

Intercultural (Media) Communication

WiSe 2019/20

Fridays, 9am – 1pm

Dates: 18 Oct, 25 Oct, 08 Nov, 22 Nov, 06 Dec, 20 Dec, 17 Jan, 31 Jan

Location: Nikolaistraße 27-29, Room 1.06

(Exception: Session on 22 Nov will take place in the Neue Seminargebaeude NSG, Room 2.04)

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Course Description & Aims

The seminar focuses on Intercultural Communication, a rather young interdisciplinary field of study that investigates human action and communication in intercultural contact situations, the influence of cultural diversity on the interactive action, as well as the construction processes of cultural differences in media and societal communication processes. Students will acquire and deepen the thematic, theoretical and methodological knowledge and skills that enables them to analyze and interpret intercultural communication phenomena in different societal contexts – and especially in the context of media communication. They will furthermore practice their (inter-culturally competent) social research skills by carrying out their own self-designed study project on a self-defined intercultural topic. The results of the individual projects will be presented and discussed in the plenum sessions and are summarized in the final term paper.

Requirements & Assessment: Active participation throughout all sessions and the individual and group work, reading and discussion of the assigned literature, presentation and discussion of the own study project and summary in a term paper (essay form, approx. 2.000-3.500 words)

Course Schedule

- 18 Oct 2019 **Introduction to the Course**
- 25 Oct 2019 **Intercultural Communication as a Research Field**
- History and Scope of the Research Field
- Research Areas and Topics
- 08 Nov 2019 **Basic Concepts**
- Definition of Basic Concepts
(Culture, Communication, Intercultural Communication)
- Categorizations of (Media)Cultures
- 22 Nov 2019 **Theoretical Approaches and Models in IC-Research I:**
- Intercultural Exchange and Comprehension
- Media & Intercultural Integration
- 06 Dec 2019 **Theoretical Approaches and Models in IC-Research II:**
- Media & Cultural Demarcation and Exclusion
- Media & Transcultural Communication
- *Homework: Development of a Research Idea*
- 20 Dec 2019 **Analyzing IC-Phenomena – Research Practice I**
- Definition of a Research Question
- Development of a Study Design
- Data Collection & Data Analysis
- 17 Jan 2020 **Analyzing IC-Phenomena – Research Practice II**
- Presentation and Discussion of Results
- Reflection on Implementation Problems
- 31 Jan 2010 **Analyzing IC-Phenomena – Research Practice III**
- Presentation and Discussion of Results
- Reflection on Implementation Problems

- Final Discussion Round: Intercultural Competence for Communication Researchers?

Recommended Readings

English Literature

- Averbeck-Lietz, S. (2013). Pathways of intercultural communication research. How different research communities of communication scholars deal with the topic of intercultural communication. In: *Communications* 38(3), 289-313.
- Casmir, F. L.; & Asuncion-Lande, N. C. (1989). Intercultural communication revisited: Conceptualization, paradigm building and methodological approaches. *Communication Yearbook* 12, 278-309.
- Ember, C. R. (1990). Bibliography of cross-cultural research methods. *Cross-Cultural Research* 24(1-4), 141-154.
- Golan, G.; Johnson, T.; & Wanta, W. (Eds.) (2009). *International media communication in a global age*. Routledge Communication Series. New York/London: Routledge.
- Gudykunst, W. B. (ed., 2005). *Theorizing about intercultural communication*. Thousand Oaks, London: Sage.
- Gudykunst, W. B.; & Kim, Y. Y. (2003). *Communicating with strangers. An approach to intercultural communication* (2nd ed.). New York: McGraw Hill.
- Gudykunst, W. B.; & Mody, B. (2002). *Handbook of international and intercultural communication*. Thousand Oaks, London, New Delhi: Sage.
- Hall, E. T. (1990). *The silent language*. New York: Anchor Books.
- Jandt, F. E. (2003). *An introduction to intercultural communication. Identities in a global community*. Thousand Oaks, London, New Delhi: Sage.
- Kotthoff, H.; & Spencer-Oatey, H. (Eds.) (2008). *Handbook of intercultural communication*. Berlin: Mouton de Gruyter.
- Levinson, D. (1990). Bibliography of substantive worldwide cross-cultural studies. *Cross-Cultural Research* 24(1-4), 105-140.
- Lustig, M. W.; & Koester, J. (2003). *Intercultural competence. Interpersonal communication across cultures* (4th ed.). Boston: Allyn and Bacon.
- Martin, J. N.; & Nakayama, T. K. (2010). *Intercultural communication in contexts* (5th ed.). New York: McGraw-Hill.
- Samovar, L. A.; & Porter, R. E. (2009). *Intercultural communication. A reader* (12th ed.). Boston: Wadsworth Pub.
- Spencer-Oatey, H.; & Kotthoff, H. (Eds.) (2007): *Handbook of applied linguistics. Vol. 7: Intercultural Communication*. Berlin: Mouton de Gruyter.
- Ting-Toomey, S. (1999). *Communication across cultures*. London, New York: The Guilford Press.

German Literature

- Bolten, J. (2007). *Einführung in die interkulturelle Wirtschaftskommunikation*. Stuttgart: UTB.
- Heringer, H. J. (2004). *Interkulturelle Kommunikation*. Tübingen: Francke.
- Kübler, H.-D. (2011). *Interkulturelle Medienkommunikation: Eine Einführung*. Wiesbaden: VS Verlag für Sozialwissenschaften.
- Loenhoff, J. (1992). *Interkulturelle Verständigung. Zum Problem grenzüberschreitender Kommunikation*. Opladen: Westdeutscher Verlag.
- Luger, K.; & Renger, R. (1994). *Dialog der Kulturen. Die multikulturelle Gesellschaft und die Medien*. Wien: Österreichischer Kunst- und Kulturverlag.
- Lüsebrink, H.-J. (2012). *Interkulturelle Kommunikation: Interaktion, Fremdwahrnehmung, Kulturtransfer* (3rd., extended ed.). Stuttgart: Metzler.

- Lüsebrink, H.-J. (Ed.) (2004). Konzepte der Interkulturellen Kommunikation. Theorieansätze und Praxisbezüge in interdisziplinärer Perspektive. St. Ingbert: Röhrig Universitätsverlag.
- Maletzke, G. (1996). Interkulturelle Kommunikation: Zur Interaktion zwischen Menschen verschiedener Kulturen. Opladen: Westdeutscher Verlag.
- Malitz, M. (2011). Interkulturelle Kompetenz - Worthülse oder eierlegende Wollmilchsau? Praxis-Tipps für ein erfolgreiches internationales Projektmanagement. Marburg: Tectum-Verlag.
- Moosmüller, A. (Ed.) (2007). Interkulturelle Kommunikation. Konturen einer wissenschaftlichen Disziplin. Münster et al.: Waxmann.
- Müller, S.; & Gelbrich, K. (2014). Interkulturelle Kommunikation. München: Vahlen.
- Straub, J.; Weidemann, A.; & Weidemann, D. (Eds.) (2007). Handbuch interkulturelle Kommunikation und Kompetenz. Grundbegriffe - Theorien - Anwendungsfelder. Stuttgart: Metzler.
- Thomas, A.; Kammhuber, S.; & Schroll-Machl, S. (Ed.) (2005). Handbuch interkulturelle Kommunikation und Kooperation. 2 Bände. Göttingen: Vandenhoeck und Ruprecht.
- Yousefi, H. R. (2014). Interkulturelle Kommunikation: Eine praxisorientierte Einführung. Darmstadt: WBG - Wissenschaftliche Buchgesellschaft.