COM450: Cross-Cultural Communication

Last Six-Week Online Session (July 11 – August 20, 2016)

Instructor: Prof. Tae-seop Lim (Johnston 230, tslim@uwm.edu, 229-6819)

Course Description

This course provides in-depth analyses of the study of communication and culture. It is designed to develop the student's competence of communication with people from different cultures in a variety of contexts. This course explores various characteristic aspects of several significant cultural groups around the world. The course will attempt to balance theory with practical experiences through lectures and forum discussions.

Course Objectives

1. To understand the natures of cross-cultural communication
2. To be aware of the problems of and difficulties in cross-cultural communication
3. To be aware of the relativity of culture, and the diversity of the ways of living
4. To be familiar with the key theories in cross-cultural communication such as collectivism vs. individualism, high-context vs. low-context communication, elaborated vs. restricted codes, and etc.
5. To be familiar with the specific cultural differences in communicative behavior including verbal and nonverbal communication, value orientations, interpersonal relationships, and business communication
6. To enhance competence in cross-cultural communication
7. To enhance cross-cultural adaptability

IN SHORT, to learn something about cultural groups other than yours

Textbook

There is no textbook for this course. Readings are posted on the D2L. You need to read the readings and Study the slide shows thoroughly.
**Evaluation**

Five examinations: 75%

- **Quiz 1:** 15%  
  July 23-24 (Sat – Sun)
- **Quiz 2:** 15%  
  July 30-31 (Sat – Sun)
- **Quiz 3:** 15%  
  Aug 6-7 (Sat – Sun)
- **Quiz 4:** 15%  
  Aug 13-14 (Sat – Sun)
- **Quiz 5:** 15%  
  Aug 20-21 (Sat - Sun)

Forum Participation: 25%

Participating in a series of 11 discussion forums

**Examinations (75% of the final grade):** Quizzes will be comprised of multiple-choice and True/False questions. Student will take the exam using the QUIZ function of D2L. The exam will cover the materials discussed between the previous exam, if any, and the current exam. For specific test dates are listed above. The Quizzes will be available for a 48-hour span. Most, not all, exam questions will be made from the PowerPoint Slideshows posted in the CONTENT section of the class website.

**Discussion Forums (25% of the final grade):** To make sure all students follow readings, there will be 2 discussion forums each week. On every Monday and Wednesday, there will be a new discussion forum opened, and each forum will last for 3 days. The instructor will post a discussion question on each forum, and students are required to post at least one response to the question. The grade will be based on the frequency (2/3 of the grade) and quality (1/3 of the grade) of participation. Mutual comments among students are encouraged. If you fulfill the minimum level of participation (posting one response to each forum), the highest grade you will get for Forum Participation is 80%. If you fail to participate in any forum, you will lose 8% of the Forum Participation grade (2% of the final grade) for each missed forum.

The following grading scale will be applied:

- 94-100% A
- 90-93.9 A-
- 87-89.9 B+
- 84-86.9 B
- 80-83.9 B-
- 77-79.9 C+
- 74-76.9 C
- 70-73.9 C-
- 67-69.9 D+
- 64-66.9 D
- 60-63.9 D-
- 0-59.9 F
## Bi-Weekly Topics and Reading Assignments*

