

## SISU IC MA Curriculum and Core Course Description

*All -English MA Program Summary: Currently offered by the SII for the:*

**College of English Language and Literature (CELL)**

[CELL IC major **08 Intercultural Communication** direction - Fall 2013 Intake]

**and joint courses offered for the College of Media & Communication (CMC)**

(to be posted on the SII website: <http://sii.shisu.edu.cn>)

### Program Overview: 3 Semester Curriculum Structure in Main Concentration Areas

(each course is a 16 week course: 2 periods/week =32, each period 45 minutes)

*Required +Recommended	<b>Core IC Major Academic Foundation Courses</b> (3-5 required)	<b>Research Skill Development Courses</b>	<b>Academic Direction or Professional Development Courses</b> (at least 5 needed)
<b>1<sup>st</sup> Semester Fall 2013</b>  (1+1 required +1 option)	*IC Competence: Theory & Practice (Kulich & Henry)	*IC Qualitative Research Inquiry (Kulich & Zhang X) [was "IC Readings"]	IC and Conflict Negotiation [1 credit](Kathryn Sorrells)
<b>2<sup>nd</sup> Semester Spring 2014</b>  (1 required +2 rec options +3 elective options)	*Disciplinary Foundations of IC: History & Status (Kulich)  +Modern Communication Theories and Cultural Studies (Zheng W)	+IC Quantitative Research Inquiry and Data Analysis (Kulich & Chi RB) [was "IC Methods"]	IC Education & Training (Zhang HL)  IC Business Communication (Henry)  Literary Theory and Culture [2 credits](Michael Steppat)
<b>3<sup>rd</sup> Semester Fall 2014</b>  (0+0 +2-3 elective options)		(optional SII- sponsored seminars on advanced research methods)	Interpersonal Communication in IC Contexts or Psychology and IC (Values, Identity, Acculturation) (Kulich & Weng LP)  Contrastive Culture and Translation (Feng)  <i>Visiting Scholar Special Courses on International Relations or</i>  <i>International Business: Romie Littrell or others [each 1 credit]</i>

### ***Description of the Direction:***

This research direction goes beyond comparisons of culture to examine issues in international education and training, cross-cultural psychology, international business management, and human communication. Starting from the history and status of the field, prominent concepts and theories, analytical, descriptive, and critical research methodologies, the personal and professional applications are learned through group projects, discussion, or original investigation. Students should then be theoretically and practically equipped to integrate the analysis of culture, context, and discourse into their future academic or professional careers, and develop themselves as well-rounded, competent intercultural communicators.

### **Public Academic Courses** (4 courses required, 2 each semester)

to meet Politics and 2nd Foreign Language requirements (7 credits needed)

### **Academic Foundation Courses** (4 required for all, 2 each semester)

Modern Linguistics

Linguistic Research Methods

Introduction to Comparative Literature

Literary Research Methods

### **Academic Degree Courses (IC Major = ICM)**

(3-5 are required and need to be completed in the first year of MA study)

### ***1<sup>st</sup> Semester Offerings:***

#### **(ICM1) Intercultural Communication Competence: Theory & Practice**

*Instructors: Steve Kulich and David Henry (Fall Semester)*

This course introduces the key concepts and applied theories of intercultural communication (IC) to help students become more aware, perceptive, and effective intercultural communicators. It applies various active learning strategies to help students reflect on their own cultural backgrounds, consider ways of dealing with Others, and develop intercultural skills that can be applied to their academic and personal development and competent interaction.

#### **(ICM2) Intercultural Qualitative Research Inquiry**

*Instructors: Steve Kulich and Zhang Xiaojia (Fall Semester)*

This is an introductory course to expose graduate students to qualitative research questions, approaches, and methodologies. Students will engage in understanding research as a process, read seminal publications on descriptive or ethnographic research, do assignments to learn basics of doing systematic inquiry-driven qualitative or interpretive research, and become familiar with international styles of qualitative research journal article writing. Overall the course provides an introduction to qualitative analysis related to culture comparison and intercultural communication.

