

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: All undergraduate programmes
Programme QF Level	: 5
Course Title	: Cross-Cultural Communication
Course Code	: SSC2190
Department/Unit	: Social Sciences and Policy Studies
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: EMI
Course Level	: 2

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This course explores how cross cultural communication is affecting our daily lives. Students will develop an understanding of the cultural origin of people's values, habits and ideologies and how these elements affect communication with people from different cultures. This course intends to provide students with the knowledge and skills for effective interaction and communication across cultures, especially in schools and classroom settings. It helps students to understand the intricacies and challenges in communicating with people from diverse background and enables them to develop a cultural awareness of the importance in communicating successfully across cultures in different contexts.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ identify the key concepts and elements of cross-cultural communication.
CILO₂ apply appropriate skills of intercultural communication when relating to people of different cultures.
CILO₃ apply the skills in managing intercultural communication in the education context.
CILO₄ analyze the role of media and its relationship with the cultural and global flow of information.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
a. Introduction and concepts, major approaches to the study of cross-cultural communication, value orientation and identity, verbal and non-verbal communication to Communication Studies: purposes and concepts	CILO ₁	• Lectures and seminars that discuss various concepts of communication • Tutorials and student presentations so as to familiarize students with all the essential topic pertinent to communication • Guided reading, group discussion and case discussions with the guidance from the instructor • Video clips to show the role of media
b. History and the formation of identity: Stereotypes, Prejudice, Ethnocentrism	CILO _{1,2}	
c. Communication and cultural diversity in education context, cross-cultural competence, managing intercultural conflict	CILO _{2,3}	
d. Globalization, the role of media and its relationship with cross-cultural communication in the contemporary world	CILO _{2,4}	

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) In-class assessments In-class assessment(10%) - Students are expected to participate actively in the classroom discussions and activities. In-class written assessment (30%) - Students are required to complete an in-class test covering teaching materials, assigned readings, and relevant journal articles.	40%	<i>CILO₁₋₄</i>
(b) Group project Research proposal (10%) - Students work in groups of 4 to 6 to develop a research proposal applying communication concepts to a selected ethnic group. Presentation (30%) - Upon completion of the project, groups present their research findings.	40%	
(c) Reflection paper - Students must submit a 1,000-word reflection paper analyzing (1) how their cultural background shapes their perspectives on cross-cultural communication, and (2) how the course has influenced their understanding of cultural diversity. The paper should apply course concepts and demonstrate thoughtful self-reflection.	20%	<i>CILO₂₋₄</i>

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

Not Permitted: In this course, the use of generative AI tools is not allowed for any assessment tasks.

☒ ***Permitted:*** In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any

restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Jandt, F. E. (2023). *An introduction to intercultural communication: Identities in a global community* (11th ed.). SAGE.

7. Recommended Readings

Baldwin, J. R., Means Coleman, R. R., González, A., & Shenoy-Packer, S. (2021). *Intercultural communication for everyday life* (3rd ed.). Wiley-Blackwell.

Burgoon, J. K., Guerrero, L. K., & Floyd, K. (2021). *Nonverbal communication* (6th ed.). Routledge.

Eberhardt, J. L. (2019). *Biased: Uncovering the hidden prejudice that shapes what we see, think, and do*. Viking.

Hall, E. T. (1989). *Beyond culture*. Anchor Books.

Hall, E. T., & Hall, M. R. (1990). *Understanding cultural differences*. Intercultural Press.

Hofstede, G. H. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations* (2nd ed.). Sage.

Holliday, A., Hyde, M., & Kullman, J. (2021). *Intercultural communication: An advanced resource book for students* (4th ed.). Routledge.

Lustig, M. W., & Koester, J. (2010). *Intercultural competence: Interpersonal communication across cultures* (6th ed.). Pearson.

Martin, J. N., & Nakayama, T. K. (2021). *Intercultural communication in contexts* (10th ed.). McGraw Hill.

Nisbett, R. E. (2003). *The geography of thought: How Asians and Westerners think differently – and why*. Free Press.

Piller, I. (2021). *Intercultural communication: A critical introduction* (3rd ed.). Edinburgh University Press.

Steger, M. B. (2020). *Globalization: A very short introduction* (5th ed.). Oxford University Press.

Ting-Toomey, S., & Chung, L. (2021). *Understanding intercultural communication* (3rd ed.). Oxford University Press.

8. Related Web Resources

Nil

9. Related Journals

Communication, Culture & Critique.
Communication and Critical/Cultural Studies.
International Journal of Intercultural Relations
Journal of Diversity in Higher Education
Journal of Intercultural Communication Research
Journal of International and Intercultural Communication

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Others

Newspaper articles and on-line videos on relevant topics and issues will be used wherever and whenever necessary and feasible.

Last updated: March 2026