

Web COMM 365 – Intercultural Communication

Online Course, Jan. 27th 2020 – May. 15th 2020

INSTRUCTOR

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Office Hours: by appointment via email (on skype)

COURSE DESCRIPTION

COMM 365 introduces concepts and principles from the communication discipline for examining, analyzing, and evaluating challenges and opportunities of engaging cultural differences in people's face-to-face and mediated communication interactions in today's increasingly interdependent and interconnected world. Students will examine on one hand, how people from different ethnic/racial, national, and co-cultural backgrounds shape and are shaped by values, norms, institutions, and practices of the societies they are brought up in, and on the other, how history, religion, language, technology, political and economic institutions influence their intercultural encounters. Students will analyze how and why tensions and dissonance often attend interactions between people who are culturally different, and will utilize communication to examine difference and evaluate communication processes and approaches for addressing challenges posed by diversity, multiculturalism, and intercultural encounters in domestic and international contexts. Ultimately, the aim of the course is to help students develop their intercultural communication competence which is critical for reducing tensions, working through conflicts, and fostering productive relationships in exercising their shared responsibility as global citizens.

COURSE OBJECTIVES

Upon successfully completing this course, you should be able to:

- Articulate the connection between communication and culture
- Analyze the development of self in relation to others through culture and communication
- Critically analyze individual and cultural similarities and differences
- Utilize communication to be culturally sensitive and self-aware
- Cultivate skills to become a competent communicator across contexts and diverse communities
- Conduct reflective analysis of discourse to analyze complex issues using evidence-based argument

REQUIRED MATERIALS

Textbook

Jackson, J. (2014). *Introducing language and intercultural communication* (1st Ed.). London & New York: Routledge.

Access to Blackboard (Bb)

- ✓ Quizzes, discussion boards, blogs, supplemental readings, and assignment instructions, submissions, and feedback will be accessible via Bb.

MAKE SURE YOU KNOW HOW TO USE BLACKBOARD

Blackboard (Bb) Student User Training

If you have not used Bb as a student, or if this is your first online class, I *highly* recommend signing up for and completing the Bb Student User Training. The training consists of topical modules that even those who have used Bb a lot have told us are helpful.

To sign up, go to Bb, sign in, and click the IT TRAINING tab (top, toward the right, black with white writing). Look for IT Bb Student User Training. You will gain instant access upon signing up. This is not required, but it could be very helpful for you and important for your success!

WKU Online Student Resource Center

You may also want to visit the [WKU Student Resource Center](http://www.wku.edu/online/src/): <http://www.wku.edu/online/src/>

Course Policies

USE OF TECHNOLOGY

This is an online course where all required work will be completed online through the use of Bb and the Internet. If you do not know how to use Bb, tutorials are available online (see above).

ATTENDANCE POLICY

While there is no formal attendance policy, you will be expected to complete learning activities and assignments according to the course schedule.

COURSE COMMUNICATION

I will use Bb Announcements and Email as ways of communicating with the whole class during this course. All Bb Announcements will also be sent via email. Therefore, please watch your email and Bb Announcements for course communication.

Email Communication

- For all course-related queries (e.g. course content, assignment instructions, or your grades), please send your emails to your course instructor (sabine.chai@wku.edu).
- To ensure that your emails are promptly attended to, you need to type “COMM365 (Spring 2020)” in the subject line and include a short phrase indicating the purpose of your message (e.g. “question about assignment instruction, grade query, Chapter 3 concept clarification”).
- Emails sent to the instructor on weekdays will be attended to within 24 hours.
- Emails sent to the instructor on weekends or holidays will be attended to within 48 hours.
- If you don’t hear from me after 48 hours, it is likely that I never received your email. Please resend your email, because it is your responsibility.

As this is an online course and most of our communication will be in writing, you should approach every assignment and online communication with professionalism. You will lose points and incur deductions on assignments when you do not communicate in a professional manner. Professional communication includes, but is not limited to:

- Greetings and salutations in emails (Please address me as Dr. Chai).
- Correct spelling, capitalization, and punctuation.
- Use of full words, NOT abbreviated or text messaging type codes (e.g. BTW).
- No use of expletives or slangs.

Grades on assignments with unprofessional communication may be lowered by up to 15%.

COURSE GRADE

You are expected to read all of the assigned readings, review all additional materials, complete all assignments and activities on time, and to interact via WKU email and the course Bb with your instructor and classmates in a civil and respectful manner. Your course performance grade will be based on the work outlined in this syllabus and details posted on the course Bb and schedule. Visit the “Details on Grading” menu on the course Bb for grading expectations. Your grades are always available on Bb (My Grades).

