

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

**General Syllabus**

**MCOM 42003 Intercultural Communication**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites or corequisites: MCOM 26103 Writing Across the Media, or WLLC 25033 Language and Society

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Illustrates and interprets theory and practice in communication across cultural boundaries, with emphasis on how culture reinforces various conventions of communication in business, the arts, and the media.

**B. Additional Information**

This is a required course for the Media Communication major in the Media and Cultural Analysis emphasis.

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Discuss concepts and theories related to intercultural communication.
2. Explain one's own cultural attitudes, values, beliefs, and assumptions.
3. Analyze media representations of interactions between members of different cultures.
4. Examine the influence of context within intercultural interactions – especially in terms of power, time/space, individualism/collectivism as well as nonverbal communication.
5. Apply theoretical concepts, research findings, and practical wisdom in the analysis of intercultural encounters.

**B. University Learning Outcomes (ULO)**

This course enhances student abilities in the following areas:

**Communication Skills (written and oral)**

Students will communicate effectively with a variety of audiences in any setting.

**Analytical Skills**

**Critical Thinking Skills:** Students will draw conclusions and/or solve problems through multimedia research and/or oral presentation.

**Ethical Decision Making**

Students will recognize and analyze ethical dilemmas across cultures through case study analysis and/or reflection papers.

**Global and Cultural Perspectives**

Students will reflect upon cultural or global differences and their implications for interacting with people from cultures other than their own.

**III. Major Course Topics**

- A. Cultural Identity
- B. Cultural Patterns
- C. Intercultural Communication Competence
- D. Ethnocentrism
- E. Globalization
- F. Multiculturalism and Co-cultures
- G. Language and Intercultural Communication
- H. Nonverbal Intercultural Communication