

## 036.042: Intercultural Communication

Summer, 2013  
CIMBA Undergraduate Program  
University of Iowa  
Paderno del Grappa, Italy

**Professor:** Dr. Dominic Standish, University of Iowa/CIMBA.

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(Please refer to the University of Iowa policy on email use. E-mail will be responded to within 24 hours).

### Course Overview:

This course will examine “[r]elationships among culture-based assumptions, values, thought patterns, communication behavior; theory and practice” (from University of Iowa course description).

### Goals:

After taking this course, students will:

- Be aware of how human thought and behavior are influenced by the culture in which people live.
- Understand how these aspects vary in particular cultures around the world.
- Become more informed about cultural norms in Italy, other European countries, and America.
- Recognize and appreciate the cultural norms of whatever country they visit.
- Be able to assess the relative importance of culture on communication and human behavior.

### Textbook:

*Intercultural Competence. Interpersonal Communication Across Cultures*, Lustig and Koester, 2010.

In addition, we will study chapters from the following books:

*Italian Neighbours*, Parks, 2001.

*Strange Fruit*, Malik, 2008.

*Venice in Environmental Peril? Myth and Reality*, Standish, 2012.

I also will provide relevant articles and texts for case studies.

Living and learning in Northern Italy for nearly one month gives you a unique opportunity to study Intercultural Communication outside America. While some of you will venture beyond the borders of Italy to visit other European destinations, the professor would encourage you to start your research right here in the Veneto region of Italy. To help you take advantage of this great opportunity, we will contrast the particular communication styles of Italians with other cultures. To facilitate this study focus, we will analyze the books *Italian Neighbours* and *Venice in Environmental Peril? Myth and Reality* about the Veneto people, in conjunction with your observations of local Italians.

### Grades:

Final grades will be by percentage, following customary scales: 98.00+ = A+; 92.00 – 97.99 = A; 90.00 – 91.99 = A-; 88.00 – 89.99 = B+; 82.00 – 87.99 = B; 80.00 – 81.99 = B-; 78.00 - 79.99 points = C+; 72.00 – 77.99 = C; 71.99 - 70.00 = C-; 68.00 – 69.99 = D+; 62.00 - 67.99 = D; 60.00 – 61.99 = D-. F = below 60 points.

Please note: showing up for class, participating in discussion, having good, error-free papers and presentations is average (“C”), not excellent work. “B” work requires evidence of above-average effort, above-average understanding of the material and above-average depth of thought. “A” work will truly separate itself from the rest of the class. Students cannot request additional activities to earn quality points.

Course grades will be approximately distributed according to the recommended guidelines:

**Grade Distribution Chart**

	A	B	C	D	F	Average
Elementary courses	15%	34%	40%	8%	3%	2.50
Intermediate courses	18%	36%	39%	5%	2%	2.63
Advanced courses	22%	38%	36%	3%	1%	2.77

<i>Ways to earn points:</i>	Maximum to be awarded
Assignment 1.....	100 pts.
Assignment 2.....	100 pts.
Mid-term exam.....	300 pts.
Blog about intercultural observations.....	50 pts.
Presentation activity.....	50 pts.
Final exam.....	400 pts.
Total Points.....	1000 Total.

*Ways to lose points:*

*Attendance* (see CIMBA Academic Policy below).

*Late assignments.* 30 points will be deducted every time an assignment is not brought with you to class and turned in at the start of the class session (printed out). Be aware of printing queues. Arriving at class while your document is still printing means it is late. You may do assignments well in advance, if you choose. If an assignment is late, do it eventually and submit it by the time points are assigned. 50 points will be deducted for each assignment not turned in when the assignments are graded.

This course supports the **standards of the Iowa Dozen**, the University of Iowa School of Journalism and Mass Communication’s 12 principles for excellence in journalism education, which include: learning to write correctly and clearly; to conduct research and gather information responsibly; to edit and evaluate carefully; to use media technologies thoughtfully; and to apply statistical concepts appropriately; valuing First Amendment principles; a diverse global community; creativity and independence; truth, accuracy, fairness and diversity; and exploring

mass communications theories and concepts, media institutions and practices, and the role of media in shaping cultures.

