



Course Information					
Code:	COM63003	Course:	COMUNICACIÓN INTERCULTURAL		
Coordination Area / Program:	FAC. COMUNICACIONES				Mode: Presencial
Credits: 04	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 128
	H.Teoría	64	0	64	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2024-02	Start date and end of period: del 19/08/2024 al 08/12/2024				
Career: COMUNICACIONES					

Course Pre-requisites		
Code	Course - Credits	Career
FC-COM TEOCOMUN	TEORÍA DE LA COMUNICACIÓN	COMUNICACIONES

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
GAYOSO DIESTRA, ROSA LUZ		Lunes a Viernes 9 a.m. a 7 p.m.	Oficina Campus Fernando Belaúnde Terry

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
Intercultural Communication is a course of a theoretical nature, from the training area of specialty studies. It pays tribute to research skills with interdisciplinary methodologies and comprehensive communication. The thematic axes are: knowledge of the principles and foundations of intercultural communication, taking into account historical development and contemporary national and international reality, identity and sense of belonging, attitudes, attributions, stereotypes and prejudices. The purpose of the course is for the student to be able to analyze and appreciate their own cultural identity, confronting it with the content of the media; and in this way have the necessary elements to communicate and produce content that works effectively across cultural differences. Therefore, at the end of the course, the design of a line of reflection about the relationship between media and interculturality will be presented as satisfactory evidence, as creditable product.

Professional and/or General Competencies			
Career/Program	Acronym/Name of the Competition	Competition level	Expected learning
COMMUNICATIONS	CG1: Comprehensive Communication	N2 Prepares written academic texts and oral communications with an elaborate structure in which the review of sources and appropriate documentation is recognized to communicate their ideas in an academic and/or social environment.	Communicates orally and in writing, understanding the various messages in a variety of situations and for different purposes. • Interprets and produces texts taking into account the required internal and external structure.

			<ul style="list-style-type: none"> • Formulate one's own arguments, spoken or written, in a convincing manner, taking into account other points of view. • Communicates orally, in writing and non-linguistically, applying the essential knowledge of his/her specialty.
	CP3: Research with interdisciplinary methodologies	N2 Evaluates communication processes in their different contexts based on theoretical frameworks, categories and tools of humanistic disciplines.	<ul style="list-style-type: none"> • Analyzes and uses interdisciplinary tools and theories to understand and evaluate the development of different communication processes and their impact on contemporary society. • Investigates various processes and products, applying analysis models and incorporating the most current elements. • Create communication proposals considering the characteristics of the target audience, the medium and the message to be transmitted.

General Course Result	Unit Result
To develop comprehensive competencies in intercultural communication, which allow understanding, analyzing, reflecting and designing effective communicative products, considering the evolution of intercultural relations in the contemporary world and its impact on cultural diversity and identity.	1. 1. Understands the evolution of intercultural relations in the contemporary world.
	2. 2. Analyzes social problems considering the various levels of intercultural communication that fit the given context.
	3. 3. Encourages critical reflection on the different expressions of cultural diversity, exploring their meanings and their impact on identity.
	4. 4. Design effective intercultural communication products according to the cultural context to which they are directed

Development of activities		
Unit Result 1: 1. Understands the evolution of intercultural relations in the contemporary world.		
Session 1: Analyzes the fundamental concepts related to intercultural communication, such as culture, identity, hybridization, among others.		Semana 1 a 3
Learning Activities	Contents	Evidence
-Actively participate in the proposed discussion during class. - Reflect on the audiovisual product presented in class.	Review of fundamental concepts such as Culture, Identity, Interculturality, globalization, Multiculturalism, Pluriculturality,	-Individual and/or group work that relates the main concepts presented in the class session and everyday life situations.