**Note:** Students may and should also choose from other Major courses in other directions to round out their academic foundations in the first or second semester.

#### **(IC Guest 1 Elective) Intercultural Communication & Conflict Negotiation**

*Instructor: Kathryn Sorrells, Cal State Univ Northridge (Fall sem: 1 credit)*

This course simulates a journey into places both known and unknown. In the process, we will learn a great deal about others—their values, standpoints, ways of thinking, behaving, and communicating. We will also learn about ourselves and how we are

shaped by culture, positions of power, and forms of inclusion and exclusion. It involves exploration, understanding, and reflection on how culture, communication and conflict intersect in the context of globalization, how misunderstandings and conflicts occur, and how IC can inform and can lead to personal, interpersonal and global growth and innovation. The course promotes knowledge, skills, and attitudes to increase student's competence in IC conflict negotiations.

### **Professional Orientation Courses (IC Research Direction = ICD)**

(At least 5 are required and need to be completed in the 2<sup>nd</sup> and 3<sup>rd</sup> semesters)

#### ***2nd Semester Offerings:***

##### **(ICD3) Disciplinary Foundations of Intercultural Research: History & Status (recommended core Major course)**

*Instructors: Steve J. Kulich [with SII Faculty] (Spring)*

This course traces the varied disciplines and perspectives that stimulated research on IC, focusing on cultural anthropology, social and cross-cultural psychology, speech and interpersonal communication, media and mass communication studies, social linguistics and translation. It also provides an overview of the influential texts and journals, potential thesis topics and specific research interests related to each of the sub-fields to provide an academic orientation for IC students.

##### **(ICD4) Modern Communication Theories & Cultural Studies (recommended core Major course)**

*Instructor: Zheng Wei (Spring Semester – usually taught in Chinese)*

This course introduces and focuses on methodologies and practices of modern communication theories and cultural studies, and investigates on how to apply phenomenology, hermeneutics, semiotics, and critical theories to intercultural research. This course constructs research subjects based on the broad definition of intercultural communication. By integrating methodologies and theories, this course dives deep into the power relationship among media, communication, and culture in a dynamic and broad way.

**Note:** To promote methodological development, IC major students are recommended to choose ICM2 and ICD5 or both to develop their qualitative **and** quantitative analysis skills for thesis writing and later applications in work contexts.

##### **(ICD5) Intercultural Quantitative Research Inquiry & Data Analysis (recommended Major course)**

*Instructors: Steve Kulich and Ruobing Chi (Spring semester)*

This course aims to expose graduate students to research design and basic quantitative analysis. It provides a survey of common methods with a focus on seminal publications on intercultural research. Students will have a chance to train themselves in evaluating and conducting quantitative research. The lectures cover the basics in descriptive and inferential statistics. Students will learn about procedures of data processing and analyzing through assignments. Tutoring sessions on using SPSS will be integrated to provide hands-on experience with simulated or real-world data.

### **(ICD6) IC Education & Training**

*Instructor: Zhang Hongling (Spring Semester)*

This course addresses the theory, research and application of intercultural education and training in both international and domestic contexts. Students will understand the nature of intercultural education and intercultural training, know various models and instruments for intercultural training, and learn to design intercultural training programs aimed at improving intercultural communication competence of professionals working in various contexts.

### **(ICD7) Intercultural Business Communication (IBC)**

*Instructor: David Henry (Spring Semester)*

This course introduces the concept of culture at the organizational level and its implications for business communication specifically. Students are exposed to a variety of intercultural business communication issues and the current state of research and practice in the field. Empirical and discourse methods of inquiry are contrasted to give students a better grounding in the methods they may use for their own research and preparing for future work, training or consulting opportunities.

