



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 6333 Identity and Intercultural Communication

Program

Advanced Specialization Course (MSc), Master of Science in Business, Master of Science in Business (International Management), Master of Science in Management, Master of Science in Marketing (Organizational Communication)

Responsible for the course

Maria Isaksson

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

This course aims at giving students an understanding and in-depth treatment of how communication and culture shape our identities and make a difference in intercultural encounters. The theoretical focus is on how disciplines in the field of intercultural communication approach and construct identity. Identity is treated as a social, cultural, discursive, national and organizational construction that presupposes critical analysis and reflection of students when constructing their own models of identity in the international community. Questions relevant in the course are 'Who needs identity and – why?', 'Where does it come from?', 'What makes identity more complex and challenging for managers in multi-cultural contexts?', 'How can knowledge of identity help improve communication with dissimilar others?'

Prerequisites

GRA 6330 Managing Differences: Culture and Diversity

Compulsory literature

Ting-Toomey, Stella. 1999. *Communicating across cultures*. New York: The Guilford Press.
Compendium of research articles

Recommended literature

None

Course outline

1. Identity and self
2. Theories in intercultural communication
3. Facework and politeness
4. Us and others
5. Private and public self
6. National identities
7. Organizational identities

Computer-based tools

Blackboard/homepage

Course structure

36 hours.

Evaluation

Your course grade will be based on the following activities and weights:

Participation and presentation 10%, group term paper 60% (in groups of 2 or 3 students), open book exam 30% (3 hours)

Evaluation code(s)

GRA 63331 accounts for 100 % of the final grade in the course GRA 6333.

Aids at the examination

Open book exam

Makeup exam

Next time the course is offered