



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Communication Cultures

Course Code	L_AABACIW202
Credits	6
Period	P4
Course Level	200
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	dr. E.M. Hoey
Examiner	dr. E.M. Hoey
Teaching Staff	dr. E.M. Hoey, dr. B.R. Huma
Teaching method(s)	Seminar, Lecture

Course Objective

The main goals for this course are:

- To increase your awareness of how communication is shaped and shapes culture
- To increase your cultural awareness on a theoretical level by exploring the key concepts used in the field of cross-cultural communication;
- To increase your cultural awareness on a practical level in different settings, such as the international classroom, website design, face-to-face encounters, and media texts;
- To explore how key concepts translate to research in communication by performing your own small-scale analyses of different settings in which cultures underline communication.

Course Content

In this course, the role of culture in both online communication and offline communication is examined. Much of what people do, say, think, and prefer is influenced by culture. This relationship is evident in cultural stereotypes, pop culture, verbal communication, non-verbal communication, online discourse, and so on. Drawing inspirations from everyday examples, we will identify common communication patterns, which will be analysed based on prominent theories in cross-cultural communication and discourse analysis. We will explore a range of communication phenomena, addressing questions such as:

- In what ways do members of different national cultures produce and interpret communicative acts differently, and why?
- Is communication gendered? How? Why?
- How is non-verbal communication shaped by cultural norms?
- How do communicative cultures emerge?

The examples we work with during the course may vary and students will be asked to collect data for their own small-scale research analyses. Presentations, assignments, and discussions will always link to theories addressed in the course literature, actual (professional) practice, and to the real-life learning environment of the international classroom.

Additional Information Teaching Methods

The meetings for this course will be interactive lectures, and seminars in which you will apply theory to real-life examples (in total 3 meetings per week). We expect students to attend all classes.

Very important: This course has seminars, but you cannot self-register for a group. If you want to know the times of all the workgroups, go to rooster.vu.nl, click on the options at the right-hand side of the course title and select 'Choose groups'. In the first week, your specific seminar group will be assigned by the course coordinator.

Method of Assessment

Assignments (30% of your final grade), in-class presentation (pass/fail) and an exam (70% of your final grade). You have to pass the exam in order to complete this course.

Literature

Will be announced on Canvas.

Additional Information Target Audience

Second year students in CIS; exchange students are welcome