BOSTON UNIVERSITY
PARDEE SCHOOL OF GLOBAL STUDIES
CAS IR 531 Intercultural Communication
Mondays, Wednesdays and Fridays 11am-12 pm
(STH, B22, 745 Commonwealth Avenue)
Fall 2016

Instructor:  Ambassador Vesko Garcevic, veskog@bu.edu
Office:  152 Bay State Road, Room 446
Office hours:  Tuesday: 2-4pm; Thursday: 11am – 1 pm;
Friday: 09.30 am – 10,30 am,
other days/times by appointment

Course outline:

This course aims to shed light on the process by which people communicate across cultural lines. We will examine the ways culture effects perception, values, thought patterns, and styles of expression. Among our goals will be to see whether intensive cultural interaction and cross-cultural communication lead to better understanding of existing diversities; how cultural background shapes cross-cultural encounters; how we understand “the others”; and how stereotypes, prejudice, prejudices are created by propaganda and false information. We will study the patterns of verbal and non-verbal communication that vary from one culture to another, and the ways that members of a culture understand, absorb and transmit culture through their everyday activities. We will shed light on phenomenon called “cultural shock” that every one of us has experienced. We’ll dedicate two classes to discuss communication patterns in the upcoming US presidential elections, and how their results are seen by the rest of the world.

A particular portion of time will be devoted to patterns of negotiation in diplomacy and the ways cultural background affects them. Why is cultural diplomacy getting more important? “Culture, art and lifestyle” are not only diplomatic means to reach out foreign audiences and to project a positive image of a particular nation. They are also often seen as a type of soft power to achieve foreign policy goals.

Is there supranational identity? We will study the case of EU in order to better understand the European concept of supranational identity and see what historical and cultural (beside political) motives lie behind Brexit. We will be focused on social media and how they have changed the world we
live in. Technology is the mark of modern life. Every sphere of human life is influenced and shaped by modern technology, which in turn changes us and the way we live. Finally, we will examine the ways globalization changes (and to what extent) our cultural identities and feeling of belonging.

In the class discussions, students will be asked to reflect on the ways their own cultural background has affected the way they see the world, and the way others perceive them. Through a series of practical exercises, students will be asked to apply the principles of intercultural communication and learn skills valuable in crossing cultures.

Whenever possible, we will make an effort to follow world news through the prism of intercultural communication. Students are urged to follow news daily, and pay a special attention to reports about how interaction between (different) nations, religions, cultures make impact on regional and global affairs. We will devote a portion of our time to discuss those events/trends in global affairs.

**Participation and Grading:**

As we study Inter-Cultural Communication during our seminar, students are encouraged to creatively participate in class activities. Class discussion and short verbal presentations will be an integral part of the course. Active participation will account for 20% of the final class grade. The Intercultural Training Exercise Pack will guide us through few practical exercises where your active participation is expected. Your sharp questions, open-mindedness and lucid ideas are encouraged and will be reflected in grading.

During the semester students will write four papers:

**In the first paper – about 1500 words (five pages), due September 26,** you will explore your own cultural background using materials and scales developed for the study of intercultural communication. The paper should seek to define your cultural identity(ies), identifying co-cultures to which you belong and being focused on co-relation between your individual identity vs. social/family background. It should reflect on how your cultural/social background shaped up your identity and how it affected your life and your communication with others.

**The second paper – about 2000 words, due November 7,** will ask students to study historical and cultural aspects of the current political process in the UK (Brexit). Using assigned and independent readings as well as discussion in the class, students should address the notion of national uniqueness and give their answer to the question whether the
issue of identity and a unique geographical, historical and political context play an important role for citizens of the UK. They should answer whether, in their opinion, sense of cultural difference and the identity issue was a game changer or not in the British referendum.

All students will be expected to watch four films: To Live; The Reader; Water and Sometimes in April. We will devote class time to discuss each movie. Students will be divided in four groups. Each group will be assigned to analyze and present one of four films. On behalf of the group, two presenters will prepare short presentations (around 10 minutes each). After presentations the group will lead discussion on the film that is assigned to them. Students of other groups are encouraged to take part in discussion. In presentations students should be focused on cultural, national, historical and religious aspects that films deal with. They should especially highlight how cultural context, the rigid interpretation of traditional values and ideology/totalitarianism alongside with deeply rooted sense of duty or ethical responsibility subdue individual freedom. Presentations and discussions will serve as guidance for the third paper, about 1500 words. The group members should write the paper and present it about 10 days after discussion.

