**COMM 2100: Communicating in Global Contexts**

**Syllabus – Spring 2019**

**Instructor:** Ruonan Zhang

**Class Meeting:** MWF 8:30am – 9:20am, Education 207

**Office:** 315 Kuhlin Center

**E-Mail:** ruonanz@bgsu.edu

**Office Hours:** Thursday 9:30am – 6:00pm by appointment

**Required Textbook:**

Jandt, F. E. (2017). *An introduction to intercultural communication: Identities in a global community*. Sage Publications.

<https://www.amazon.com/Introduction-Intercultural-Communication-Identities-Community/dp/1483344304/ref=olp_product_details?_encoding=UTF8&me=>

Additional reading materials will be posted on Canvas.

**Course Expectations:**

* Enhance your knowledge and understanding of the theories and principles of communication practices in global contexts.
* Enhance your knowledge and understanding of applications of global communication theories in business and everyday settings.
* Help you become strategic communicators in the global community.
* Help you become helpful reference on matters of global communication to people around you.

**Assignments (1000 points in total)**

***Attendance and Participation (150 points)***

Attendance and participation are the foundations of success in this class. You should attend all class meetings throughout the semester once you are enrolled in this course. You should not be late and should not leave the room before the class is dismissed. Also, attendance is not equal to participation. Therefore, you should actively participate in the discussions and answer in-class questions. Each week of course is worth **10** points. Since we have three meetings per week, each class meeting is worth **3.33** points. Students who attended all class meetings but didn’t participate in any in-class discussion will not earn full points for their weekly attendance and participation. The instructor will use Canvas Roll Call to mark attendance at the beginning of each class. Late attendance will receive 70% of attendance grade.

Since attendance is an important part of final grade, student missing more than 9 class meetings (3 weeks) cannot receive an A, regardless of their final score; students missing more than 18 class meetings (6 weeks) cannot receive a B or higher, regardless of their final score.

***Chapter Reflection Questions (150 points)***

Completion of assigned reading materials BEFORE attending class is critical to ensure good learning outcomes. Throughout the semester, 10 reflection questions will be given to students on Canvas to test their understanding of reading materials. Each question is worth **15** points. Students are expected to answer the reflection questions AFTER reading correspondent chapter materials.

***Final Paper on Global Communication (400)***

Students are expected to apply learned knowledge of global communication on a final paper. The final paper should be 4 to 6 pages excluding title page and reference page, in Times New Roman 12 font, double spaced. The final paper can be constructed on one of the following areas:

1. A case study of a recent (no earlier than the beginning of 2018) incident that reflects the necessity of knowledge on global communication in contemporary world.
2. A theory review and application paper that is focused on either a global/international communication theory or an intercultural communication theory.

Detailed requirements for each project will be posted on Canvas. Students are expected to prepare **10 to 15-minute** presentation for the final papers. Visual aids (e.g. PPT, Prezi, pictures, audios, or videos) are required to assist the presentation and should be submitted on Canvas, not sent through email.

The final paper is worth **300** points and the presentation of the paper is worth **100** points.

***Exams (300 points)***

Students are expected to complete two exams throughout the semester. Both are closed-book exams with multiple choice questions. The midterm exam and the final exam are both worth **150** points.

***Initial Assessment***

|  |  |  |
| --- | --- | --- |
| Attendance & Participation | 10 \* 15 weeks | 150 |
| Weekly Reflection Questions | 15 \* 10 chapters | 150 |
| Midterm Exam |  | 150 |
| Final Paper |  | 300 |
| Final Paper Presentation |  | 100 |
| Final Exam |  | 150 |
| Total |  | 1000 |

**Grading**

Once the initial assessment is completed, your final score will be calculated by counting your absences. If the number of absences does not exceed 9, a letter grade will be given according to the following criteria: A ≥ 900, 750 ≤ B < 900, 600 ≤ C < 750, 450 ≤ D < 600, F < 450.

