

PEEMC20 - ELECTIVE II A: INTER-CULTURAL COMMUNICATION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PEEMC20	Inter-Cultural Communication	Theory	Elective	5	4	100

Course Objective:

- To initiate students to the challenges in global communication in the age of cross-culture communication

Course Outcomes (CO)

The Learners will be able to

CO1: Discuss the Concept of Inter Culture Communication.

CO2: Acquiring Knowledge in the aspects of inter cultural Business Communication.

CO3: Analysing the Concepts of Intra Cultural Communication.

CO4: Acquiring the Knowledge about Global Communication

CO5: Evaluating the Relationship Between Intercultural Communications in News Media Production.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Introduction to ICC (15 hours)

- 1.1. Introduction to Communication.(K2, K3, K4)
- 1.2. Culture and Inter-cultural Communication.(K3, K4)
- 1.3. Dimensions of culture.(K2, K3, K4)
- 1.4. Enculturation.(K2, K3, K4)
- 1.5. Acculturation. (K2, K3, K4)
- 1.6. Cultural barriers, Relevance of Inter-cultural communication to Journalism and Mass communication. (K3, K4, K5, K6)

Unit II: Inter-cultural Business Communication (15 hours)

- 2.1. Work attitudes.(K1,K2, K3)
- 2.2. Individualism vs Collectivism.(K2, K3, K4)
- 2.3. Global etiquette in business introductions. (K2, K4, K5)
- 2.4. Electronic communication, and travel and dining. (K3, K4)
- 2.5. Business and social customs. (K2, K3, K4)
- 2.6. Cultural difference in communication. (K2, K4, K5)

Unit III: Intra-cultural Communication (15 hours)

- 3.1. Inter-cultural versus Intra-cultural communication.(K1,K2, K3,K5)
- 3.2. Nature and Characteristics. (K2, K3, K4)
- 3.3. Indian and South Indian contexts of Inter-cultural communication.(K2, K3, K4)
- 3.4. Role of mass media in bridging cultural divides.(K2, K4, K5)
- 3.5. Cultural Identities and loss of cultural identity. (K2, K3, K4)
- 3.6. Problem of ethnocentrism. (K2, K3, K4)

Unit IV: Global Communication (15 hours)

- 4.1. Global communication. (K1,K2, K3)
- 4.2. Growth of International Communication.(K2, K3, K4)
- 4.3. Cultural shock, Language and Inter-cultural communication. (K2, K3, K4)
- 4.4. High and low context languages.(K2, K3, K4)
- 4.5. Subjective interpretation.(K1,K2, K3)
- 4.6. Language and cultural interaction, Cross Cultural Communication. (K2, K4, K5)

Unit V: ICC and News (15 hours)

5.1. Implications of inter cultural barriers in News media production.(K1,K2, K3)

5.2. Public sphere, LPG.(K2, K3, K4)

5.3. Cultural hegemony. (K2, K3, K4)

5.4. Influence in media production.(K3, K4, K5, K6)

5.4. International news flow patterns.(K2, K4, K5)

5.6. Offline and online. (K1,K2, K3,K5)