At our class meeting, on September 26, each student will be asked to choose a conflict between groups of nations. It can be an actual conflict or the conflict from the past that still has a strong influence on current state of play in international affairs. Through self-guided research, students will learn about the cultural background of the conflict, how cultural differences provoked it, and give answers whether cultural reconciliation and better understanding of diversities can/could facilitate diffusion of tensions that preceded to the conflict. Students are encouraged to study the root cause of the conflict highlighting its religious, national/ethnic or racial characteristics and describe its manifestation. The paper based on this research, approximately 4000 words, will constitute the final exam due December 12.

Students are expected to attend all classes (two absences will be tolerated). Third unexcused absence and or numerous lateness will be considered in calculating the final grade.

Final grades will be distributed according to this formula: the first paper 15%; the second and the third paper 20% each; 20% for class participation and 25% for the final paper.
**Academic integrity:**

Class members are expected to maintain high standards of academic honesty and integrity. There is no tolerance for plagiarism. Handing in someone else’s work as your own (even if you worked together as a group) constitutes an example of plagiarism and dishonesty. You are expected to provide citations in papers for all quotations, paraphrases or ideas taken from any source other than your own. Boston University has very strict standards for intellectual integrity, and punishment for plagiarism is severe, and can include permanent expulsion from the University. Please, see the CAS Academic Conduct Code, available at [http://www.bu.edu/adacemics/resources/adademic-conduct-code/](http://www.bu.edu/adacemics/resources/adademic-conduct-code/)

**Required Texts:**


**4 Movies for discussion:**

*Individualism vs. Ideology/Tradition and Culture:*

*To Live*, drama, directed by Zhang Yimou, released 1994, based on the novel *To Live* written by Yu Hua

*The Reader*, drama, directed by Stephen Daldry, released 2008,

*Individualism vs. Tradition/Culture and National Identity:*

*Water*, drama, directed by Deepa Mehta, released 2005

*Something in April*, docudrama, directed by Raoul Peck, released 2005 (the film has some gruesome and graphic portrayal of the violence)
**Sequence of Classes:**

**September 7**, Introduction: What is culture? What is identity?

*SMP – pages 5-16*

**September 9** – What makes up my identity?

*SMP - pages 53 – 92*
Louis Kriesberg: Identity Issues,  

Food for thought: Intercultural Training Exercise Pack: *The culture onion*; what do they need to know about us?

**September 12/14**, Language and Culture; Verbal and Non-Verbal Codes and Gestures

*SMP – pages 209-257;*
Intercultural Training Exercise Pack (Due on September 19): *Cross-cultural checklist and Communication types*

**September 16**, Cultural shock: Recognizing cultural shock/Responses to cultural differences

*SMP – pages 353-394*
M. Talbot: *Baghdad on the Plains*  
[http://jummahcrew.tripod.com/baghdad.htm](http://jummahcrew.tripod.com/baghdad.htm)
Lalervo Oberg: *Culture Shock & The Problem Of Adjustment To New Cultural Environments*  
[http://www.worldwide.edu/travel_planner/cultureShock.html](http://www.worldwide.edu/travel_planner/cultureShock.html)
10 examples of culture shock  

Intercultural Training Exercise Pack (due on September 19): Recognizing ineffective responses to cultural differences

**September 19** – *Individual responses to cultural differences* - discussion

Ann Neville Miller: *When Face to Face Won’t Work*  
[https://books.google.com/books?id=dXs5DZFCRPsC&pg=PT191&lpg=PT191&dq=ann+neville+miller+when+face+to+face+won%27t+work&source=](https://books.google.com/books?id=dXs5DZFCRPsC&pg=PT191&lpg=PT191&dq=ann+neville+miller+when+face+to+face+won%27t+work&source=)
Cross-cultural checklist and Communication types; Recognizing ineffective responses to cultural differences

**September 21 - Cultural Stereotypes**

Jaakko Lehtonen: Cultural stereotypes
https://www.jyu.fi/viesti/verkkotuotanto/kp/vf/jaakko.shtml

Rudolfo Mendoza-Denton: *Cultural Stereotypes, or National Character?*
https://www.psychologytoday.com/blog/are-we-born-racist/201205/cultural-stereotypes-or-national-character

Recommended:
Cultural Stereotypes: *The Way We See Them* (Stereotypes about Russians and the Russian Culture)
http://web.stanford.edu/group/ccr/blog/2009/04/cultural_stereotypes_the_way_w.html

All national stereotypes
http://www.nationalstereotype.com/all-national-stereotypes/

**September 23/26 – Propaganda shapes people’s minds**

Edward Bernays: *History is a Weapon* (1928)
http://www.historyisaweapon.com/defcon1/bernprop.html

How to Control What People Do | Propaganda – Edward Bernays
https://www.youtube.com/watch?v=8Q-3qwEDyPM

