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# Cultural Awareness & Communication

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## Course Introduction

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# CAC

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## Contact Details

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- Please include '**CAC**' in subject line
- **Office:** Koshinkan 428



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## Course Aims

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- Deeper understanding of the concept of 'culture'
  - Awareness of variety of ways in which 'culture' is constructed and used
  - Knowledge of elements of 'classical paradigm' of 'cross/inter-cultural comms.'
  - General knowledge of ways in which human culture can vary.
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## Course Content: 1

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- 1. Introductions and course outline**  
What is "Cross-Cultural Communication" and why study it?
  - 2. Development of the field of 'Intercultural Communications'**  
E.T.Hall, Foreign Service Institute, the IC Paradigm
  - 3. Conceptions of Culture:1**  
culture as 'growth', culture as a 'standard', mass culture
  - 4. Conceptions of Culture:2**  
Postwar thinking on 'culture', the culture onion, complexity
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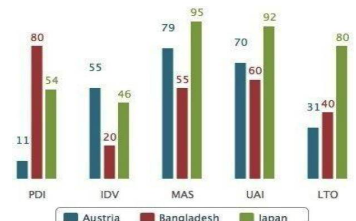
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## Course Content: 2

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- 5. Dimensions of Culture**  
quantitative approaches, survey methodology, Hofstede and Trompenaars
- 6. Classifying Culture**  
culture 'ranking', stereotyping

Example of Hofstede's indexes



## Course Content: 3

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### 7. Language and Culture

'language=nation=culture', identity, sociolinguistics

### 8. World Languages Now

the values of language, linguistic imperialism, language death

### 9. Non-verbal communication

Proxemics, paralanguage and gesture

### 10. Essay discussion and tutorial

## Course Content: 4

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### 11. Perceptions of Time

Chronemics (mono- vs poly-chronic), time related language and gestures

### 12. Perceptions of Space

Proxemics, conceptions of position and direction

### 13. Culture Shock/Stress

Intercultural encounters, the right to communicate

### 14. The Politics of Culture

Culture as nationalism, gendered and classed cultures

### 15. Identity, stereotypes, culture and communication



*Sinocentric world map c. 1700*

## Assessment 1 (10%)

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### “Attendance and participation”

- Please complete any ‘weekly task/s’ assigned for the session
- This may involve leaving comments on the manaba forum for that week
- Keep an eye on the website and manaba course news!

## Assessment 2 (20%)

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### 4 x ‘Reflection Papers’

- Short writing exercises (5% each)
- These refer to class content
- Reflect on how your life experiences relate to class content

## Assessment 2 (70%)

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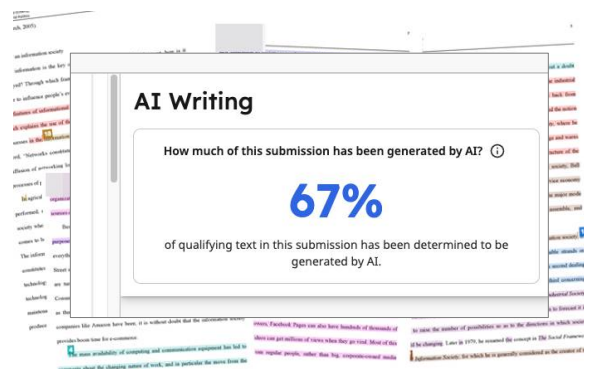
- One properly referenced ‘argumentative’ essay of 2000 words
- You choose the topic (discuss with me!)  
Due at the end of the semester

**Submit through manaba**

**Plagiarism / AI = FAIL**

## Turnitin: Plagiarism & AI

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## Getting started...

AI generated illustration  
"cross-cultural  
communication ukiyo-e"



## Growth in interest

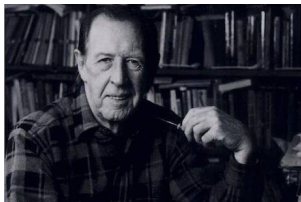


Occurrence of word 'culture' in English language texts in Google Books, 1700-2000.

Google Books Ngram Viewer

## Defining 'culture'

"I don't know how many times I've wished I'd never heard the damn word."



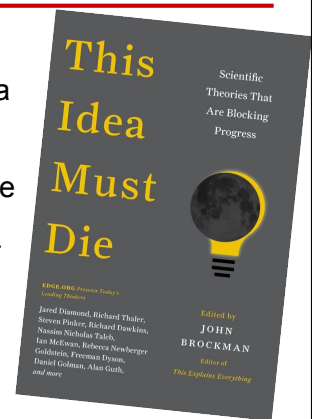
Raymond Williams (1979)

[https://en.wikipedia.org/wiki/Raymond\\_Williams](https://en.wikipedia.org/wiki/Raymond_Williams)  
[https://www.newworldencyclopedia.org/entry/Raymond\\_Williams](https://www.newworldencyclopedia.org/entry/Raymond_Williams)

## Culture must die!

### • Pascal Boyer

"Is the idea of culture really a Bad Thing? Yes, a belief in culture as a domain of phenomena has hindered the development of a proper science of human behaviour in groups"



## Definitions of 'culture'...

- Alfred Kroeber & Clyde Kluckhohn  
*Culture; a critical review of concepts and definitions* (1952)  
Revised edition (1963) eventually included **150** different definitions of 'culture'.

## For next week...

### • Main Reading

"Genealogy of Intercultural Communication"  
from *Intercultural Communication*, Ingrid PILLER

### • Thought-provoking (short) extras...

*This Idea Must Die*, ed. Brockman 2015

- "Culture" by Pascal BOYER
- "Culture" by Laura BETZIG

**For next week...**

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**Links to everything you  
need will be available on  
the course manaba news  
page**

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**See you next  
week!**

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