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| **USIL INTERNATIONAL CENTER FOR STUDY AND RESEARCH** | | |
| **Course:** Intercultural Communication | | |
| **Professor:** Mario Osorio | | |
| **Number of contact hours:** 48 | | |
| **Credits:** 3 | | |
| **Recommended level:** junior and senior | | |
| **COURSE SUMMARY** | | |
| This course guides students through an in-depth analysis of the role of communication in our modern human society, characterized as it is by the enormous cultural diversity of contemporary reality, through specific illustrative examples from the Peruvian context. The main objective of the course is to enhance students’ capacity for appreciating the richness of any culture, including their own, and to show them the value of cultural identity, through an exploration of the multiple strategies for cross-cultural interaction. | | |
|  | **TOPIC / LEARNING ACTIVITY / ASSESSMENT ACTIVITY** | **HOURS** |
|  | Introduction to the course. | 1 |
|  | Communication and culture. | 1 |
|  | Communication principles, elements and types. | 2 |
|  | Saussure: speech and language, the linguistic sign. | 1 |
|  | Media content, their influence on the audience. | 2 |
|  | The difference between multicultural and intercultural communication. | 2 |
|  | Identity as an important element of intercultural understanding; social identity, individual identity and sense of belonging. | 2 |
|  | Cultural diversity; stereotypes, imaginary constructs. | 1 |
|  | Intercultural communication elements. | 2 |
|  | New ambitions in the migration process; inclusion, exclusion, cultural migration, contradictions of globalization. | 2 |
|  | Intercultural interaction and non-verbal communication. | 1 |
|  | Elements that influence our perception of others, emotional meaning of stimulus. | 2 |
|  | Perceptions and emotions, positive and negative perceptions; imaginary social imaginary; searching for peers. | 1 |
|  | Adaptation strategies, adaptation process; assimilation, integration, segregation and marginalization. | 2 |
|  | Intercultural communication skills. Adaptation, universal values, sensitivity, empathy, curiosity, respect. Intercultural conscience, social skills. | 1 |
|  | **Mid-term exam** | 1 |
|  | Material and immaterial cultural heritage. Traditions and symbols. | 1 |
|  | Popular beliefs and their influence on perception of reality. | 1 |
|  | Mass media in communities, popular beliefs in the 20th century, construction of difference, news in “liquid modernity”. | 2 |
|  | Research methodology: qualitative research, quantitative research. Sample, survey design, focus group, information process, database analysis. | 3 |
|  | Intercultural video production. Jean Rouch and anthropological cinema, participative video experience, video as a tool for intercultural encounters. | 2 |
|  | NGOs, the development experience. | 1 |
|  | Media language: video, radio, printed media, internet, other alternative media. | 1 |
|  | Different societies, their internal organizational principles; simple and complex societies. | 2 |
|  | The term “cholo” and its role in the intercultural process in Peru. | 1 |
|  | Peru: Coastal, Highland and Amazonian cultures, ethnographic cases. Examples of conflict between the Peruvian government and native communities. | 2 |
|  | The role of intercultural communication. | 1 |
|  | **Final exam.** | 2 |
| **BASIC READING** | | |
|  | HERNÁNDEZ, Carlos. 2003. *Claves para la comunicación intercultural*. Grupo CRIT; Jaume I University publication. Spain. | |
|  | RODRIGO, Miguel. 1999. *La comunicación intercultural.* Editorial Anthropos. Rubí, Barcelona. Spain. | |
|  | DURHAM, William H. 1976. *The Adaptive Significance of Cultural Behavior*. Springer, Human Ecology, Vol. 4, N°2, pp. 89-121. | |
|  | D´ANGELO HERNANDEZ, Ovidio S. 2004. *Proyecto de vida como categoría básica de interpretación de la identidad individual y social.* Centro de investigaciones Psicológicas y Sociológicas, La Habana, Cuba. | |
|  | PARVIS, Leo. 2013. *Understanding Cultural Diversity in Today’s Complex World.* Fifth Edition, Embrace Publications & Consulting. USA. | |