



FACULTY OF HOSPITALITY AND TOURISM
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 810-301 INTERCULTURAL COMMUNICATION

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:

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Class Schedule: TBC

Course Outline:

Week	Content	Teaching and Learning Activities
1	Introduction to the course <ul style="list-style-type: none"> • 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 <u>Reading 1</u> “Communications among Cultures” <u>Assessment 1</u> Note your reviews on Communication among Cultures
2	Communication and Culture <ul style="list-style-type: none"> • The Importance of Communication • The Nature of Communication • The Correlation of Culture and Communication 	-Lecture -Discussion on -Multicultural Society <u>Reading 2</u> ‘Cultural Diversity’ <u>Assessment 2</u> -Questions to be formed from Reading 2(to be discussed in week 3)Hand in Week 3.
3	The Iceberg Model of Communications <ul style="list-style-type: none"> • Concept • Effects on IC 	-Share Questions formed from Reading 2 -Lecture -Class Discussion

		<p>-Under the social network today(e.g Facebook, Instagram, people seem to reveal the underwater part as specified in the Iceberg Model: what do you think about this communication development?</p> <p>Assessment 3: Make a written report of your discussion</p> <p>Reading 3 Country Profiles-Global Guide to Culture, Customs and Etiquette.</p>
4	<p>Perceptual Approach to Cultural Diversity</p> <ul style="list-style-type: none"> ● Alternative views of reality ● Attitudes ● Beliefs ● Values <p>Cultural Generalisation</p> <ul style="list-style-type: none"> ● Sterotypes ● Prejudice <p>Cultural Patterns</p> <ul style="list-style-type: none"> ● Monochronic ● Polychronic 	<p>-Pre class discussion leading to Cultural Diversity</p> <p>-Lecture</p> <p>-Group Discussion</p> <p>Advantage and disadvantages of High and Low Context Cultures</p> <p>Quiz 1:Covering week 1-3</p> <p>Reading 4 “Cultural Perceptions and Values</p> <p>Assessment 4: two points you most agree with from Reading 4;specify why you agree with those.</p>
5	<p>Perceptual Approach to Cultural Diversity(continued)</p> <p>-Cultural Diversity</p> <ul style="list-style-type: none"> ● E.T Hall <p>High and Low Context Cultural Orientation</p>	<p>-Lecture</p> <p>-Group Discussion</p> <p>Focusing on High Context vs Low Context, discuss difficulties arising from the two different dimensions.</p> <p>Assessment 5” Summary of your view points from the discussion.</p>
6	<p>Perceptual Reflection on Individual Cultures with Particular reference to Thai Culture.</p>	<p>-Lecture</p> <p>Group work</p> <p>Reading 5 “Insights into Different Cultures: Make a written report on your discussion</p> <p>Reading 6 a-Language and Culture</p>

		<p>b-Thai phrases which contain “jai”</p> <p>Please read for better understanding for your new lesson to come up in week 7.</p>
7	<p>Language and Intercultural Communication</p> <ul style="list-style-type: none"> ● The Importance and functions of language ● Words and meanings ● Cultural Variation 	<p>-Lecture</p> <p>-Discussions: With ideas taken from reading 6 A and B- share language and meaning in your culture.</p> <p><u>Assessment 6:</u> Make a written Report on your discussion</p> <p><u>Reading 7:</u></p> <p>“Non-verbal Communication: Speaking Without Words”</p> <p>Please read for better understanding for your new lesson in week 8</p>
8	<p>Non-verbal Communication(NVC)and Culture</p> <ul style="list-style-type: none"> ● The Nature of NVC ● NVC vs VC ● Non-verbal Communication and Culture ● The NVC Structure 	<p>-Lecture</p> <p>Discussion: share non-verbal communication which you think would cause misunderstanding to people in different cultures from your culture.</p> <p><u>Report your findings to class.</u></p> <p><u>Reading 8:</u></p> <p>“Conflict Resolution Skills” BUILDING THE SKILLS THAT CAN TURN CONFLICTS INTO OPPORTUNITIES”</p> <p>Author: Jeanne Segal, Ph.D and Melinda Smith,</p> <p>To prepare for week 10</p>
9	Midterm Examination: No Class	
10	<p>Intercultural Conflicts</p> <ul style="list-style-type: none"> ● The nature of conflict ● Type of conflicts ● Causes and Barriers leading to conflicts ● Culture Shock ● Intercultural Sensitivity: Model of Intercultural Sensitivity: DMIS ● Managing intercultural conflicts ● Cultural Adaptation 	<p>-Lecture</p> <p>-Group</p> <p>Experiences sharing about intercultural conflicts</p> <p><u>Reading 9</u></p> <p>“Cultural Influence in Management Theories”</p>
11	<p>Intercultural Communication and Business(ICB)</p>	<p>-Pre-lesson Questions</p> <p>-Lecture</p>