### **(IC Guest 2 Elective) Literary Theory and Culture Course**

*Instructor: Michael Steppat, Bayreuth University, Germany*

IC students going on the Bayreuth exchange should take this course to prepare

### **Possible other (IC Guest 3 Electives): Visiting Lecturers**

*Scholars not yet confirmed (Special courses possible on International Relations or International Business from Romie Littrell, or others [each one credit])*

### **3<sup>rd</sup> Semester Offerings:**

**Note: EITHER ICD 8 or ICD 9 will be offered (only ONE for this intake group)**

### **(ICD8) Psychology and IC (Values, Identity, & Acculturation Research)**

*Instructors: Steve J. Kulich and Liping Weng (Fall Semester)*

This course examines cultural dimensions as a way of explaining cultural variations, and their development into intercultural values frameworks in cross-cultural psychology. It then considers indigenous culture studies as well as work on constructed or construed identities in diverse contexts. By exposing students to contrastive etic and emic paradigms and the various levels at which “culture” can be compared and analyzed, the course provides an awareness of the strengths and weaknesses of both Western and local theoretical models in describing or contrasting “cultures.”

### **(ICD9) Interpersonal Communications in Cross-cultural Contexts**

*Instructors: Steve J. Kulich and Liping Weng (Fall Semester)*

This course seeks to engage students in an active learning process to develop their personal competence in face-to-face communication. Methodologies focus on helping students learn and practice skills like active listening, reducing communication apprehension, reading and interpreting non-verbal and verbal messages, perception theory, reduction of uncertainty, relationship development, power and conflict in interpersonal relationships, workplace communication among other topics. The influence of culture on different contexts will be emphasized. The class content and style will serve as an interactive, relational, dynamic “laboratory” where such skills can be observed, imitated, and practiced to help students gain awareness and effectiveness in interpersonal communication in a variety of contexts.

## **(ICD10) Contrastive Culture and Translation**

*Instructor: Fang Yongde (Fall Semester)*

This course provides an interdisciplinary study across a number of areas in culture studies and a systematic introduction of culture in general and Chinese and Western cultures in particular, thus serving as an integrated part of the theoretical background and academic training of the IC students. It lays special emphasis on cultural factors that interact with various levels of communication between Chinese and Western cultures.

**Note:** IC students are encouraged to select at least one other course from the Culture direction, or from other directions and visiting professors; those hoping to go to Bayreuth should select two literature courses to better prepare for literary analysis.

### **List of IC Direction Thesis Advisors**

(each normally takes 1-2 students each semester)

Prof. Steve J. Kulich, and co-advising

Dr. Xiaojia Zhang (Cultural Studies/Anthropology Ethnography)

Dr. Lee Liping Weng (Intercultural Values Studies)

Lecturer Ruobing Chi (Communication Research)

Asst. Prof Kathy Yi Zhou (Literature)

Prof. Linda Hongling Zhang (IC Education, Training, Foreign Language Teaching)

Prof. Angela Zhaohui Yu (IC Public Relations/International Relations)

Prof. Yanli Zhang (IC Education/Exchange, Foreign Lang. Teaching)

Asst. Prof. Ye Zhu (IC Teaching, Multiculturalism, Media)

Asst. Prof. Wenjuan Li (IC Education, Values and Identity Studies)

Asst. Prof. Yongde Fang (IC Translation and Descriptive Culture Studies)

Asst. Prof. Wei Zheng (Critical Cultural Studies, Semiotics/Communication)

Asst. Prof. David N. Henry (IC Business and Organizational Communication)

### **IC Advisors Research Focus Areas**

a. IC Theory / IC History and Status

(Kulich, HL Zhang, Zheng, Henry, Ruo)

b. Comparative Values and Identity Studies, Cross-cultural and Indigenous Psychology

(Kulich, Li, Fang, Weng)

c. Intercultural Adaptation and Conflict Management

(Kulich, HL Zhang, YL Zhang)

d. Intercultural Education and Training (IC Competence)

(HL Zhang, YL Zhang, Zhu, Henry, Li)

e. IC Mass Communications, Discourse/Semiotics, and Media Effects

(Kulich, Zheng, Henry, Zhu)

f. IC Business Communication, PR, HR, and Organizational Management

(Henry, Yu, Kulich)

g. IC Humanities: Literature, Anthropology, and Analysis of Social-cultural Phenomenon

(Zhou, XJ Zhang)