WORK SUBMISSION

If a blank/empty submission is made (i.e., without the required typed text response or required attachments), the assignment will be graded as “not submitted” and the submission will earn a ZERO grade. Paper assignments submitted to the COMM 365 – Intercultural Communication course must be submitted in “.doc” or “.docx” format. Assignments not submitted in one of those file formats will not be graded. If I cannot open the file or access the content of the file, the assignment will be graded as “not submitted” and the assignment will earn a zero grade. Finally, if Bb does not show any record of your assignment submission, the assignment will earn a zero grade.

ASSIGNMENT DUE DATES & LATE WORK

As in a typical class, you are expected to complete assignments by the scheduled due date. The due date for each assignment is listed in the Syllabus and on the course BB. All quizzes, discussion board posts, blog posts, and paper assignments must be submitted before 11:59PM CST (Central Standard Time) on their respective due date to be eligible for credit. It is your responsibility to be aware of assignment deadlines.

Deadlines are absolute; late assignments will not be accepted. Therefore, you should prepare for the unexpected by recognizing deadlines as the latest possible moment that assignments will be accepted and plan to submit them well in advance. If you encounter problems that will interfere with your ability to complete an assignment or the course in a timely or successful manner, please contact me (sabine.chai@wku.edu) immediately. It is important that you contact me sooner rather than later. No work will be accepted after the end date of the course.

FAILURE OF TECHNOLOGY

Blackboard can sometimes have issues. If you have issues with Blackboard, please contact the IT Help Desk at 270-745-7000.

If you encounter technical issues while submitting an assignment **and** the technical issues lead (or may lead) to you submitting late (i.e., after 11:59pm of the due date), make sure to document the issue: Take screenshots of anything relevant to the issue and email them to me at the time the problem occurs with an explanation of the problem.

ADA NOTICE: DISABILITY AND ACCOMMODATIONS

Distance Learning supports the provisions of General Standard 8, Accessibility and Usability in the QM Rubric. Distance Learning strongly supports reasonable accommodation for all participants.

This course is offered through Blackboard, which is in conformance with the Web Content Accessibility Guidelines (WCAG) 2.0 Priority AA, issued December 2012 by Deque Systems. For more information on Blackboard and its development, please visit the [Blackboard Accessibility webpage](http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx) (<http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx>).

This course includes the following:

- ALT tags that contain appropriate information about the graphic and/or activity.
- Appropriate color combinations that minimize color blindness effects.
- Appropriate font and font-size combinations to improve readability.
- Minimal use of bullets and/or charts that may be confusing to participants who use electronic readers.
- Transcripts and/or closed captioning for video and audio clips.

The above features demonstrate the Center for Innovative Teaching and Learning's understanding of the importance of providing a learning environment that supports qualified participants. Participants who require additional accommodations should contact their mentor.

RESPECTFUL BEHAVIOR AND GENERAL CIVILITY

In this course, we engage in free and open discussions of what we think and feel about the things we read and write. To make sure that we all feel comfortable expressing opinions freely, I ask that everyone be respectful of each other, even if we do not agree about everything. We can disagree and still be respectful.

Assignment Descriptions

- ✓ All times are Central Standard (CST).
- ✓ All quizzes are due Thursday night at 11:59 p.m. CST unless otherwise noted.
- ✓ The initial discussion board post each week is due Friday night by 11:59 p.m. CST; the response posts are due by Sunday night, 11:59 p.m.
- ✓ All assignments and activities are due on Sunday night by 11:59 p.m. CST unless otherwise noted in the syllabus or via instructor communication.

Below is a summary of assignments for this course. Please refer to the course Bb for detailed assignment instructions and explanations. Go to the "Details on Grading" section on the course Bb for grading details.

QUIZZES

12 quizzes for a total of 175 points

- 1 Syllabus quiz (10 points)
- 11 Knowledge Audit quizzes (15 points each)

BLOG

1 Welcome blog (5 points)

DISCUSSION BOARDS

13 discussion participations (12 points each, for a total of 156 points)

PAPER ASSIGNMENTS

6 paper assignments for a total of 114 points

- 4 short paper assignments (12 points each)
- 1 International News Research Paper (30 points) & 1 Research Plan (6 points)
- 1 Self-Assessment Paper (30 points)

Grading

In addition to fulfilling content-related assignment requirements: To achieve a “C” or better on your coursework, you must write at a level appropriate for a university student (e.g., good grammar, punctuation, and spelling). A “B” represents really good work. An “A” represents excellent work. If you have specific difficulties with either written or oral communication, let me know before you turn in your first assignment.

