

## 1. Course Description and Learning Outcomes

### A. Course description

The course seeks to enable you to build on the knowledge and skills you have developed through last semester to progress toward a more advanced level of Intercultural Communicative Competence.

Through semester two *you will*:

- be introduced to one seminal theory in intercultural communication, namely, Hofstede & colleagues' (2010) DIMENSIONS OF NATION-STATE CULTURE: You will be acquainted with the theory from its inception in the 1980's to its development in 2010.
- have a hands-on experience on how the Hofstede & colleagues' theory (the 06 dimensions) operate, choosing different countries, comparing between them and analysing the results
- reflect on your own culture when engaging in the above-mentioned activities
- be familiarised with major criticisms of the theory
- obtain an idea on how research is conducted using the theory
- be introduced to another model in IC, i.e., the Trompenaars & Hampden-Turner Dimensions
- learn about the BARRIERS TO INTERCULTURAL COMMUNICATION, including ethnocentrism, stereotypes, prejudice, and racism.

In addition to the foregoing, you will have an opportunity to examine how research is conducted in the area of IC (e.g., research methods, literature reviews, case studies, etc.).

### B. Objectives

#### Unit 01

- a- Describe the original Hofstede dimensions
- b- Identify countries considered on the extremes of each of the Hofstede dimensions
- c- Describe the communication practices associated with each Hofstede dimension
- d- Discuss the criticism his system received
- e- Describe the Trompenaars & Hampden-Turner dimensions
- f- Use the Hofstede dimensions to describe Singaporean culture.

## Unit 02

- a- List the barriers to effective and appropriate intercultural communication
- b- Give an example of ethnocentrism that demonstrates it as a barrier to intercultural communication
- c- Distinguish between stereotypes, prejudice, and racism and show how each is a barrier to intercultural communication.

### 2. Tentative General Class Schedule

- 1-Syllabus review: Course description and learning objectives,
- 2- Dimensions of Nation State Cultures (Hofstede et al; 2010)
- 3- Application and criticism of Hofstede's theory (Singapore as a case study)
- 4- The Trompenaars & Hampden-Turner Dimensions
- 5- Barriers to Intercultural Communication
- 6- Case studies: India; White privilege.

### Recommended resources (available in digital format)

- **Hofstede et al, 2010.** Cultures and Organizations: Software of the Mind, Third Edition.
- **MINKOV & HOFSTEDE, 2013.** Cross-cultural Analysis.
- **HUA, 2016.** Research Methods in Intercultural Competence: A Practical Guide.
- Other resources include research articles, literature review papers, among others.