	Acculturation, Hybridization and Subaltern Cultures. Multiculturalism, Pluriculturalidad, Acculturation, Hybridization and Subaltern Cultures	
Session 2: <i>Identify concrete examples of cultural barriers in communication to overcome them in practical situations.</i>		Semana 4 a 6
Learning Activities	Contents	Evidence
Conduct discussion groups to distinguish concepts related to the audiovisual product presented in class. - Analyze the initial interactions in the different types of interpersonal relationships. - Take a guided tour of the LUM Place of Memory, Tolerance and Social Inclusion.	Stereotypes and prejudices in today's world with emphasis on intercultural interaction (verbal and non-verbal) as a product of migration processes.	Individual and/or group work that summarizes the main concepts presented in the class session in relation to migration, prejudices and stereotypes.
Unit Result 2: <i>2. Analyzes social problems considering the various levels of intercultural communication that fit the given context.</i>		
Session 3: <i>Analyze cases of intercultural communication in different contexts, identifying cultural misunderstandings and understanding their implications in interpersonal and work relationships.</i>		Semana 7 a 8
Learning Activities	Contents	Evidence
Analyze the responsibility of the media in the creation of stereotypes and social prejudices through different national productions.	Responsibility of the mass media in the construction of stereotypes and prejudices of a society in diverse interpersonal contexts: work, social, educational, etc.	Individual and/or group work that summarizes the main concepts presented in the class session regarding the responsibility of the media.
Session 4: <i>Examines the problematic situation related to the indigenous languages of Peru as a means to promote intercultural communication.</i>		Semana 9 a 10
Learning Activities	Contents	Evidence
Conduct discussion groups to distinguish concepts related to the audiovisual product presented in class.	Interculturality and native languages in Peru: Knowledge, dissemination and initiatives for its reevaluation.	Individual and/or group work that summarizes the main concepts presented in the class session regarding native languages.
Unit Result 3: <i>3. Encourages critical reflection on the different expressions of cultural diversity, exploring their meanings and their impact on identity.</i>		
Session 5: <i>Encourage a reflective analysis of the various manifestations of cultural diversity, investigating their meanings and their impact on the formation of identities.</i>		Semana 11 a 14
Learning Activities	Contents	Evidence
Perform readings of a myth or legend during the class session. - Actively participate in the discussion about religious syncretism during class. - Explore the national gastronomic wealth from personal testimony.	Critical reflection on elements of cultural diversity: myths and legends, religious syncretism and gastronomy.	Individual and/or group work that summarizes the main concepts presented in the class session around religious syncretism.
Unit Result 4: <i>4. Design effective intercultural communication products according to the cultural context to which they are directed</i>		
Session 6: <i>Prepare the final product related to intercultural communication, taking into account the cultural context of the audience.</i>		Semana 15 a 16
Learning Activities	Contents	Evidence
- Actively participate in the discussion about the final work.	Guidelines and instructions for the final course work	Television program one of the concepts presented in the course sessions. (CREDITABLE PRODUCT).

Methodology

The course will be developed based on the following methodologies:

Collaborative Learning: This is an active learning method that leads students to develop new ideas and knowledge through the collective construction of common knowledge. It also promotes the development of personal, interpersonal, and social skills.

Content Learning: Here, students will apply knowledge, skills, and abilities that are outlined in a study plan, aiming for a specific objective.

Participatory Learning: In this approach, the student actively engages, participating in planning, decision-making, and taking responsibility.

Flipped Classroom: The course will be based on the application of an active methodology in which knowledge will be constructed by the student, who will prepare and carry out oral presentations, assignments, text comprehension, and other activities.

In this sense, the professor, in addition to presenting certain topics in class, will also serve as a facilitator or guide in the learning process.

Assessment System

Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.

The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.

Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	70%			
Promedio de Trabajos	100%			
Trabajo 1	50%	Promedio de evaluaciones entre las semanas 1 y 8.	Semana 8	No
Trabajo 2	50%	Promedio de evaluaciones entre las semanas 9 y 15.	Semana 15	No
Evaluación Final	30%	Creditable product.	Semana 16	No

Attendance Policy

Total Percentage Absences Permitted	30%
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Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

Basic Required Reading

- [1] Deardorff, Darla K. (2020). *Manual para el desarrollo de competencias interculturales: círculos de narraciones UNESCO*. UNESCO: <https://unesdoc.unesco.org/ark:/48223/pf0000373828>
- [2] Kenia Díaz Lazo, Laura Curiel Peón (2022). *La comunicación intercultural un desafío para docentes universitarios de grupos multiculturales*. <http://revistavarela.uclv.edu.cu/index.php/rv/article/view/1322>

References Supplementary

- [1] Correa, N (2011). *Interculturalidad y políticas públicas: una agenda al 2016*. <https://dds.cepal.org/redesoc/publicacion?id=1378>

Prepared by:	Approved by:	Validated by:
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GAYOSO DIESTRA, ROSA LUZ / LARRIVIERE ROJAS, GISELE CECILIA /	RODRICH PORTUGAL, ROLANDO	Office of Curriculum Development
Date: 14/08/2024	Date: 15/08/2024	Date: 16/08/2024