

Fall Semester 2011
Seminar in International and Intercultural Communication
Tuesdays, 5:05-7:35 420 Communications Building

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Office Hours: Tues. 3-4; Weds. 11:30-12:30; other times by appointment.

Course Objectives and Philosophy

The course will survey theories of cross-cultural, intercultural, and international communication and examine how those theories are applicable for studies in various communication disciplines. Students will develop a literature review and research proposal (working individually or with a co-author in an area that complements your research interest) that can be executed for a conference or journal manuscript. Submission to the CCI Research Symposium is required.

A graduate seminar relies on student-centered learning. The design of the course is to foster intelligent and thoughtful dialog. I will guide the process of critical and analytical thinking about communication theories, but your responsibility as doctoral students will be to contribute to the content of the course and help define its direction.

Textbook

Gudykunst, W. B. and Moody, B. (2002). *Handbook of international and intercultural communication* (2nd ed.). Thousand Oaks: Sage.

Other readings and course materials will be posted on Blackboard.

Class Policies

- Plagiarism and academic dishonesty will result in a failing grade for the course. Refer to *Hilltopics* for policies.
- Attendance is essential. Please notify me **BEFORE** class if you are unable to attend for an absence to be excused.
- Watch the course Blackboard site for announcements and information.

Welcome Statement

CCI recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community.

(see <http://www.cci.utk.edu/diversity-statement> for CCI's fully Diversity statement).

Grading and Assignments

Participation, preparation, and discussion leadership	20%
Journal Article Presentation	10%
Literature Review	20%
Research questions, design, and methodology development	15%
IRB Form	05%
Research Symposium Abstract	05%
Final Presentation	25%

Participation and Preparation, and Discussion Leadership

The quality of class discussion depends on how well you prepare for class. Each week I will ask several of you to lead the discussion, critically and analytically over the assigned readings. Therefore, **you must come to every class meeting prepared to do so**. Make notes and think of talking points in advance.

A large part of this class will be the development of a research project. We will share ideas and learn from each other, which will become a large part of class discussion.

Journal Article Presentation

Working individually, choose 2-3 articles from peer reviewed journals that are related to your research interest to present to the class. Focus on research goal and questions, methodology, and key findings of the articles. Explain how the articles inform your research interests and how your study will fit into the stream of research. (Part of your grade will be based on the quality and appropriateness of your sources.) Power point is not required. Write a brief abstract of the articles (2-page max.) with citations, and **post on the Blackboard site by the Monday before your presentation on Tuesday**. Post pdf's of the full text of your articles. ***All students are responsible for printing and reading the synopsis before class.*** Reading the full articles is optional, but the articles may be helpful for your own research later.

Literature Review

Each student will write a literature review for your stream of research. (If you are working with a co-author, you can merge your literature reviews later.) A good literature review is written in essay form: it has an introduction and conclusion. A literature review is a critical look at previous studies about the same or a similar phenomenon. It is a critical analysis of a stream of research.

- Look for themes
- Organize around sub-topics
- Support with cites
- Substance drives the paper

The literature review should be of the quality and format that would be found in a dissertation or published article. **All** work must be original for this class and must not have been submitted as an assignment for any other course. Use the *Publication Manual* of the American Psychological Association (APA style)

Research questions, design, and methodology

Working individually or with your co-author, create this section of your manuscript for publication. You must include the instrument (survey, interview questions, etc.) you will use to collect data.

IRB Form

Working individually or with your co-author, prepare an IRB form to submit to the college review board. (If your study does not include human subjects, prepare an IRB form for a mock study.)

Research Symposium Abstract

Prepare an abstract for the CCI Research Symposium. (Deadline is usually mid-December – yours will be ready!)

Final Presentation

On the last night of class, we will present our research as if we were participating in a research session of top-level conference. Each presentation will be 15 minutes. Powerpoint is required. A question and answer session will follow the presentations.

Course Calendar

Additional readings may be added as the course progresses.

Aug. 23	Introduction; Hofstede's Cultural Dimensions (Ch. 1) Identification of research interests.
Aug. 30	Cross-Cultural Communication: G&M* Forward, intro to Part I, Ch. 1, 2, 9. Discussion of research proposals.
Sept. 6	No Class. I will be at a conference in England, so we will celebrate Labor Day/Fall Break/ Thanksgiving. Work on your research topic proposal and literature search.
Sept. 13	Culture and Language: Ch. 3, 4, 5.
Sept. 20	Research proposals due (no grade). Discussion of methodologies, research ethics, and human subjects. Culture and Conflict: G&M Ch. 7,8, Hofstede Ch. 9 (Bb**)
Sept. 27	Intercultural Communication: G&M intro to Part II, Ch. 10,11,15; Continued discussion of theory and research design. (journal article presentation)
Oct. 4	Research design and methodology due. Discussion and class feedback.

Oct. 11	Relationships and adaptation: G&M Ch. 12, 13, 14 (journal article presentation)
Oct. 18	International Communication: G&M intro to Part III, Ch. 16,17,22 (journal article presentation)
Oct. 25	Literature review due. International Media, G&M 19, 20, 21 Etmann, <i>Theorizing Mediated Public Diplomacy</i> (Bb) Gilboa, <i>CNN Effect: Search for a communication theory of international relations</i> (Bb), (journal article presentation)
Nov. 1	Nation branding and public diplomacy. Wang, Managing national reputation and international relations in a global age (Bb), Szondi, Central and Eastern European Public Diplomacy (Bb)
Nov. 8	Globalization and perceptions of the U.S. Baraldi, <i>New forms of intercultural communication in a globalized world</i> (Bb), White, <i>Anti-Americanism among Young Europeans</i> (Bb), Kohut & Stokes, <i>Globalization and Americanization</i> (Bb)
Nov. 15	Development communication: G&M intro to part IV, Ch. 23, 25, 26, 28, 29
Nov. 22	Research symposium abstracts due. Catch up and review.
Nov. 29	Research presentations

*Gudykunst and Moody (required text). All references to chapters are in this text.

**Bb – on Blackboard