



Jinzhong University

Intercultural Communication

Course Outline

Autumn 2022

Instructor: Jingjing Fan / Wenjing Yao

Types: Electives for English major

Phone: 86-18503540937 (QQ/Dingding)

Hours/week: 2/17

Course Description:

Intercultural communication is a form of communication that aims to share information across different cultures and social groups. In order to realize the aim of “cultivating morality and cultivating people”, it enhances the cross-cultural communication ability of Chinese and Western cultural exchanges, the cultural courses related to the comparison of Chinese and Western cultures in cross-cultural communication are opened. It is used to describe the wide range of communication processes and problems that naturally appear within an organization or social context made up of individuals from different religious, social, ethnic, and educational backgrounds.

This course reflects the intersection of Chinese traditional culture and Western culture, follows the general theoretical framework of cross-cultural communication, takes into account the theory and practice of thinking mode, pragmatic rules and customs, selects classic cases from Chinese and Western cultures, combines the interpretation of universal theory with the interpretation of cross-cultural communication cases, and adds advanced virtual training, This course enables English majors to systematically understand and master the social and cultural customs and values of the target language culture.

Intercultural communication for English major students will help students increase their knowledge and understanding problems and theories of intercultural communication. Students will discuss difference among different cultures.

课程综述

《跨文化交际》是外国语言文学学科各专业必修课程，亦可作为我系各专业选修的拓宽知识、了解世界文化的素质教育课程。为贯彻落实“立德树人”的根本任务，增强中西文化交流跨文化交际能力，开设与跨文化交际的中西文化对比相关的文化类板块课程，同时根据地方院校的外语专业学科特点、发掘外语专业学生交际能力发展的要求，本课程作为地方性、知识性、实践性、创新性的教学改革尝试。该课程体现中国传统文化与西方文化的交叉性，沿用跨文化交际的通行理论框架，兼顾思维方式、语用规则、风俗习惯的理论与实践，从中西文化中选取经典案例，普适性理论讲解与跨文化交际案例阐发相结合，加入先进的虚拟实训，学习该课程可以让英语专业学生系统了解和掌握目的语文化的社会文化习俗和价值观念；基于跨文化交际的相关理论，提高学生对文化差异的敏感性，增加跨文化交际意识，最终形成跨文化交际能力。

Course Objectives:

课程目标 1: 具备主要英语国家的基本人文和社会科学知识中的跨文化交际理论，具备运用相关知识进行跨文化交际案例的初步能力。加深对中西文化的感性认识，增加对交际对象的了解，初步建立跨文化交际知识储备。

课程目标 2: 通过对文化、跨文化交际、霍夫斯泰德文化理论、面子协商理论、言语交际、非言语交际、中西婚恋观、中西饮食文化、种族歧视、中西教育观、身份认同理论、文化休克等文化理论深入认知。加深学生爱国主义教育和思想道德品质、法制观念和诚信意识的构建。

课程目标 3: 能够运用跨文化交际理论，初步开展英语语言实训，录制小组合作视频，提升英语语言实际应用的技能，加深中华优秀传统文化与西方文化之间的对比与认知，拓展英语专业学生的国际视野，能够运用正确的文化观分析西方文化，培养专业学生跨文化交际能力。

课程目标 4: 能够运用所学理论知识，检索相关文献，对同类跨文化交际案例进行初步分析。

课程目标 5: 初步具备录制并修改英语视频和音频的能力，能够进行初步的外语文字书写，可以完成口头语篇写作，能够对所选主题进行准确评述，对文化现象有清晰认识，能够提出有价值的观点。

Textbook:

Intercultural Communication: A Practical Course book By Hu Chao

Intercultural Communication: By Liu Xiaoyan

A Multimedia Approach to Intercultural Communication By Fan Weiwei

British and American Culture: a Course to Develop Critical Thinking

普通高等教育“十三五”规划教材《英语跨文化交际概论》 主编：毕晟等 副主编 要文静 北京工业大学出版社，2022年1月

浙江省普通高校“十三五”新形态教材《跨文化交际》主编：余卫华；浙江大学出版社，2019年1月

跨文化交际英语课程系列《跨文化商务沟通教程：阅读与案例》主编：庄恩平，上海外语教育出版社，2019年7月

Course Content:

Lectures

Video show

Group Discussion and Oral Presentations

Sharing intercultural communication experience

Course Requirements:

Performance in class (40%) includes:

- ✓ Attendance and participation (10%) 出勤
- ✓ Homework online 5 times (30%) 蓝鸽作业
- ✓ Oral Presentation (40%) 小组合作
- ✓ Dynamic (20%) 动态语篇

Note on the course (10%)

Final examination (50%)

Details for Assignments

Online homework

Students will be asked to finish online homework on time. Evaluation mainly depends on the attitude or expressiveness or communication effects, rather than the form. Give students two articles: one is an English essay, and the other is Chinese essay of the same topic. Please translate part of English essay and answer the questions.

Oral Presentation

Students will be divided into 5-6 members groups. Group discussion on assigned topics will be held either in class or out of class. Group members will do their oral presentations in class. The use of PowerPoint is encouraged. The oral presentation will be recorded in the classroom. The members of group need to cooperate each other and finish the assignment. **PPT** can be used in your oral presentation.

