Department of Humanities and Social Sciences

Course Profile

Course Number : **HSS 222**	Course Title : **Culture and Communication**
Required / Elective : Elective	Pre / Co-requisites : -
Catalog Description: Introduction to ethnographic methodologies for the interpretation and analysis of verbal and nonverbal communication. Linguistic anthropology, sociolinguistics, and folklore. Rules, aesthetics and dynamics of verbal and nonverbal behavior in both face to face and mediated communication in internet chat rooms and other contexts.	Textbook / Required Material : -

Course Structure / Schedule : **(3+0+0) 3 / 5 ECTS**

Extended Description : While we are born with an innate capacity to communicate with language, *culturally appropriate* communication is something we learn from our family, school and friends as we grow up. Cultural formation can involve beliefs about how men and women should interact, how we should speak to an older person, or how to resolve a conflict. In this course you will become aware of the cultural nature of your interpersonal communication, as well as learn methods for observing, interpreting and describing forms of communication. Over the last 50-60 years, American scholars in linguistic anthropology, folklore, and sociology have developed a variety of approaches to the study of human symbolic interaction. In this course, we will take a journey through some of the scholarly conversations about the dynamics of verbal and non-verbal communication. Class time will be spent on lecture and discussion.

Course Outline:

Week	Topics
1	Culture and Communication: Introduction
2	Communication as "equipment for living"
3	Communication as a cultural resource
4	Interpreting human behavior
5	Communication as ritual
6	Dramaturgical models: Goffman and "face"
7	Gender and communication
8	Male female miscommunication
9	Managing online communication and impressions
10	Online communication and concepts of "face"
11	Cyborg anthropology
12	Alone Together

| | | 13 | Discussion and Review | | | | | |

13	Discussion and Review

Design content : none	Computer usage: No particular computer usage required

Course Outcomes:

	Program Outcomes	*Level of Contribution				
		1	2	3	4	5
1	Apply analytical and critical thinking skills to contemporary global issues.					
2	Describe the interrelationships between science, technology, and society.					
3	Describe the interrelationships between art, culture, and society.					
4	Explain the historical, political and economic conditions in which science and technology emerge.					
5	Explain the historical, political and material conditions in which art and cultural expression emerge.					
6	Analyze how modes of thought are shaped by socio-cultural, historical, political and economic variables.		*			
7	Apply discipline-relevant methods to HSS research assignments.			*		
8	Summarize and assess current developments in their subject area.				*	
9	Recognize ethical issues and social responsibilities in the contemporary world.					
10	Synthesize complex ideas in clear and concise ways.					
11	Generate creative solutions to local and/or global problems.					
12	Recognize relevance of coursework to personal experiences, lifelong learning, and job security.					*
13	Demonstrate an ability to function on teams.					
14	Demonstrate an ability to communicate effectively with written, oral and visual means.				*	

Recommended reading : Leila Monaghan and Jane Goodman, eds. 2007. *A Cultural Approach to Interpersonal Communication*. Wiley-Blackwell Publishers.

Teaching methods : Lecture, discussion, hands-on ethnographic work.

Assessment methods : Quizzes, Midterm Exam, Final Examination, Ethnographicobservationexercises

Student workload:

     Preparatory Reading .... 45 hrs

     Lectures / Discussion .... 45 hrs

     Ethnographic Observation .... 30 hrs

     Writing up ethnographic observation .... 30 hrs

     TOTAL ……………………………   **150 hrs . . . to match 25 X 6 ECTS**

Course Category:

ISCED General Area Codes	General Areas	ISCED Basic Area Codes	Basic Educational Areas	Percentage
1	Education	14	Teacher Training and Educational Sciences	
2	Humanities and Art	21	Art	
2	Humanities and Art	22	Humanities	30
3	Social Sciences, Management and Law	31	Social and Behavioral Sciences	70
3	Social Sciences, Management and Law	32	Journalism and Informatics	
3	Social Sciences, Management and Law	38	Law	
4	Science	42	Life Sciences	
4	Science	44	Natural Sciences	
4	Science	46	Mathematics and Statistics	
4	Science	48	Computer	
5	Engineering, Manufacturing and Civil	52	Engineering	
5	Engineering, Manufacturing and Civil	54	Manufacturing and Processing	
5	Engineering,	58	Architecture and

	Manufacturing and Civil		Structure	
6	Agriculture	62	Agriculture, Forestry, Livestock, Fishery	
6	Agriculture	64	Veterinary	
7	Medicine and Welfare	72	Medical	
7	Medicine and Welfare	76	Social Services	
8	Service	81	Personal Services	
8	Service	84	Transport Services	
8	Service	85	Environment Protection	
8	Service	86	Security Services	
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