<i>Grading Scale</i>		
Letter grade	Percentage	Points Earned
A	= 90% and up	= 405 – 450 points
B	= 80-89.9%	= 360 – 404.9 points
C	= 70-79.9%	= 315 – 359.9 points
D	= 60-69.9%	= 270 – 314.9 points
E	= 0-59.9%	= 269.9 points and below

IMPORTANT NOTE: I believe students earn grades; I do not hand them out. Therefore,

- There will be NO grade rounding in this class. That is, to receive a "B", you must earn a minimum of 360 points (359.6 is NOT earning 360 points).
- If you have a question/concern about a grade you should send a detailed description of your grade concern to your instructor within three days of the posted grade.
- I will carefully review the posted grade and your question/concern and respond to you within one week.
- I will not consider changing any grade after 7 days of its posting. It is therefore your responsibility to check your grades on Blackboard frequently.

The grading philosophy indicated in this syllabus is non-negotiable.

If any aspect of the above-stated is not acceptable to you, you should drop the class immediately.

University Policies

ACADEMIC INTEGRITY

Academic misconduct will not be tolerated: please read the [WKU Student Handbook](https://www.wku.edu/handbook/academic-dishonesty.php/) (https://www.wku.edu/handbook/academic-dishonesty.php/). It includes, but is not limited to cheating on an exam, presenting someone else’s ideas as your own, using the same paper for more than one class, and fabricating or inventing data. A plagiarism-detecting tool, SafeAssign, will be used for this class.

Disciplinary procedures for violations of academic integrity are as follows. Any student violating the standards of academic integrity and adversely affecting the worth and conduct of a course or courses of study may be penalized by the faculty. Original jurisdiction falls to the faculty member responsible for the course in which the infraction occurred. Individual faculty who have original jurisdiction in a case involving student violation of standards of academic integrity may impose the following sanctions or penalties:

- **DISCIPLINARY WARNING:** A written statement expressing disapproval of conduct to be sent to the Academic Dean.
- **DISCIPLINARY EVALUATION:** A grade reduction on an assignment or examination. Students may also be required to repeat assignments or examinations.

- **DISMISSAL:** Exclusion from a course for a specified period of time. Such action may result in a final grade of “F.” Notification is sent to the Academic Dean.
- **FAILURE:** A final grade of “F” for a course. Notification is sent to the Academic Dean.

Submitting work that is not your own will result in the following penalties:

- **FIRST OFFENSE** - You will earn a zero (0) for that assignment or exam. You are also subject to any penalties imposed by the University.
- **SECOND OFFENSE** - You will earn a failing grade of “F” for the course. You are also subject to any penalties imposed by the University.

UNIVERSITY EXCUSED ABSENCES

The only “excused” absences are, a) religious holidays, b) university-sanctioned activities (athletic teams, debate and forensics, etc.), and c) a documented illness or emergency. In all three cases, for an absence to be excused, you will need to provide me with written documentation. Students who are going to miss class for religious holidays or university-sanctioned activities need to identify themselves in the first week of class and provide their instructor with a copy of travel schedules or religious holiday dates. It is expected that you will complete all assignments on time unless you have a written university-sanctioned excuse for the due date. I will NOT accept late work or offer make-up exams unless the absence is excused.

ACADEMIC ASSISTANCE ON CAMPUS

The Learning Center (located in the Downing University Center, A330), a.k.a. TLC@DUC, provides free supplemental education programs for all currently enrolled WKU students. For detailed information call (270) 745-6254 or visit [The Learning Center](https://www.wku.edu/tlc/) webpage (<https://www.wku.edu/tlc/>).

DISABILITY RESOURCE CENTER

If you are registered with the Office for Student Disability Services in Downing University Center, please notify me so that I can accommodate your needs.

SAFE CAMPUS

Western Kentucky University is committed to fostering a safe, productive learning environment. WKU is committed to supporting faculty, staff and students by upholding [WKU’s Title IX Sexual Misconduct/Assault Policy \(#0.2070\)](https://www.wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf) (<https://www.wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf>) and [Discrimination and Harassment Policy \(#0.2040\)](https://www.wku.edu/policies/docs/251.pdf) (<https://www.wku.edu/policies/docs/251.pdf>).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, (270) 745-5398 or Title IX Investigators, Michael Crowe, (270) 745-5429 or Joshua Hayes, (270) 745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and **MUST** report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at (270) 745-3159.

Schedule of Assignments

Note on due dates: All quizzes are due Thursday. All initial discussion board posts are due by Friday and responses by Sunday (see also “Details on Grading” on Bb). All short papers are due Sunday unless noted otherwise.

MODULE 1: GETTING ORIENTED...