	<ul style="list-style-type: none"> ● Cultural dimensions in organization structure ● Perspectives of a good manager 	<p>Group work: Forming Questions related to ICB</p> <p>Share your questions</p> <p><u>Assessment 7:</u> ICB Questions OF THE ABOVE.</p>
12	<p>From Lessons to Application</p> <p>Third Culture Building</p> <ul style="list-style-type: none"> ● Existing Problems in Intercultural Communication in Thai Society. What and Why? 	<p><u>Quiz 2: Sec 1 TBC</u></p> <p><u>Sec 2 TBC</u></p> <p>-Panel Discussion</p> <p>Group Work Report</p> <p>Each Group is to summarise Their understanding “Building the Third Culture for PSU/Phuket Campus”</p> <p>-Discuss and draft an outline of your group report</p> <p>Process Assessment Individual students have to answer questions to be given</p> <p>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.</p>
13	<p>Third Culture Building</p> <ul style="list-style-type: none"> ● Ethical Considerations <p>Attempts to smooth IC between Thais and non Thais.</p>	<p>Third Culture Building</p> <p>-Lecture</p>
14	<p>Third Culture Building 2</p> <ul style="list-style-type: none"> ● Guidelines for Intercultural Ethics 	<p>-Lecture</p> <p>-Group work on the development of the report</p> <p>-Teacher giving consultation on the students work.</p>
15	<p>Poster Presentation of Group Work on “a report on: Building the Third Culture for PSU/Phuket Campus”</p>	<p>-Each member of the group will be assessed on the content and the handling of the presentations</p>
16	<p>Recap and Review Lesson</p>	<p><u>Quiz 3</u></p> <p><u>Section 1-TBC</u></p> <p>Section 2-TBC</p>
17	<p>Final Examination</p>	

Learning Assessment Plan:

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

Grading Criteria:

Grade	Range
A	85-100
B+	79-84
B	73-78
C+	67-72
C	61-66
D+	55-60
D	50-54
E	<50

Textbook(s):

- Bennett, M. J. (edited – 1998). Basic Concepts of Intercultural Communication. Yarmouth: Intercultural Press, Inc.
- Chen, G.M., & William J.S. (1997). Foundations of intercultural Communication. Needham Height: Viacom Company.
- Clyne, Michael. (1996) Inter-cultural Communication at Work. Cambridge: Cambridge University Press.
- Dhiravegin, Likhit. “Multiculturalism and Globalisation: the case of Thailand”, paper presented at the 18th Biennial General Conference of the Association of Asian Social Science Research Councils (AASSREC) in Bangkok, Thailand, 27-29 August, 2009.
- Dodd, Carley H. (1991). Dynamics of Intercultural Communication. Ia.: Wm. C. Brown Publishers.
- Judith N. Martin and Thomas K. Nakayama. Intercultural Communication in Contexts. (3rd Ed.) Boston: McGraw-Hill, 2007.
- Floyd, Kory (2009). Interpersonal Communication. Boston: McGrawHill.
- Levine, Deena R. Beyond language: cross-cultural communication. Englewood Cliff, N.J.: Prentice Hall Regents, 1993.
- Samovar, L. A. & Porter, R. E. (2001). Communication between Cultures. (4th ed.). Belmont, CA: Wadsworth.
- Scollen, R. & Scollen, S.W. (2001) Intercultural Communication – 2nd Edition. Malden, Mass: Blackwell Publishers.

Other important Teaching Documents /Textbooks and Reading Selections

- Bellwood, Peter. (1997) Prehistory of the Indo-Malaysian Archipelago. Honolulu: University of Hawaii Press,
- Blumenbach, Johann Friedrich. (1865) “On the Natural Variety of Mankind” in the Anthropological Treatises of Johann Friedrich Blumenbach
- Hall, E.T. (1989) Beyond Culture. New York: Anchor Books.
- William B. Gudykunst, editor. (2003) Cross-cultural and intercultural communication. Thousand Oaks, Calif.: Sage Publications.
- เมตตา วิวัฒนานุกูล. การสื่อสารต่างวัฒนธรรม. กรุงเทพฯ : สำนักพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย, 2548. พิมพ์ภาพรณ สุวัตติกุล. รายงานวิจัย “การสื่อสารระหว่างวัฒนธรรม : ปัจจัยเพื่อการพัฒนาและส่งเสริมการท่องเที่ยว”: โครงการจัดตั้งคณะอุตสาหกรรมบริการ มหาวิทยาลัยสงขลานครินทร์, 2546.

Other Course Materials:

Various reading material from other interesting articles obtained from newspapers, internet and other sources.