Brussels Study Tour 2018
Post-Secondary Faculty Course Module Planning Template

Name: Alan Teitleman	Course Title: COM-140 (Intercultural Communication)
	Module Title: EU and US Communication Styles
	Discipline: Communication

Course/Module Narrative:	This module introduces students to the concept and underpinnings of the European Union, and delves deeper into theory on similarities and differences between traditional United States cultural communication and European counterparts. This module is designed to meet the Carnegie unit classification for a 3 credit hour course that is designed for students to complete at their own pace during a one week timeframe. As a result, the content (readings and assignments) are designed to take a total of 9 hours to complete. This also fulfills SACS requirements. Content was developed in conjunction with the Brussels Study Tour Grant, a subsidiary of the "Getting to Know Europe" grant and sponsored by the University of North Carolina - Chapel Hill during the summer of 2018.

Course Objectives:

→ compare and contrast communication styles between cultures;
→ explain how cultural differences affect business and the workplace;
→ identify and explain the five dimensions of intercultural communication;
→ identify primary differences in communication practices of different cultures;
→ identify the benefits and challenges of intercultural relationships;
→ analyze the constraints on communication and relationships among people of different cultures; and:
→ articulate a set of strategies for the development of intercultural communication competence

Module Objectives/Learning Objectives:

→ Identify the various traits of EU member country communication styles based on research and compare and contrast that with dominant US traits.
→ Understand the differences between low and high context cultures and how cross cultural communication is altered based on cultural norms of time
→ Internalize and explore one's own cultural traits and compare them to various metrics and evaluate how this changes communication preferences and styles of intergroup and interpersonal

Assigned Readings:

→ Europe's Journal of Psychology: Jennifer L. Matic's "The Degree of Uncertainty Avoidance Present in Croatian and American Undergraduate Students: A Comparative Analysis"
Link: *Europe's Journal of Psychology*: Jennifer L. Matic's "The Degree of Uncertainty Avoidance Present in Croatian and American Undergraduate Students: A Comparative Analysis" (HTML) (2 hours)

→ Web Media: YouTube: Sunsilvercat's "Low and High Context Cultures"
Link: YouTube: Sunsilvercat's "Low and High Context Cultures" (YouTube) (15 minutes)

→ Web Media: YouTube: David Solomon's "Cross Cultural Communication on the Culture of Time"
Link: YouTube: David Solomon's "Cross Cultural Communication on the Culture of Time" (YouTube) (15 minutes)

→ Web Media: How the EU Works (1 hour)

→ Web Media: [Europe's challenges in 2018: Ten issues to watch](#) (15 minutes)

→ Web Media: [BBC News: Nationalism in Heart of Europe Needles EU](#) (15 minutes)

Content & Delivery:

Course Content	Instruction & Delivery (lecture, discussion, group work, etc.)
→ Readings → Youtube Videos → Websites	→ 1.) This module is developed within the Blackboard Learning Management System (LMS). The module is number 4 in a 15 week course designed to have students better understand how culture plays a vital role in their lives. Module 4 is developed the same as the other 14 modules in this course so that students will be able to work at their own pace during the module which lasts a week. During that week, the module is expected to take 9 hours of time The module first presents the course and module learning objectives, and then lays out the readings and assignments. This module contains 6 mandatory readings and videos. The total amount of time for these resources is estimated at 4 hours. The remaining 5 hours involves multiple assignments, including one discussion forum with two required peer responses, a brief reflection paper, and a writing assignment 2.) Realizing that students at Forsyth Tech come from extremely varied backgrounds, one of the assignments is a reflection paper to have students get a better understanding of who they are and how they act based on cultural imprinting from their family, neighbors, friends, religious institutions, and others. Students will then compare and contrast how they view various aspects of communication (time, ambiguity tolerance, etc) compared to their immediate families and outside influences.

Assessment:

→ The three assignments for this module will all be graded and be part of the student's overall assessment and final grade. One writing assignment, one discussion forum, and one reflection paper.

Resources and Materials:

→ I have made all of the materials for this module Open Educational Resources. The direct links for each of the six resources are listed above in the "assigned readings" section.

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