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1-1 (Mon)</td>
<td>Cultural Relativism and linguistic determinism</td>
</tr>
<tr>
<td>Week 1-2 (Wed)</td>
<td>Theories of Culture I: Hofstede’s Cultural Dimensions</td>
</tr>
<tr>
<td>Week 2-1 (Mon)</td>
<td>Communication Styles across Cultures I</td>
</tr>
<tr>
<td></td>
<td>Bernstein: Linguistic Codes</td>
</tr>
<tr>
<td></td>
<td>Hall: High/Low-Context Communication</td>
</tr>
<tr>
<td>Week 2-2 (Wed)</td>
<td>Communication Styles across Cultures II</td>
</tr>
<tr>
<td></td>
<td>Lim: Specifics of Verbal Communication</td>
</tr>
<tr>
<td>Week 3-1 (Mon)</td>
<td>Communication Styles across Cultures III</td>
</tr>
<tr>
<td></td>
<td>Hall’s Nonverbal Communication</td>
</tr>
<tr>
<td>Week 3-2 (Wed)</td>
<td>Communication Styles across Cultures IV</td>
</tr>
<tr>
<td></td>
<td>Specifics of Nonverbals</td>
</tr>
<tr>
<td>Week 4-1 (Mon)</td>
<td>Theories of Culture II: Lim - Holism</td>
</tr>
<tr>
<td>Week 4-2 (Wed)</td>
<td>Values across Cultures: Schwartz - Value Inventory</td>
</tr>
<tr>
<td>Week 5-1 (Mon)</td>
<td>Personal Relationships across Cultures I</td>
</tr>
<tr>
<td></td>
<td>East Asia and Middle East</td>
</tr>
<tr>
<td>Week 5-2 (Wed)</td>
<td>Personal Relationships across Culture II</td>
</tr>
<tr>
<td></td>
<td>Africa and Latin America</td>
</tr>
<tr>
<td>Week 6-1 (Mon)</td>
<td>Business Communication across Cultures II: Asia</td>
</tr>
<tr>
<td>Week 6-2 (Wed)</td>
<td>Business Communication across Cultures III: Latin America</td>
</tr>
</tbody>
</table>

## Course Policies

**Credit Hour Policy**

Students are expected to put in minimum 24 hours per week, reading class materials (10 hours), participating in discussion (4 hours), and preparing for the exams (10 hours) to
achieve the learning goals of this course. Over the semester, an average student needs to put in at least 60 hours in reading, 24 hours in participating in discussion, and 60 hours in exam preparation, which sums up to 144 hours.

**Policy on Due Dates and Late Assignments**

All assignments will be accepted until midnight on their due date without penalty. After that time, assignments will be accepted with penalty. The amount of penalty will be dependent upon the length of delay.

**Policy on Forum Participation**

Late participation should be notified by email to earn partial grade.

**Written Assignments**

All written assignments must be typed, free of grammatical errors, and follow APA style (Publication Manual of the American Psychological Association).

**Academic Misconduct**

The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors.

A more detailed description of Student Academic Disciplinary Procedures may be found in Regents Policy Statements, UWS Chapter 14 and UWM Faculty Document #1686.

**Complaint Procedures**

Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible of reinforcing the policy.
Grade Appeal Procedures

A student may appeal a grade on the grounds that it is based on capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.

On certain occasions students may experience actions on the part of a faculty member, GTA, or other instructional staff member assigned to the course that cause the student to consider filing a grievance or grade appeal. The College of Letters and Science Undergraduate Grievance/Grade Appeal Procedure can be found at http://www.uwm.edu/letsci/pdf/grievance_procedure.pdf. Please note that the student has 30 working days from the date of the instructor’s action to initiate a formal appeal.

Students are expected to comply with university policies dealing with student misconduct. Cheating on examinations or lab activities, turning in material which is not your own, or using someone else’s print and/or non-print material without proper citation, collaborating on assignments, etc., will not be tolerated. Any evidence of cheating, plagiarism, or misrepresentation of work will be immediately reported to the College of Letters and Science for disciplinary action. Please see university guidelines for further explanation of academic misconduct and disciplinary procedures. A more detailed description of Student Academic Disciplinary Procedures may be found in Regents Policy Statements, UWS Chapter 14 and UWM Faculty Document #1686.

Participation by Students with Disabilities

If you need special accommodations in order to meet any of the requirements of this course, please contact me as soon as possible.

Accommodation for Religious Observances

Students will be allowed to complete examinations or other requirements that are missed because of a religious observance. (Form UWM Faculty Document #1853)

Additional Policies
Additional uniform policies concerning academic misconduct, accommodation for religious observances, change of grades, drop policy, equal treatment, financial obligation, grade appeal and complaint procedures, incompletes, participation by students with disabilities, sexual and racial harassment, record-keeping, and responsibility for evaluating academic progress may be found on the bulletin board outside the administrative offices of the Department of Communication, in the University of Wisconsin-Milwaukee library, and at the students services office.

University Policies

Refer to the following link:

http://www4.uwm.edu/secu/SyllabusLinks.pdf