



Module Specification

Intercultural Communication

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Part 1: Information

Module title: Intercultural Communication

Module code: UPNNWN-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Linguistics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

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.

Features: Not applicable

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

Part 3: Teaching and learning methods

Teaching and learning methods: See Assessment

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Understanding the ways in which lexical meaning may change and apply knowledge of this to important themes in cultural history

MO2 Understand the concept of "culture" and its influence on language, values, social behaviour, world view and identity

MO3 Understand the communication process, its channels (verbal and nonverbal) and its variable use across "cultures", including key socio-cultural influences in identity formation

MO4 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

MO5 Produce and reflect on a piece of travel writing which takes all the relevant issues into account and uses industry standard software

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment tasks:

Written Assignment (First Sit)

Description: Assignment (2000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (Resit)

Description: Assignment (2000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

English Language and Linguistics [Frenchay] BA (Hons) 2022-23

English Language and Linguistics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons)
2021-22

