



Bachelor's courses Faculty of Humanities

VU University Amsterdam - Student- & Onderwijszaken - Exchange programme Vrije Universiteit - 2019-2020

Communication Cultures

Course code	L_AABACIW202 ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Faculty of Humanities
Coordinator	dr. J.M.W.J. Lamerichs
Examinator	dr. J.M.W.J. Lamerichs
Teaching staff	prof. dr. A.J. Cienki, dr. J.M.W.J. Lamerichs
Teaching method(s)	Lecture, Seminar
Level	200

Course objective

The main goals for this course are:

- to increase your cultural awareness on a practical level in different settings, such as the international classroom, website design, face-to-face encounters and media texts;
- to increase your cultural awareness on a theoretical level by exploring the key concepts used in the field of intercultural communication;
- to explore how these key concepts translate to research in communication and discourse analytic research by performing your own small-scale analyses of different settings in which intercultural communication occurs.

Course content

This course introduces the topic of intercultural communication as a field of study we can examine with the help of a discourse approach. Adopting such an approach means that we will not only consider discourse as the language people speak in different countries. A discourse approach makes it possible to also address 'culture' and 'interculturality' in student cultures, gender cultures, generational cultures, the cultures of Internet groups and cultures that exist around products of popular culture on Facebook (e.g., fan cultures).

During the course we will introduce and learn to use discourse analytic approaches to explore a range of different cultures and explore what the benefits are of considering the communication between people of such different groups as 'moments of intercultural communication'. What does it offer a communication specialist to consider the discourse of different groups in society in this way? We will also attempt to answer this question, together with guest lectures from invited speakers.

The examples we work with during the course may vary and students will be asked to collect data for their own small-scale research project. Lectures, guest lectures and seminars will be geared towards presenting data and observations when adopting different discourse analytic approaches. Group presentations, assignments and discussions will always link to theoretical debates in the course literature, actual (professional) practice and to the real life learning environment of the international classroom.

Form of tuition

The meetings for this course will be interactive lectures, and seminars in which you will apply theory to data examples (in total 3 meetings of 2 hours each, per week)

Type of assessment

Two assignments (30% of your final grade; no resit for the assignments) and an exam (70% to your final grade). You have to pass the exam in order to complete this course. We expect all students to actively participate in the course.

Course reading

Will be announced on Canvas.

Entry requirements

The courses Academic English CIS-L&S Grammar (L_EABAALG103) and Academic English CIS-L&S Writing (L_EABAALG104).

Target group

Second year students in CIS.