

## Introduction to Intercultural Communication

13 August 2018 - 17 August 2018

Location: Drift, city centre of Utrecht

Course leader: Jan D. ten Thije

Information: k.e.schoutsen@uu.nl

Literature: Zhu Hua (2014). *Exploring Intercultural Communication. Language in Action*. London: Routledge.

This course corresponds to the Bachelor course in preparation to the Master's programme in Intercultural Communication at Utrecht University.

This course gives an introduction on basic theories regarding intercultural communication. These theories will be linked to different contexts, ranging from education and business, to migration and media. Drawing from different exercises and assignments throughout the course, we will finally focus on enhancing your own intercultural awareness and applying the theories to personal experiences with linguistic diversity and cultural otherness.



Day 1: Mon. 13 August 2018 (09:30-12:00 – break–13:30-16:00)

Approach: Image building and identity construction

Communicative practice: classroom

Zhu (2014) Ch. 1 + 12



Day 2: Tue. 14 August 2018 (09:30-12:00 – break–13:30-16:00)

Approach: Contrastive analysis

Communicative practice: business

Zhu (2014) Ch. 3 + 6 + 10



Day 3: Wed. 15 August 2018 (09:30-12:00 – break–13:30-16:00)

Approach: Interaction analysis

Communicative practice: workplace

Zhu (2014) Ch. 2 + 7 + 11



Day 4: Th. 16 August 2018 (09:30-12:00 – break–13:30-16:00)

Approach: Managing linguistic diversity

Communicative practice: family

Zhu (2014) Ch. 4 + 8



Day 5: Fri. 17 August 2017 (09:30-12:00 – break–13:30-16:00)

Approach: Intercultural competencies – self reflection

Communicative practices: study abroad and tourism

Zhu (2014) Ch. 5 + 9

In an assignment on Friday your understanding of the basic concepts and their application in the analysis of intercultural communication in various communicative practices will be tested. After successful completion of the assignments you will receive the certificate of 2 EC.