



PROFESSIONAL COMMUNICATION SKILLS IN AN INTERCULTURAL CONTEXT

COURSE: PROFESSIONAL COMMUNICATION SKILLS IN AN INTERCULTURAL CONTEXT

TEACHER:

Credits: 6 ECTS

Classroom Hours: 45h

Independent Work: 15h (exercises, research for final project, personal study)

Language of Instruction: English (minimum level B2)

Course Description & Methodology

The course is designed to be highly participatory. Discussions will arise from texts and audiovisual materials covering each topic. Student–instructor interaction is a key element in both course development and evaluation.

Evaluation will also include daily tasks (interviews, presentations, motivation letters, professional communication projects, surveys, etc.) and the final exam.

In the final week, students will present their final project orally, either individually or in pairs.

Evaluation

- Classwork, readings, and participation – 20%
- Final project and presentation – 30%
- Final exam – 50%

Final exam: last day of the course during regular class hours.

Important Notes

1. The final grade will be based on the combination of all evaluation components, not just the final exam.
2. A minimum average grade of 5/10 is required to pass.
3. Only one final exam will be held; no resits or additional sessions. Exam dates will not be changed for personal reasons (for example, travel plans).
4. Students must attend at least 80% of course hours. More than 4 unjustified absences (8 hours) disqualify students from the final exam and from obtaining the official course certificate.

Objectives

This course is intended for international students who have not yet reached the Spanish proficiency level required for a communication course in Spanish. It aims to:

- Develop understanding of intercultural communication in professional contexts.
- Acquire strategies for recognizing, responding to, and mediating intercultural interaction episodes.
- Analyze and apply strategies for effective oral and written professional communication, both in traditional and contemporary media (for example, social networks, Web 2.0).

Course Outline

Week 1 – Introduction

- Why study professional communication in an intercultural context?
- Brief history of intercultural studies
Readings: Martin & Nakayama, *Intercultural Communication in Contexts*, Ch. 1–2
Assignment: Essay, *My reasons for studying this subject*

Week 2 – Communication and Culture

- Functions and principles of communication
- Understanding culture: what it is, why it exists
Readings: Class handouts *Understanding Culture*; booklet, Ch. 1 *What is Culture*
Activity: Teamwork

Week 3 – Definitions of Culture

Readings: Beamer & Varner

Note: October 12 – no class (holiday)

Week 4 – Reactions to Unfamiliar Cultures

- Moving beyond stereotypes
Readings: Booklet, Ch. 5; Beamer & Varner, *Intercultural Communication in the Global Workplace*
Assignment: Cross-cultural checklist

Week 5 – Cultures in Comparison

- Video: *East and West. Cultural Differences*
Readings: Nisbett, *The Geography of Thought*, pp. 112–137
Activity: Teamwork

Week 6 – Cultural Frameworks

- Hofstede's cultural dimensions
- Hall and Trompenaars' value orientations
Readings: Booklet, Ch. 8–9; Samovar, Porter & McDaniel, *Communication Between Cultures*, Ch. 5
Assignment: Critical incident analysis

Week 7 – Nonverbal Communication

- Videos: *The Human Animal* (Desmond Morris), *Body Language at Work* (Peter Clayton)
- Topics: paralanguage, kinesics, oculusics, haptics, proxemics, olfactics, chronemics, appearance
Readings: Booklet, Ch. 10
Activity: Teamwork

Week 8 – Language and Communication

Guest Speaker:

Week 9 – Intercultural Communication in Professional Settings

Guest Speaker:

Assignment: Oral presentations

Week 10 – Business Protocol and Conflict Management

- Business etiquette across cultures
- Intercultural conflict management
Readings: Ting-Toomey, *Managing Intercultural Conflict Effectively*; Graham & Herberger, *Negotiators Abroad Don't Shoot from the Hip*
Assignment: Five-style conflict resolution model

Week 11 – Developing Intercultural Competence

Readings: Chen, *Intercultural Sensitivity Scale*

Assignment: Oral presentations

Week 12 – General Review and Final Exam

SOCIAL MEDIA & COMPLEMENTARY ACTIVITIES

Discover our program of complementary cultural and linguistic activities on our website: www.csidiomas.ua.es. Stay connected and participate through our social media channels for additional resources, news, and opportunities to practice Spanish.



All masculine references to students in this document should be understood as referring to both male and female students.