**Course Policies**

***Attendance***

Attendance will be taken by sign-in sheets. Students are responsible for making sure they have signed the attendance sheets. Excused absence will only be given to students who are attending university-sanctioned events or students with medical excuses. Proper documents must be submitted within seven days of the excused absence.

***Assignments via E-mail***

Assignments turned in via e-mail will NOT be accepted. Research project reports MUST be submitted via *Turnitin* on Canvas for plagiarism check.

***Communicating with Your Instructor***

Students are advised to contact the instructor via [ruonanz@bgsu.edu](mailto:ruonanz@bgsu.edu). Students’ emails are expected to be professional and courteous. Please put COMM 2100 in the subject line, use proper greetings, and sign your name to your emails. Emails regarding questions that can be answered by the syllabus will not be replied.

***Codes of Conduct and Academic Honesty Policy***

The instructor and students in this course will adhere to the University’s general Codes of Conduct defined in the BGSU Student Handbook. The Code of Academic Conduct (Academic Honesty Policy) requires that students do not engage in academic dishonesty. For details, refer to:

BGSU Student Handbook (http://bgsu.edu/downloads/sa/file15768.pdf)

The Academic Charter, B.II.H (http://www.bgsu.edu/offices/facsenate/page471.html)

Student Discipline Programs (http://bgsu.edu/offices/sa/studentdiscipline/index.html)

***Disability Policy***

According to the University policy, students with documented disability and require accommodations to obtain equal access in this course should contact the instructor at the beginning of the semester. Students can contact the instructor via email or by face-to-face meeting. Students with disabilities must verify their eligibility through the Office of Disability Services for Students (http://www.bgsu.edu/offices/sa/disability/).

***Religious Holidays***

In accordance with the University policy, each student should be able to observe their religious holidays without academic penalty. In such cases, students should contact the instructor to inform the dates they will be absent. However, students who are absent for religious reasons are responsible for completing required work (paper or exam) missed. (As stated in The Academic Charter, B-II.G-4.b at: http://www.bgsu.edu/downloads/bgsu/file919.pdf).

***University Closure***

The University will close for winter conditions only when the Wood County Sheriff’s Department declares a Level 3 emergency. Information about University closures is communicated by the Office of Marketing and Communications. Students can get the information from University Fact Line, local FM & AM radio stations and the four Toledo television stations (see Weather Policy for lists).

***Indicator of Support for Student Success***

MDIA 3660 requires a positive and supportive environment for all students. It’s the instructors job to make sure that all students are provided a safe learning environments. Therefore, some rules need to be made clear. No racist, sexist, homophobic, or any other type of oppressive, prejudiced language will be tolerated in this classroom. Students are expected to respect other students’ opinions, even with disagreement. Healthy, logical, and thoughtful debates are expected, instead of disrespectful insults. The instructor reserved the right to ask students who violated these rules to leave the classroom with no credit for attendance. Students who feel victimized by the above prohibited activities can contact the instructor via ruonanz@bgsu.edu or interpersonal meetings. My office hour is Thursday from 9:30am to 6:00pm.

Students are expected to use grammatically correct and word-processed in 12-point Times New Roman or Helvetica font for research reports, and double-spaced, spell-checked, grammatically correct, and word-processed in 12-point Times New Roman or Helvetica font with 1-inch margins for papers. For papers, please use introductions, transitions, and conclusions in accordance with standard academic writing. Students are expected to use APA or MLA style of academic writing. If students have any questions about any assignment, please contact the instructor via email. Students are also advised to use writing assistance (The Learning Commons, 140 Jerome Library, 419-372-2823).

**Pedagogical Efforts that Engage Students in the Learning Process**

Students are expected to read required readings before class and complete weekly quizzes on Canvas. Students are also encouraged to bring other related materials to share with the class. For papers and exams, if students encounter any difficulty, they are advised to contact the instructor through email or set up face-to-face meetings.

