



MODULE SPECIFICATION

Part 1: Information			
Module Title	Intercultural Communication		
Module Code	UPNNWN-15-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Linguistics
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

STUDENT AND ACADEMIC SERVICES

Part 2: Description

Overview: This module explores notions of intercultural communication with an especial focus on how culture is discursively constructed. Student develop an applied knowledges of intercultural communication as well as abilities in presenting writing in a creative and visually appealing way.

Educational Aims: This module considers the complex notions of culture, identity and how these have a bearing on intercultural communication. The module reflects our increasingly global society and that most students will end up working in environments where intercultural communication is a part of daily life. The module seeks to sensitise them to such situations, where there can be barriers to effective communication and to gain a better understanding of their own cultural backgrounds. Students will explore how culture is presented in the mainstream media, covering notions including exoticism and othering.

Outline Syllabus: The module will involve a coverage of the following areas:

Close analysis of the concepts of at least one important cultural notion expressed in its lexis

Analysing travel writing; constructing, targeting and reflecting on a travel piece

InDesign – basics in desk top publishing software to lay out a travel piece

Locating intercultural knowledge and competence in the 21st century: culture and identity in a changing world

Changing definitions of the term “culture”

Changing concepts of home, space and place; colonial to post-colonial notions of “us and them”

Culture, language and communication in context (verbal and non verbal)

Cultural influences on social organisation

Barriers to intercultural communication: group/individual identity and behaviour

Research methods in ICC

Teaching and Learning Methods: See Assessment

Part 3: Assessment

Students will demonstrate their knowledge of the module through the creation of a 2000-word assignment, incorporating creative writing and critical reflection, by using industry-standard desktop publishing software (Adobe InDesign CC). Students will first select and research a topic of interest relevant to the course, and use lexico-semantic tools and knowledge of intercultural communication to create the piece. Students will then apply reflexive skills in combination with theory and practice to write a critical reflection of their writing, the production process and their resultant development as skilled users of the English language in an intercultural world.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	Assignment (2000 words)
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Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Understanding the ways in which lexical meaning may change and apply knowledge of this to important themes in cultural history</td> <td>MO1</td> </tr> <tr> <td>Understand the concept of "culture" and its influence on language, values, social behaviour, world view and identity</td> <td>MO2</td> </tr> <tr> <td>Understand the communication process, its channels (verbal and nonverbal) and its variable use across "cultures", including key socio-cultural influences in identity formation</td> <td>MO3</td> </tr> <tr> <td>Monitor own English language production, recognise and articulate "difference" in an objective and measured way, and analyse and address problems that occur in the multicultural/international workplace as a result of "cultural" differences</td> <td>MO4</td> </tr> <tr> <td>Produce and reflect on a piece of travel writing which takes all the relevant issues into account and uses industry standard software</td> <td>MO5</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Understanding the ways in which lexical meaning may change and apply knowledge of this to important themes in cultural history	MO1	Understand the concept of "culture" and its influence on language, values, social behaviour, world view and identity	MO2	Understand the communication process, its channels (verbal and nonverbal) and its variable use across "cultures", including key socio-cultural influences in identity formation	MO3	Monitor own English language production, recognise and articulate "difference" in an objective and measured way, and analyse and address problems that occur in the multicultural/international workplace as a result of "cultural" differences	MO4	Produce and reflect on a piece of travel writing which takes all the relevant issues into account and uses industry standard software	MO5				
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/index.html</p>																

Part 5: Contributes Towards

This module contributes towards the following programmes of study: