

**COURSE DATA****DATA SUBJECT****Code:** 44224**Name:** Intercultural communication**Cycle:** Master's Degree**ECTS Credits:** 3**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2243 - Master's Degree in Advanced English Studies	Facultat de Filologia, Traducció i Comunicació	1	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2243 - Master's Degree in Advanced English Studies	Intercultural communication	COMPULSORY

**COORDINATION**

MARTINEZ SIERRA JUAN JOSE

**SUMMARY**

Intercultural communication is a domain in full-fledged expansion and which basically consists of the study of interactions among individuals from different cultures, who may or may not speak the same language. Considering the process of socialisation which every member of every culture in question has been subjected to, it is relevant to assess their potential interactions and communicational problems due to their different cultural baggage. This subject aims to teach students how to function comfortably and efficiently in intercultural situations at the same time as they develop their advanced knowledge of foreign languages. They are also expected to assimilate the fundamentals of these meetings and to know how to prevent and resolve different problems which may arise and which originate from the cultural dimension. This course addresses SDGs 4, 5, 10, 16, and 17.

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

**OTHER REQUIREMENTS**



No previous knowledge is required. A solid level of English C1 is highly recommended.

## COMPETENCES / LEARNING OUTCOMES

### 2196 -

Ability to apply theoretical knowledge and skills to conduct critical, rigorous analysis using various tools, including printed and digital formats (ICT), within English Studies.

Ability to develop autonomy in learning, including resource and information search, and to access bibliographic and documentary sources in different areas of English Studies.

Ability to identify fundamental methodologies, theories, topics, and terminological, theoretical, formal, and ideological principles necessary for initiating linguistic or literary research in English Studies.

Ability to make informed judgments using established criteria and personal reflections. Achievement of proficiency in academic and scientific-technical English, both in written and oral forms.

Ability to organize, structure, and develop ideas in various academic documents, such as essays, technical reports, and advanced research projects masters theses within the field of English Studies.

Advanced ability to understand from a more complex perspective than that of undergraduate studies the methodology required for solving problems specific to the field of English Studies.

Advanced ability to understand from a more complex perspective than that of undergraduate studies those concepts, principles, theories, or models related to different areas of English Studies.

Capacidad para interpretar y analizar textos representativos de la pluralidad lingüística y cultural de las sociedades anglófonas contemporáneas con el fin de reflexionar sobre su relevancia, no sólo en referencia a los contextos socio-lingüísticos, históricos, políticos y culturales en los que se inscriben, sino también en relación con la globalización de la cultura, dentro de los Estudios Ingleses.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

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Have the learning skills needed to continue studying in a largely self-directed or independent manner.

## DESCRIPTION OF CONTENTS

### 1. Culture and Intercultural Communication

- The concept of *culture*
- Definitions of culture (structural, functional, process, power, other)
- Basic notions of culture
- The ingredients of culture
- The characteristics of culture
- Specific aspects of culture that are of particular interest in IC(perception)
- Understanding and defining communication
- Attribution
- How communication
- Types of communication
- Intercultural competence
- A global village?

### 2. Non-verbal and Para-verbal Communication

- Speech acts (direct and indirect)
- Communication channels
- Functions of language
- Non-verbal channel (Kinesics, physical characteristics, the tactile and olfactory, emblems, icons, artifacts, environment, time, proxemics)
- Para-verbal channel



### **3. Other Key Concepts**

- Stereotypes (definition, characteristics, types, their role)
- Prejudice (definition, types)

### **4. Acculturation and Culture Shock**

- Culture shock (definition, symptoms, phases, how to deal with it)
- Acculturation
- Schemata, prototypes, scripts

### **5. Communication Styles and other Potentially Problematic Issues**

- Communication styles (direct vs. indirect)
- The context of interaction
- Types of context (high vs. low)
- Individualism vs. collectivism
- Gender
- Religion
- Areas of cultural and coping strategies

### **6. Why is IC Important?**

- The global nature of modern problems
- The business of IC

### **Learning outcomes**

Be able to communicate effectively in intercultural settings.

Understand the social, political, cultural, and linguistic factors that affect communication.

Be able to prevent or resolve problems in intercultural communication.

Understand and appreciate cultural differences in communicative styles.

Understand and appreciate, from within the scope of the degree itself, inequalities based on sex and gender in society; integrate the different needs and preferences based on sex and gender in the design of solutions and problem solving.

**WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	24,00
<b>Total hours</b>	<b>24,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	15,00
Independent study and work	20,00
Preparation of lessons	6,00
Preparation for assessment activities	5,00
Resolution of case studies	5,00
<b>Total hours</b>	<b>51,00</b>

**TEACHING METHODOLOGY**

MD1 Introduction of theoretical content through lectures or expository classes with the support of ICT, where applicable.

MD2 Pair discussion or group debate

MD3 Reading of relevant material (independently or with classroom discussion, information selection and concept linking, studying, production of reading cards, outlines, or summaries)

MD5 Solving theoretical-practical problems (exercises, corpus collection for study, analysis of written, oral, audiovisual, digital, or multimodal texts from different genres)

MD6 Preparation of an individual assignment (design and development of a project for oral or written presentation)

**EVALUATION****ASSESSMENT BREAKDOWN FOR THE FIRST CALL**

Assessment of class attendance and active participation: 50%

Assessment of competences through written or oral tests: 30%

Assessment of competences through written or oral assignments: 20%

Total: 100% (can be retaken in the second call)

Students have the opportunity to successfully complete the course in the second call.

**ASSESSMENT BREAKDOWN FOR THE SECOND CALL**

Assessment of class attendance and active participation: 50%



Assessment of competences through written or oral tests: 30%  
Assessment of competences through written or oral assignments: 20%  
Total: 100%

**IMPORTANT NOTE:** Intellectual honesty is a core value in academic communities and essential for the fair assessment of students' work. All assignments submitted for this course must be of **original authorship**. Submissions that involve **fraudulent collaboration** or the **use of generative artificial intelligence** (such as ChatGPT or similar tools) will not be accepted, unless their use is explicitly **authorised** by the teaching staff and forms part of the course content.

Both in the exam and in practical exercises, correct spelling and grammar will be required. Each spelling, punctuation, or expression mistake will lead to a reduction in the final grade, which may result in a failing mark.

The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on May 30, 2017. ACGUV 108/2017.

## REFERENCES

### Core

- Holliday, Adrian et al. 2021. Intercultural Communication. An advanced resource book for students. 4th Edition. London: Routledge.
- Piller, Ingrid. 2011. Intercultural Communication. A Critical Introduction. Edinburgh: Edinburgh University Press.
- Shuang, Liu et al. 2015. Introducing Intercultural Communication. Global Cultures and Contexts. 2nd Edition. Los Angeles: Sage.

### Supplementary

- Deardorff, Darla. 2009. The SAGE Handbook of Intercultural Competence. Thousand Oaks, CA: Sage Publications.
- Martínez Sierra, Juan José. 2008. Humor y traducción. Los Simpson cruzan la frontera. Castellón: UJI
- Martin, Judith N., and Thomas K. Nakayama: 2003. Intercultural Communication in Contexts, 2nd Edition. Mountain View, CA: Mayfield Publisher
- Samovar, Larry A., and Richard E. Porter, eds. 2012. Intercultural Communication: A Reader, 13th Edition. Belmont, CA: Wadsworth Publishing.



- Scollon, Ron, Suzanne W. Scollon and Rodney H. Jones. 2012. Intercultural Communication. A Discourse Approach. Oxford: Wiley-Blackwell