Course Title: Cross-Cultural Communication: Theory and Research

Course Number: COMM 5253-221

Course Description:
Studies communication in various cultures; includes examination of non-verbal as well as verbal coding systems. Considers problems, barriers, and patterns of communication that occur across cultural boundaries. Three general objectives govern this course: 1) to increase awareness of one’s strengths and weaknesses when functioning in a cross-cultural communication situation; 2) to study the reciprocal relationship of communication and culture; and 3) to examine the problems of communication research in a cross cultural context and to develop guidelines to help overcome these obstacles.

Class Dates, Location and Hours:

Dates: February 18-23, 2014
Location: SHAPE, Belgium. See Site Director for classroom location.
Hours: Tue-Fri 6:00-9:30 pm; Sat-Sun 8:30 a.m.-4:30 p.m.
Last day to enroll or drop without penalty: January 20, 2014

Site Director:
Tashina “Shina” Collins. Phone: 065-44-3654; DSN 423-3654; DSN Fax: 366-6230; E-mail: apshape@ou.edu

Professor Contact Information:
Course Professor: S. David Zuckerman, Ph.D.
Mailing Address: Department of Communication Studies
California State University, Sacramento
6000 J Street
Sacramento, CA 95819-6070
Telephone Number: 916-233-5979
Fax Number: 916/481-1810
E-mail Address: sdzuck@csus.edu
Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

Textbook(s) and Instructional Materials:
Student materials are available at the OU Follett Bookstore located at 1185 Asp Avenue; Norman, OK. Orders can be placed online at www.oklahoma.bkstr.com. Fax orders may be placed 24 hours a day at (405) 325-7770. Representatives are available by phone at (405) 325-3511 or (800) 522-0772 (toll-free) or E-mail at 0831mgr@fheg.follett.com from 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; and 10 a.m. to 4 p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). (Text prices are available online.)


Note: Follett is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through Follett.

**Course Objectives:**

After taking this course, you should be able to identify and apply concepts of cross cultural communication to new cultural situations. Additionally, you should come away with new insights about cross-culturally shared behaviors.

**Assignments, Grading and Due Dates:**

**Précis**

After reading the assigned material, and prior to the seminar, you will write a 1-2 page paper (single-spaced, size 12 font) on *Beyond Culture* and one of the other two books. A précis is a brief but complete summary of a work. You lay out the author’s arguments by main points and subpoints, and explain how the author used evidence to argue his or her case. A précis contains no commentary or critique; précis writing is about being brief and creating a summary that can be used as a “go-to” source either for general exams or for a quick reference for a paper. Your précis will be evaluated on whether you a) capture the points accurately; b) present the books’ content succinctly, and; c) the readability of your work. If you have never written a précis before, you might want to visit the following websites for examples and tutorials:

a. [http://www.cgu.edu/pages/905.asp](http://www.cgu.edu/pages/905.asp)
c. [http://www.writingresearchediting.com/blog/how-to-write-a-precis](http://www.writingresearchediting.com/blog/how-to-write-a-precis)

**Written Exam**

You will have a written examination on the last day of class. The test will cover the books and lecture materials and will be a mixture of objective (i.e., true/false and multiple choice) and short-answer essay questions. The test is closed-book, no notes, but you will receive a list of essay questions during the course. The exam questions will not specifically be identified on the list, but they will be chosen from it.

**Comparison Paper**

Three weeks after the final class meeting, you are to send the professor by email ([sdzuck@csus.edu](mailto:sdzuck@csus.edu)) a 10-15 page paper (double-spaced, size 12 font) on a topic of cross-cultural communication. This paper may present a close analysis of assigned readings, or may discuss a topic of interest to you, based upon further readings. Whichever option you choose, it must be discussed and agreed upon in a meeting between the student and professor during the week of class.

**Course Format**

In sum, the course will consist of lectures and discussion of the texts and other materials provided by the professor, the presentation and group analysis of studies by the class, and a written examination to be held on the final day of class. The following overview identifies the major topics to be addressed.

- Course orientation and introduction to communication study
- Approaches to the study of cross-cultural communication
- Symbolic systems, Cultural universality and particularities
• Existential dilemmas
• Social change strategies and tactics
• Methodological problems in cross-cultural study
• Training and education problems

**Grading:**

This is a letter-graded course: A, B, C, D, or F.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Percent of Grade</th>
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<tbody>
<tr>
<td>Précis</td>
<td>First day of class</td>
<td>2 at 15% each = 30%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Last class session</td>
<td>35%</td>
</tr>
<tr>
<td>Final paper</td>
<td>3 weeks following last class session</td>
<td>35%</td>
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**Notice:** Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.
POLICIES AND NOTICES

Attendance/Grade Policy

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. It is the policy of the University to excuse absences of students that result from religious observances and to provide without penalty for the rescheduling of examinations and additional required class work that may fall on religious holidays. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution’s policy regarding “I” (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy. Students who receive Financial Aid must resolve/complete any “I” (Incomplete) grades by the end of the term or he/she may be placed on “financial aid probation.” If the “I” grade is not resolved/completed by the end of the following term, the student’s Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

Academic Honesty

Honesty is a fundamental precept in all academic activities and … [you] have a special obligation to observe the highest standards of honesty. Academic misconduct in any form is inimical to the purposes and functions of the University and is therefore unacceptable and is rigorously proscribed. Academic misconduct includes:

- cheating (using unauthorized materials, information, or study aids in any academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation, and any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement; assisting others in any such act; or attempting to engage in such acts.

All acts of academic misconduct will be reported and adjudicated as prescribed by the student code of the University of Oklahoma. All students should review the Student’s Guide to Academic Integrity

Accommodation Statement

The University of Oklahoma is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your local OU Site Director.

Course Policies

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Copyright

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: http://www.goou.ou.edu/
INSTRUCTOR VITA
S. David Zuckerman, Ph.D.

Education
• 2003  Ph.D.  Communication, University of Oklahoma
• 1996  M.A.  Speech Communication, California State University, Los Angeles
• 1992  B.A.  Psychology, California State Polytechnic University

Current Positions
Assistant Professor, Department of Communication, California State University, Sacramento

Frequently Taught Advanced Programs Courses
International Communication; Intercultural Communication

Major Areas of Teaching and Research Interest
• International Communication
• Conflict and Terrorism
• Language and Semiotics of Northern Ireland
• Popular Culture

Representative Publications and Presentations

Representative Honors and Awards Received
• President, International Jean Gebser Society, 2005-Present
• University Enterprises, $1000 grant for international research, June 2008
• Robberson Grant, $1000 for international research, January 2003

Major Professional Affiliations
• International Communication Association
• National Communication Association
• Western States Communication Association
• International Jean Gebser Society
• World Communication Association
• Canadian Communication Association