### **Requirements**

#### **Attendance & Participation:**

This small class means you won't be able to "hide" in a large group. I expect you to be prepared for class and participate.

The program requires mandatory attendance, as outlined in the CIMBA Academic policy below:

# **CIMBA Academic Policy**

- Classes and CIMBA events are mandatory
- 3 unexcused absences is grounds for dismissal from the program
- Our official policy is below.

### **ATTENDANCE POLICY**

**Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:**

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program

**Absences due to illness require a note from the CIMBA Undergraduate Office Staff and/or the Istituto Filippin medical staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.**

#### **Learning Disabilities:**

PLEASE NOTE: If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that appropriate arrangements can be made. Similarly if you have any emergency medical information about

which I should know, or if you need special arrangements in the event the building must be evacuated, please let me know. Please see me after class hours or during my scheduled office hours or schedule an appointment.

**Academic Misconduct:**

It is my sincere hope that no student in this class submits work which is not his or her own. However, it seems prudent to clarify in advance the policy on cheating. If I determine that any assignment was not written solely by the student whose identification number appears on the project, the student will receive a zero (0) for the project and may receive an "F" for the class. All incidents of cheating will be reported to the Associate Dean of the Tippie College of Business and the student may be placed on disciplinary probation for the remainder of his or her undergraduate work at the University of Iowa. In general, the decision of the Professor may be appealed to the College of Business' Judicial Board, then to the Associate Dean for the Undergraduate Program. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

**Sexual Harassment:**

The Tippie College of Business and the University of Iowa are committed to providing students with an environment free from sexual harassment. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, <http://www.sexualharassment.uiowa.edu/index.php>, and to seek assistance from department chairs, the Dean's Office, the University Ombuds Office, or the Office of Equal Opportunity and Diversity.

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the DEO of the *Department*. If you cannot resolve the complaint by speaking with the DEO, you may contact the Associate Dean of the Undergraduate Programs, Beth Ingram, 319-335-1038, [beth-ingram@uiowa.edu](mailto:beth-ingram@uiowa.edu)

**Let's talk:**

I am eager to meet with you about the course. I will be available in the faculty office for appointments that you can book by emailing me: [dominic-standish@uiowa.edu](mailto:dominic-standish@uiowa.edu)

## **Schedule:**

### Week One:

- Day 1            Introductions and syllabus.  
Language and culture.
- Day 2            Imperatives for Intercultural Competence  
*Readings:*  
Intercultural Competence, Chap. 1.
- Day 3  
Class 1           Cross-cultural strategies  
*Readings:*  
Culture and Intercultural Communication, Chap. 2.
- Class 2           Cross-cultural business game
- Day 4            Italian people and communication.  
*Readings:*  
Italian Neighbours, Chap. 1.

### Week Two:

- Day 1            Intercultural Communication Competence  
*Readings:*  
Intercultural Competence, Chap. 3.
- Day 2            Cultural Patterns and Communication Foundations  
*Readings:*  
Intercultural Competence, Chap. 4.
- Day 3  
Class 1           The burden of culture  
*Readings:*  
Strange Fruit, Chap. 7.
- Class 2           Mid-term exam
- Day 4            Italian people and communication.  
*Readings:*  
Italian Neighbours, Chap. 2.

### Week Three:

- Day 1            Cultural Patterns and Communication: Taxonomies  
*Readings:*  
Intercultural Competence, Chap. 5.

Day 2 Cultural Myths  
*Readings:*  
Venice in Environmental Peril? Myth and Reality, Chap. 2.

Day 3  
Class 1 Cultural Narratives  
*Readings:*  
Venice in Environmental Peril? Myth and Reality, Chap. 7.

Class 2 Culture and human resource management

Day 4 Italian people and communication.  
*Readings:*  
Italian Neighbours, Chap. 3.

Week Four:

Day 1 Cultural Identity  
*Readings:*  
Intercultural Competence, Chap. 6.

Day 2 Italian people and communication.  
*Readings:*  
Italian Neighbours, Chap. 4.

Day 3  
Class 1 Verbal Intercultural Communication  
*Readings:*  
Intercultural Competence, Chap. 7.

Class 2 Presentations. Communication Styles and Values: a case study on Italians

Day 4 Exam review.  
*Readings:*  
Strange Fruit, Chap. 10

Final exam