Subject Credit: 4(4-0-8)

Prerequisites: None

Course Description:
Meaning and origin of intercultural communication; principles of intercultural communication via an understanding of language, customs, social class, gender, race, patterns of language cultures; communication strategies; social relations structures between ethnic groups leading to effective intercultural communication.

Learning Objectives:

- Intercultural Communication focuses on the subjective side of culture, defined as “Subjective Culture”, represented by small “c”. The Iceberg model is used to explain the concept of this side of culture, dividing people’s mind into “unconscious” and “conscious” parts. The “unconscious” mind is compared to the hidden part of the iceberg, including Attitude, Value, Culture, Motive and Belief. This affects the people’s appearance, character resulting in their ways of communication.

- Being aware of the unconscious mind of people in different cultures is imperative to raise understanding of intercultural communication. Better understanding of intercultural communication is vital to hospitality work, especially in a diverse workplace and in a multi-cultural environment.
The course is designed to increase the students’ communication awareness and sensitivity to other cultures. An increase in understanding of their own cultural background is also concentrated.

This course will allow students to learn from practical diversity of the international environment of Phuket campus where a number of different nationalities work and study together; cases, discussion and projects will also be used as means for the students to decipher ambiguous, obscure, or illegible aspects existed in different cultures.

**Lecturer Contact Details:**
Colin Martin Gallagher. Room 2210.
Email: colingallagher2010@gmail.com
Telephone: 0874713542

**Class Schedule:** TBC

**Course Outline:**

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
<th>Teaching and Learning Activities</th>
</tr>
</thead>
</table>
| 1    | Introduction to the course  
- Expectations  
- Guidelines  
- Assessments  
Why do we have to study Intercultural Communications | -Elicitation of students existing knowledge and expectation  
-Lecture  
-Sharing of cultural experiences and misunderstanding  
**Reading 1**  
“Communications among Cultures”  
**Assessment 1**  
Note your reviews on Communication among Cultures |
| 2    | Communication and Culture  
- The Importance of Communication  
- The Nature of Communication  
- The Correlation of Culture and Communication | -Lecture  
-Discussion on -Multicultural Society  
**Reading 2** “Cultural Diversity”  
**Assessment 2** Questions to be formed from Reading 2(to be discussed in week 3)Hand in Week 3. |
| 3    | The Iceberg Model of Communications  
- Concept  
- Effects on IC | -Share Questions formed from Reading 2  
-Lecture  
-Class Discussion |
**Perceptual Approach to Cultural Diversity**

- Alternative views of reality
- Attitudes
- Beliefs
- Values

**Cultural Generalisation**

- Stereotypes
- Prejudice

**Cultural Patterns**

- Monochronic
- Polychronic

**Assessment 3**: Make a written report of your discussion

**Reading 3**

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**Perceptual Approach to Cultural Diversity (continued)**

- E.T Hall
- High and Low Context Cultural Orientation

**Assessment 5**: Summary of your view points from the discussion.

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**Perceptual Reflection on Individual Cultures with Particular reference to Thai Culture.**