(Jan. 27th – Feb. 2nd)

To Do:	• Read the Course Syllabus (which includes the course schedule), the "Welcome Start Here" & the "Details on Grading" sections on Bb • Check the Technical Requirements section • Take Online Quiz #1: Syllabus Quiz [due: Th, Jan. 30th] • Introduce yourself in the Welcome Blog [due: Sun, Feb. 2nd] • Read the Barna (1994) article • Complete your Discussion Board: Stumbling Blocks [due: Sun, Feb. 2nd]
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MODULE 2: WHY STUDY INTERCULTURAL COMMUNICATION

(Feb. 3rd – Feb. 9th)

To Do:	• Read Chapter 1 of the Jackson textbook • Take Online Quiz #2 [due: Th, Feb. 6th] • Watch the YouTube videos • Complete your Discussion Board: Why Study Intercultural Communication? [due: Sun, Feb. 9th] • Submit a short paper on Putting Intercultural Communication Principles into Practice [due: Sun, Feb. 9th]
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MODULE 3: CULTURE AND COMMUNICATION

(Feb. 10th – Feb. 16th)

To Do:	• Read Chapter 3 of the Jackson textbook. • Take Online Quiz #3. • Complete your Discussion Board: Pinning Down Culture
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MODULE 4: IDENTITY, CULTURE AND COMMUNICATION

(Feb. 17th – Feb. 23rd)

To Do:	• Read Chapter 6 of the Jackson textbook. • Take Online Quiz #4. • Watch the YouTube video. • Complete your Discussion Board: Communicating Identities. • Submit a short paper on Negotiating Identities in Intercultural Interaction
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MODULE 5: ETHNOCENTRISM AND OTHERING

(Feb. 24th – Mar. 1st)

To Do:	• Read Chapter 7 of the Jackson textbook. • Take Online Quiz #5. • Read the Bennett (2004) article. • Watch the YouTube video. • Complete your Discussion Board: Cultural Familiarity vs. Difference • Submit a short paper on Assessing Intercultural Sensitivity.
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MODULE 6: VERBAL COMMUNICATION AND CULTURE

(Mar. 2nd – Mar. 8th; paper due Sun., Mar. 15th)

To Do:	• Read Chapter 4 of the Jackson textbook. • Take Online Quiz #6. • Watch the YouTube videos. • Complete your Discussion Board: The Power of Language and Communication • Submit a short paper on Translating Humors/Insults across Cultures (due: Sun., Mar. 15th)
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* COURSE EVALUATION/REFLECTION

(Mar. 9th – Mar. 22nd)

[Spring Break: Mar. 9th – Mar. 22nd]

MODULE 7: NONVERBAL COMMUNICATION AND CULTURE

(Mar. 23rd – Mar. 29th)

To Do:	• Read Chapter 5 of the Jackson textbook. • Take Online Quiz #7. • Read the Rubin (2002) article. • Complete your Discussion Board: The Foreign Teacher Problem @ WKU.
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MODULE 8: INTERCULTURAL COMPETENCE & GLOBAL CITIZENSHIP

(Mar. 30th – Apr. 5th)

To Do:	• Read Chapter 12 of the Jackson textbook. • Take Online Quiz #8. • Watch the YouTube video. • Complete your Discussion Board: Requisite Competencies for Global Citizenship. • Submit your Research Plan in preparation for the International News Research Paper. [due: Sun, Apr. 5th]
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MODULE 9: INTERCULTURAL TRANSITIONS

(Apr. 6th – Apr. 12th)

To Do:	• Read Chapter 8 of the Jackson textbook. • Take Online Quiz #9. • Watch the YouTube video. • Complete your Discussion Board: Stories of Acculturation and Adaptation.
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MODULE 10: INTERCULTURAL INTERPERSONAL RELATIONSHIPS

(Apr. 13th – Apr. 19th)

To Do:	• Read Chapter 9 of the Jackson textbook. • Take Online Quiz #10. • Watch the YouTube videos. • Complete your Discussion Board: Intercultural Friendships.
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MODULE 11: INTERCULTURAL CONFLICTS

(Apr. 20th – Apr. 26th)

To Do:	• Read Chapter 10 of the Jackson textbook. • Take Online Quiz #11. • Watch the YouTube videos. • Complete your Discussion Board: Managing Intercultural Conflict. • Submit your International News Research Paper. [due: Sun, Apr. 26th]
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MODULE 12: INTERCULTURAL COMMUNICATION IN THE WORKPLACE Pt. 1

(Apr. 27th – May 3rd)

To Do:	• Read Chapter 11 of the Jackson textbook. • Read the McKinsey blog post. • Watch the YouTube video. • Complete your Discussion Board: Workplace Diversity.
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MODULE 13: INTERCULTURAL COMMUNICATION IN THE WORKPLACE Pt. 2

(May 4th – May 10th)

To Do:	• Read Chapter 11 of the Jackson textbook. • Watch the YouTube videos. • Take Online Quiz #12. • Complete your Discussion Board: Challenges of Global Communication.
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FINALS WEEK

(May 11th – May 15th)

To Do:	Submit the paper assessing your Intercultural Sensitivity and Competencies. [due: Fr, May 15 th]
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