Stuart Ewen: *Excerpts from PR! A Social History of Spin*
http://www.media-studies.ca/articles/pr.htm

**September 26 DUE: Paper on personal identity**

(One of the best ways to identify stereotypes of the enemy is to study editorial cartoons in newspapers. Take a current conflict as an example. Try to see the picture through several glasses: Who are the enemies? How are they portrayed? - Discussion due on October 3)

**September 28 - Movie: To Live** (Individualism vs Ideology/Totalitarianism/Tradition and Culture)

*Two presentations*
**September 30** - The Others, The Role of Enemies I

Sam Keen: *The Art of Enemy Making*
[https://www.youtube.com/watch?v=bryXdyv8lOA](https://www.youtube.com/watch?v=bryXdyv8lOA)


Heidi Burgess: *Enemy Images*

Luis Kriesberg: *Identity Issues*

**October 3** - The others, The Role of Enemies II

Jerome D.Frank/Andrey Mellvile: *The Image of the Enemy and the Process of Change*

Discussion: What do editorial cartoons say? Which is which? What descriptive phrases apply to “democracies” and “non-democratic” regimes?

**October 5/7** - The role of History, States, Nations, Civilizations;

Samuel Huntington: *The Clash of Civilizations*, Foreign Affairs, summer 1993

Rubenstein: *Cultural Analysis and National Security*

Michelle LeBaron: *Culture and Conflict*

**October 11/12** - What went wrong? Breakup of Yugoslavia: ideology, nationalism, religion: sources of conflict

Rick Steves’ Europe, Cameron Hewitt: *Understanding Yugoslavia*
[https://www.ricksteves.com/watch-read-listen/read/understanding-yugoslavia](https://www.ricksteves.com/watch-read-listen/read/understanding-yugoslavia)

*What is Balkanization?*

Breakup of Yugoslavia
[https://www.youtube.com/watch?v=oiSgAiM0d8A](https://www.youtube.com/watch?v=oiSgAiM0d8A)

Latinka Perovic and Mika Tripalo: *Why did Yugoslavia Fall Apart?* (Blackboard)

**Paper for the first film due October 11**
**October 14** - Movie: *Sometimes in April* (individualism vs tradition/national identity/nationalism and ethnic cleansing)
*Two presentations*

**October 17** - Can (national/religious) conflict be avoided/prevented?

SMP – pages 422-426

Michele LeBaron: *Culture and Conflict*
http://www.beyandintractability.org/essay/culture-conflict

The UN and the Breakup of Yugoslavia: *A Reassessment* (London School of Economics and Political Science)
https://www.youtube.com/watch?v=634jFtRHXII

Conflict Resolution (Thomson/Reuters Foundation)
http://news.trust.org/spotlight/conflict-resolution/

David Harland: *War is back, The international Response to Armed Conflicts*

Debating Europe: *Does ethnic diversity cause conflict?*
http://www.debatingeurope.eu/2015/01/19/does-ethnic-diversity-cause-conflict/#.V5pKdJMrJn4

**October 19** – American Presidential Elections: Two Patterns of Communication

*Two students will have short presentations which will serve as starting points for discussion*
Active participation of students is expected

**October 21/24/26** - The European Union: Post-National; Case Study: Brexit

*Set about the EU:*

Gerald Delantery: *Post-National European Identity*

Thomas Risse: *Be Tenacious and Fight*

Sophie Duchesne: Smoke and Mirrors
http://en.theeuropean.eu/sophie-duchesne/7933-european-identity-no-use-for-now

Nataly Nougayrede: *Diversity could be the making of Europe – let’s talk about it*
https://www.theguardian.com/commentisfree/2016/jan/05/europes-citizens-need-start-debate-diversity
Euro Active: *European Values and Identity*  

David Held and Kyle Mcnally: *Europe, the EU and European Identity*  
https://www.opendemocracy.net/can-europe-make-it/david-held-kyle-mcnally/europe-eu-and-european-identity

Cultural Diversity, the European Union, and the United States  
http://www.insidegov.org/?cat=19

---

Set about UK and Brexit:

*Britain’s identity crisis: It’s stuck between nostalgia and an uncertain future*  

*Britishness’ is Greek, the monarchy is of German descent, why are we so scared to be European?*  
http://metro.co.uk/2016/06/21/britishness-is-greek-the-monarchy-is-of-german-descent-so-why-are-we-so-scared-to-be-european-5956095/#ixzz4DH1uANkr

*Britain is the LEAST European nation in EU...two thirds of us say we’re 'only British'*  
http://www.express.co.uk/news/uk/615198/European-Union-referendum-Britain-least-European-nation-Brexit-EU-British