**Reading 5**
“Insights into Different Cultures:
Make a written report on your discussion

**Reading 6**
Language and Culture
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Lectures</th>
<th>Discussions</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Language and Intercultural Communication</td>
<td>The Importance and functions of language</td>
<td>With ideas taken from reading 6 A and B</td>
<td>“Non-verbal Communication: Speaking Without Words”</td>
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<tr>
<td></td>
<td></td>
<td>Words and meanings</td>
<td>share language and meaning in your culture.</td>
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<td>Cultural Variation</td>
<td>Assessment 6: Make a written Report on your discussion</td>
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<td>Reading 7:</td>
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<td></td>
<td></td>
<td></td>
<td>“Non-verbal Communication: Speaking Without Words”</td>
<td>Please read for better understanding for your new lesson in week 8</td>
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<tr>
<td>8</td>
<td>Non-verbal Communication(NVC) and Culture</td>
<td>The Nature of NVC</td>
<td>share non-verbal communication which you think would cause misunderstanding to people in different cultures from your culture.</td>
<td>“Conflict Resolution Skills” BUILDING THE SKILLS THAT CAN TURN CONFLICTS INTO OPPORTUNITIES”</td>
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<tr>
<td></td>
<td></td>
<td>NVC vs VC</td>
<td>Report your findings to class.</td>
<td>Author: Jeanne Segal, Ph.D and Melinda Smith, To prepare for week 10</td>
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<tr>
<td></td>
<td></td>
<td>Non-verbal Communication and Culture</td>
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<td></td>
<td></td>
<td>The NVC Structure</td>
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<tr>
<td>9</td>
<td>Midterm Examination: No Class</td>
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<td></td>
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<tr>
<td>10</td>
<td>Intercultural Conflicts</td>
<td>The nature of conflict</td>
<td>-Group</td>
<td>“Cultural Influence in Management Theories”</td>
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<tr>
<td></td>
<td></td>
<td>Type of conflicts</td>
<td>Experiences sharing about intercultural conflicts</td>
<td></td>
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<td></td>
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<td>Causes and Barriers leading to conflicts</td>
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<td></td>
<td>Culture Shock</td>
<td>Reading 9</td>
<td></td>
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<td></td>
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<td>Intercultural Sensitivity: Model of Intercultural Sensitivity: DMIS</td>
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<td></td>
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<td>Managing intercultural conflicts</td>
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<td></td>
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<td>Cultural Adaptation</td>
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<tr>
<td>11</td>
<td>Intercultural Communication and Business(ICB)</td>
<td></td>
<td>Pre-lesson Questions</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Lecture</td>
<td></td>
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</tbody>
</table>
| Page 12 | From Lessons to Application  
Third Culture Building  
- Existing Problems in Intercultural Communication in Thai Society. What and Why?  
Group work: Forming Questions related to ICB  
Share your questions  
**Assessment 7:** ICB Questions OF THE ABOVE. |
|---|---|
| Page 13 | Third Culture Building  
- Ethical Considerations  
Attempts to smooth IC between Thais and non Thais.  
**Quiz 2:** Sec 1 TBC  
Sec 2 TBC  
-Panel Discussion  
Group Work Report  
Each Group is to summarise Their understanding  
“Building the Third Culture for PSU/Phuket Campus”  
-Discuss and draft an outline of your group report  
Process Assessment Individual students have to answer questions to be given  
This will be assessed in the 8% of your report. Thus, you need to understand what you are doing and participate in all steps of your report. |
| Page 14 | Third Culture Building 2  
- Guidelines for Intercultural Ethics  
- Lecture  
- Group work on the development of the report  
- Teacher giving consultation on the students work. |
| Page 15 | Poster Presentation of Group Work on  
“a report on: Building the Third Culture for PSU/Phuket Campus”  
- Each member of the group will be assessed on the content and the handling of the presentations |
| Page 16 | Recap and Review Lesson  
**Quiz 3**  
Section 1-TBC  
Section 2-TBC |
| Page 17 | Final Examination |
Learning Assessment Plan:

<table>
<thead>
<tr>
<th>Evaluation Methods</th>
<th>Week</th>
<th>Percentage of Evaluation</th>
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<tbody>
<tr>
<td>7 Written Assignments</td>
<td>After each class throughout the semester</td>
<td>15%</td>
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<tr>
<td>6 x 2%</td>
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<tr>
<td>1 x 3%</td>
<td></td>
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<tr>
<td>3 Quizzes 3 x 5%</td>
<td>4, 11, 13</td>
<td>15%</td>
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<tr>
<td>Report on: “An International Student Userguide for PSU/Phuket Campus”</td>
<td>12-15</td>
<td>20%</td>
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<tr>
<td>(Presentation 10%)</td>
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<tr>
<td>(Report 10%)</td>
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<tr>
<td>Mid-term examination</td>
<td>9</td>
<td>25%</td>
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<tr>
<td>Final examination</td>
<td>17</td>
<td>25%</td>
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</table>

Grading Criteria:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>85-100</td>
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<tr>
<td>B+</td>
<td>79-84</td>
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<tr>
<td>B</td>
<td>73-78</td>
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<tr>
<td>C+</td>
<td>67-72</td>
</tr>
<tr>
<td>C</td>
<td>61-66</td>
</tr>
<tr>
<td>D+</td>
<td>55-60</td>
</tr>
<tr>
<td>D</td>
<td>50-54</td>
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<tr>
<td>E</td>
<td>&lt;50</td>
</tr>
</tbody>
</table>
Textbook(s):

Other important Teaching Documents /Textbooks and Reading Selections
- Blumenbach, Johann Friedrich. (1865) “On the Natural Variety of Mankind” in the Anthropological Treatises of Johann Friedrich Blumenbach
- เมตต้า วิวัฒนานุกูล. การสื่อสารต่างวัฒนธรรม. กรุงเทพฯ : สำนักพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย, 2548. พิมพ์ครั้งที่ 2 ฉบับพิเศษ : การสื่อสารระหว่างวัฒนธรรม : ปัจจัยเพื่อการพัฒนาและส่งเสริมการท่องเที่ยว : การจัดตั้งและยุทธศาสตร์การบริการ มหาวิทยาลัยสงขลานครินทร์, 2546.

Other Course Materials:
Various reading material from other interesting articles obtained from newspapers, internet and other sources.