

LLINVAC01 - INTERCULTURAL COMMUNICATION (Advanced Level)**OBJECTIVES:**

The main objective of this course is to strengthen the intercultural competences of the learners by equipping them with additional knowledge on intercultural communication and raising awareness about cultural differences.

UNIT - I

Inter-Cultural communication- definition- process- philosophical and functional dimensions. Theoretical backdrop of Intercultural Communication Inter-region Migration; World Capitalistic System; Clash of Civilizations; Culture shock; Melting pot; Composite culture; East-West parallelism; Indian diversity .

UNIT -II

Concepts and Definitions Culture and Civilization- Communication as a concept in western and eastern cultures- Dwaitha, Adwaitha- Vishishtadwaitha- Chinese- Dao Tsu and Confucius- Shinto Buddhism and Sufism- Modern mass media as vehicles of inter-cultural communication- barriers in inter-cultural communication- religious, political and economic pressures.

UNIT – III

Language and grammar as a medium of cultural communication. Linguistic aspects of inter cultural communication. Human Communication, Socio-linguistic exchange, Ethos and Values; impact of new technology on culture; globalization effects on culture and communication.

UNIT - IV

Cultural negotiations; understanding similarities and differences in cultures Experiencing with empathy, Cultural Acquisition and Blending, Skills of adaptation, communication and folk media- character, content and functions-- dance and music as instruments of inter-cultural communication

UNIT -V

UN efforts in the promotion of intercultural communication- other organizations- code of ethics. UNESCO activities, Colonialism, Great Literature, Business pressures and interests Restricting Forces: Civilizational and Ethnic Clashes, Identity preservation, Fundamentalism, Food culture.

READINGS

- Edwin R. et al. 2014 Specifications of Intercultural Communication: A Reader, Cengage Learning.
- Fred. E. Janet, 2004 An Introduction to Intellectual Communication, Sage Pub. India Pvt New Delhi.
- Harasim, Linda M. 2003 Global Networks; Computers and International Communication, New York, Longman.
- Hutington, S. 1997 The Clash of Civilizations and the Remaking of World Order, Penguin.
- James W. Carey. 1989 Communication as Culture: Essays on Media and Society, Psychology Press.
- Martin, J.N. & Nakayama, T.K. 2009 Intercultural Communication in Contexts 5th Edition, McGraw- Hill.
- , 2002 Readings in Intercultural Communication. Experiences and contexts, McGraw-Hill.
- Meyer; William H. 1998 Transnational Media and Third World Development; The Structure and Impact of Imperialism, New York; Greenwood Press.
- , (1989), "Global News Flow; Dependency and Neo-imperialism," Comparative Political Studies, Vol. 22(3); 243-264.
- Mohammad, Ali 1998 International Communication and Globalization. California; Sage.
- Nordenstreng, Kaarle & Herbert I. Schiller 1993 Beyond National Sovereignty; International Communication the 1990s. Norwood, NJ; Ablex Publishing Co.(eds.).
- Samovar, Porter, 2009 Understanding Intercultural Communication: The Working Principles.
- Thombre, A, Ramesh N. Rao 2015 Specifications of Intercultural Communication : The Indian Context (SAGE Publications India Pvt Ltd,)
- Rantanen, Terhi 2004 The Media and Globalization. London; Sage.
- Thussu, Daya Kishan, 2000 International Communication : An introduction. New York; Oxford University Press.
- Willam Gudy kunstella Mody, 2002 Handbook of International & Intercultural Communication, Sage Pu. India Pvt., New Delhi.
