

1 Module content

Course	MA in InterCultural Management (ICM) - 1 st year
University, Faculty	University of Burgundy, Languages and Communication Faculty
Module title	Intercultural Communication Theory: Media and Culture
Lecturer	Carsten Wilhelm
Objectives	This course is designed to make students reflect on 1/ their own media use and its links to culture 2/ the influence of culture on mediated communication and collaboration
Number of hours	6
Semester	Second
Number of students	Around 20

2 Evaluation

Evaluation methods	MediaUseJournal + Test during last session.
Weighting	100%
Examination types	Written test

3 Teaching methods

Pedagogy	Lectures and Interactive courses
Teaching activities	Lectures, Survey Analysis, simulations, discussions, ...

4 Program

1. Introduction to the links between the media and culture
2. Collective Analysis and discussion of media use survey : international comparison
3. Case Studies : Culture and online learning, ARTE, TV Series, “refugee crisis”
4. Cultural impact on collaborative (mediated) work and communication
5. Written evaluation.

5 References

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- Bennett, Milton, J. (1998). Intercultural communication: A current perspective. In Milton J. Bennett (Ed.), *Basic concepts of intercultural communication: Selected readings*. Yarmouth, ME: Intercultural Press.
- Castells, M. (1996). *The rise of the network society*. Malden: Blackwell.
- Gudykunst, WB & Kim, YY (2003). *Communicating with Strangers: An Approach to Intercultural Communication*.
- Hall, E. T. (1976). *Beyond culture*. New York, NY: Doubleday.
- Hofstede, G; Hofstede, G J & Minkov, M. (2010). *Cultures and organizations: software of the mind, intercultural cooperation and its importance for survival*.
- Lustig, M W & Koester, J (2003) *Intercultural Competence. Interpersonal Communication Across Cultures*.
- Scollon, R & Scollon, S (2001) *Intercultural Communication*, Blackwell.
- Spencer-Oatey, H & Franklin, P (2009) *Intercultural Interaction: A Multidisciplinary Approach to Intercultural Communication*, Palgrave Macmillan.
- Trompenaars, F (1993) *Riding the Waves of Culture*, NB Publishing.
- Wiseman, R (ed.) (1995) *Intercultural Communication Theory*, Sage.
- Wellman, B. (2002). *Little Boxes, Glocalization and Networked Individualism*. In Tanabe, M.; van den Besselaar, P.; Ishida, T. (eds.). *Digital Cities II. Computational and Sociological Approaches*. Berlin: Springer. pp. 10-25.