**Schedule and Methods of Assessment**

***Week 1: Defining Culture and Communication***

**M 1/28:** Introduction to the Course, Syllabus, etc.

**W 1/30:** Culture and Subculture

**F 1/1:** Eastern and Western Perspectives on Communication

***Week 2: Perceptions and Intercultural Communication Competence***

*\* Reading and weekly reflection question due on Wednesday before class: Chapter 2*

**M 2/4:** Sensing and Perceiving

**W 2/6:** Multiple Identities

**F 2/8:** Global Communication Ethics

***Week 3: Barriers to Successful Global Communication***

*\* Reading and weekly reflection question due on Monday before class: Chapter 3*

**M 2/11:** Ethnocentrism

**W 2/13:** Stereotypes and Prejudice

**F 2/15:** Case Study

***Week 4: Nonverbal and Verbal Communication***

*\* Reading and weekly reflection question due on Monday before class: Chapter 4*

**M 2/18:** Types of Nonverbal Communication

**W 2/20:** Nonverbal Misinterpretations

*\* Reading and weekly reflection question due on Monday before class: Chapter 5*

**F 2/22:** Sapir-Whorf Hypothesis

***Week 5: Language as a Barrier & Midterm Exam.***

**M 2/25:** Language as Nationalism

**W 2/28:** ***Review for midterm exam***

**F 3/1:** ***Midterm Exam***

***Week 6: Global Communication Showrooms – Part 1***

**M 3/4:**  Communication in China

**W 3/6:**  Communication in Korea

**F 3/8:** Communication in Africa

***Week 7: Global Communication Showrooms – Part 2***

**M 3/11:** Communication in Europe

**W 3/13:** Communication in Mexico

**F 3/15:** Communication in India

***Week 8: Spring Break***

**3/18 – 3/22:** *SPRING BREAK – NO CLASSES*

***Week 9: Dimensions of Culture in Global Communication***

*\* Reading and weekly reflection question due on Wednesday before class: Chapter 6*

**M 3/25:** The Hofstede Dimensions

**W 3/27:** Environmental Sustainability

**F 3/29:** The Trompenaars and Hampden-Turner Dimensions

***Week 10: Dominant U.S. Culture***

*\* Reading and weekly reflection question due on Wednesday before class: Chapter 7*

**M 4/1:** Development of a Dominant Culture

**W 4/3:** Value Orientation Theory

**F 4/5:** Development of Regional Cultures

***Week 11: Immigration and Acculturation in Global Communication***

*\* Reading and weekly reflection question due on Wednesday before class: Chapter 10*

*\* Assign Final Paper*

**M 4/8:** Culture Shock

**W 4/10:** Immigration

**F 4/12:** Acculturation

***Week 12: Cultures within Cultures***

*\* Reading and weekly reflection question due on Wednesday before class: Chapter 11*

**M 4/15:** Marginalization

**W 4/17:** Assimilation and Integration

**F 4/19:** ***Workshop for Final Paper Ideas and Progress***

***Week 13: Contact Between Cultures***

*\* Reading and weekly reflection question due on Wednesday before class: Chapter 13*

**M 4/22:** Cultural Imperialism

**W 4/24:** Cultural Hegemony

**F 4/26:** Adapting the Message in Global Contexts

***Week 14: Identity and Subgroups***

*\* Reading and weekly reflection question due on Wednesday before class: Chapter 12*

**M 4/29:** Subgroup Media and Values

**W 5/1:** Media and Assimilation

**F 5/3:**  ***Review of the Semester***

***Week 15: Final Paper Presentations***

*\* Final papers and PPT due on 5/6 before class*

**M 5/6:** Presentations – part 1

**W 5/8:** Presentations – part 2

**F 5/10:** Presentations – part 3

***Final Exam: TBD***

*(Final Exam Schedule will be made by the University in February)*