Evaluation will be done according to the students' preparation, team cooperation and performance.

Exam online 50%

In the exam there is an essay writing. Students choose any topic related to intercultural communication they like. They are also encouraged to pursue topics that arise in this course. Before students decide the topic, they are expected to consult it with the instructor. Online exam it is not permitted to take any materials into the classroom. Expected length of the essay is approximately **300 words**.

Plagiarism: It is a serious offense that plagiarism is the copying of other work without acknowledgment. **Plagiarized assignment will be given a grade of zero.**

Class schedule (This is a tentative schedule and will likely change as opportunities arise.)

DATE 周 数	TOPIC 课程主题	Oral presentation 全程录像	中西文化材料学习 (录制个人视频)	课程思政目标
Week 1	Course introduction Chapter 1 Culture	文化赏析: 律政俏佳人		文化自信
Week 2	Chapter 2 Communication Chapter3 Intercultural Communication	文化赏析: Guasha 刮痧	河山与民族 英译汉 The beauty of Britain 国学: 古老的中国; 少年中国说	中国河山秀丽 家国情怀
Week 3	Chapter 4 Hofstede's Culture Individualism and Collectivism Power distance Uncertainty Avoidance	小组制作: 安娜和国王 甄嬛传/亚瑟王 茜茜公主	人口和生态 Inferno 旅鼠之谜	中国人口老龄化问题 绿色生态
Week 4	Chapter 5 Kluckhohn and Strodtbeck's Model Man and Nature	文化赏析: Moby Dick 白鲸 小组制作: 金刚川 VS 中途岛海	故土与新思 英译汉: Nottingham and the Mining Countryside 阅读国学: 故乡 鲁迅	自然与人和谐 集体主义与个人主义价值观差异 爱国主义

		战 Battle of the Midway		
Week5	Chapter 6 Cultural Connotation in Language Language and Culture	文化赏析: 窈窕淑女 My Fair Lady Notting Hill 诺丁山	禁忌与秩序 英译汉 Get a knife, Get a dog, But Get rid of Guns 阅读: 国学: 美国的枪支和中国的烟花	中西语言观 中国梦 文化自信
Week6	Chapter 7 Norms of social Interaction Verbal communication	文化赏析: 电影入殓师 (日本) 电影 人生大事 四个婚礼和一个葬礼	定式与偏见 英译汉 Don't let Stereotype wrap your Judgment 国学: 男人 第一段	社会主义制度先进性 秉承中国文化
Week7	Chapter 8 Non-verbal Communication Body language Time Space	小组制作: 孙子从美国来 蜘蛛侠	移民与认同 英译汉 Leaves from the Mental Portfolio of a Eurasian 阅读 国学: 华语情节	中西时空观差异
Week8	Chapter 9 Ethnocentrism and Stereotypes Ethnocentrism Race discrimination	小组制作: Crash 撞车	教育与使命: 英译汉 The Mission of Universities 国学: 大学	构建人类命运共同体
Week9	Chapter 10 Culture Shock Culture shock	小组制作: The Terminal 幸福终点站	流散与包容 英译汉 On the tourist Trail of China's Jews 阅读 国学: 上海为何向犹太人敞开大门	文化适应性
Week10	Chapter 11 Acculturation and Identity Acculturation Identity	小组制作: 别告诉她 The Farewell	山水与情思 Once More to the Lake 国学: 春江花月夜	中西伦理观差异
Week 11	Chapter 12 Education Context	小组制作: 他乡的童年 (纪录片)	鬼怪和魅惑 英译汉 Why is Vampire culture so Popular with Teens?	中西教育观差异

		蒙娜丽莎的微笑 律政俏佳人 BBC 人生七年	阅读 国学：浪漫主义的妖 鬼文化	
Week 12	Chapter 13 Hall's Culture Context Model 低语境高语境理论 Face-Negotiation Theory (面子协商理论) In groups VS out group	文化赏析： 东京爱情故事 文化赏析： 最美的舞者	案例分析： 中西文化面子观	中西语境思维差 异
Week 13	Chapter 14 Family and Gender (Wedding and Funeral) 性别文化差异	文化赏析： Pushing hand 推手	案例分析：女权运动与语 言性别偏见	中西性别文化差 异；女性主义在 西方文化中的觉 醒；东方女性主 义
Week 14	Chapter 15 Customs and Festivals	文化赏析： 电影：满汉全席	案例分析：中西方礼仪文 化的差异性	中西方节日差异 中西方饮食差异
Week 15	Chapter 16 Intercultural business	文化赏析： 电影：中国合伙人	案例分析：中西商务谈判 的表现特征	中西商务谈判礼 仪差异
Week 16	Chapter 17 Globalization and intercultural business	文化赏析： 疫情下的中国和美国	案例分析：全球化背景下的 中国	全球化 人类命运共同体
Week 17	Exam/Review		总评所有教学成果	

备注：如遇节日，小组制作时间顺延。

每节课内容：1 讲授理论 2 学生作业分析