611			
14	Student presentations 3 & Project or a Final exam				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
I. Piller, Intercultural Communication: A Critical Introduction	
L. Chen, Intercultural Communication	