*Britain’s Welcome Revival of Nationhood,*  

---

**Paper for the second film due October 24**

**October 28** – Co-Cultures/subcultures: right to be different

SMP - pages 154 -181 and 190 -200

**October 31** – Cultural Diversities in Health Care Communications

SMP - pages 320- 340

*How Culture Influences Health Beliefs*  
http://www.euromedinfo.eu/how-culture-influences-health-beliefs.html/

*Worlds Apart: A Series on Cross-Cultural Health Care*  
https://www.youtube.com/watch?v=K5d_iPaUrWw
https://www.youtube.com/watch?v=-MkOiWJdoTI
https://www.youtube.com/watch?v=JIx2ictsmY

**November 2** – Gender equality
Frances Raday: *Culture, religion, gender*, Oxford University Press and New York University School of Law, 2003 (The Blackboard)
Lisa Aronson Fontes & Katy McCloskey: *Cultural Issues in Violence Against Women*
http://www.academia.edu/947409/Cultural_issues_in_Violence_Against_Women or
Ayesha’s story:
http://www.equalitynow.org/campaigns/trafficking-survivor-stories/eyesha
K’s story:
http://www.equalitynow.org/campaigns/trafficking-survivor-stories/k
Patrick Sawer & Damian Mc Elroy: *The Telegraph*: Convent that 'forced' young mothers to give up their babies
http://www.telegraph.co.uk/news/uknews/10932969/Convent-that-forced-young-mothers-to-give-up-their-babies.html

**November 4** – Movie: *The Water* (Individualism vs Tradition/Culture and Religion)
*Two presentations*

**November 7** – Limits of cultural diversities

SMP – pages 398-415
Hafsja Kanjwal: *American Muslims and the Use of Cultural Diplomacy*
Rahsaan Maxwell: *Cultural Diversity and Its Limits in Western Europe*

**Brexit paper due November 7**

**November 9** – American Presidential Elections: Result of the US elections - how world sees it?
Discussion

**November 14/16/18** – Diplomatic negotiations: multilateral diplomacy; Is there an international diplomatic culture? Intercultural dissonance in diplomatic world. How culture affect the negotiating style

SMP – 465-472

**November 18:**
Michelle LeBaron: *Culture-based negotiating style*  
http://www.beyondintractability.org/essay/culture-negotiation

Jeswald W. Salacuse: *Negotiating: The Top Ten Ways that Culture Can Affect Your Negotiation*  

**Paper for the third movie due November 14**

**November 21** – Movie: *The Reader* (Individualism vs Ideology/Totalitarianism/ Tradition and Culture)
Two presentations

**November 28** – Cultural diplomacy, a part of Public Diplomacy

*The Role and Power of Cultural Diplomacy in International Relations*  

Pamela Falk: *Museum Diplomacy: Could Islamic Art Inspire Middle East Peace?*  

**November 30** – Social Aspects of the Mediterranean Diet

Surinder Phull: *The Mediterranean Diet: Socio-cultural Relevance for Contemporary Health Promotion*
Sam Chapple-Sokol: *War and Peas: Culinary Conflict Resolution as Citizen Diplomacy*  
http://publicdiplomacymagazine.com/warandpeas/

**Paper for the fourth movie due November 30**

**December 2** – Social Media I: New Media and Intercultural Communication

Guo-Ming Chen: *The Impact of New Media on Intercultural Communication in Global Context*
Randy Kluver: *Globalization, Informatization, and Intercultural Communication*  
Recommended:
Tommy Landry: *How Social Media Has Changed Us: The Good and The Bad*
http://www.business2community.com/social-media/social-media-changed-us-good-bad-01000104#mt40XrDcqjtT1jb.97
Peter Roesler: *Six Ways Social Media Changed the World*
Social Media Revolution
https://www.youtube.com/watch?v=jottDMuLesU

**December 5** – Social Media II – Dark Side of Social Media

*Crime and Social Media Sites – Catching Criminals and Learning to Avoid Them*


**December 7/9** - Globalization: Unification or Creation of Multiple Identities

SMP – pages 16-27 and 430-462
Ismayil Isayev: *Istanbul: City of Global Cultural Importance?* (The Washington Review of Turkish and Eurasian Affairs)
http://www.thewashingtonreview.org/istanbul-culture/
Radley Balko: *Globalization & Culture: Americanization vs Cultural Diversity* https://www.globalpolicy.org/component/content/article/162/27607.html
Peter Berger: *Four Faces of Global Culture* (National Affairs, 1997)

**December 12** – Conclusions
DUE: Final Paper