

LLINVAC02 Intercultural Communication (Advanced Level)**Learning Objectives**

This course introduces you to the fundamental principles and issues of intercultural communication from an interdisciplinary perspective. It proposes to develop a perception of and appreciation for different cultural perspectives and values.

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:

- Martin, J., T.Nakayama and L.Flores. 2002 Readings in Intercultural Communication. Experiences and contexts, McGraw- Hill.
- Tisdell, C.1989), "Global News Flow; Dependency and Neo-imperialism," Comparative Political Studies, Vol. 22(3); 243-264.
- 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.
- Meyer; William H.1998 Transnational Media and Third World Development; The Structure and Impact of Imperialism, New York; Greenwood Press.
- Mohammad, Ali 1998 International Communication and Globalization. California; Sage Pub. India Pvt New Delhi.
- Nordenstreng, Kaarle & Herbert I. Schiller 1993 Beyond National Sovereignty; International Communication the 1990s. Norwood, NJ; Ablex Publishing Co.
- Rantanen, Terhi 2004 The Media and Globalization. London; Sage.
- 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,)

Thussu, Daya Kishan, 2000 International Communication : An introduction. New York; Oxford University Press.

Willam Gudy Kunstella Mody, 2002 Handbook of International & Intercultural Communication, Sage Pub. India Pvt New Delhi.