COURSE OVERVIEW

Title: Intercultural Communication: Persuasion, Propaganda and the Media. European Perspectives
Prerequisites: None
Number of Credits: 5
Type of Course: SP COMM 410
Language: English
Instructor: Dr. Carles Murillo
Email: carlesmalba@gmail.com

Course Description

The course is conducted in an epoch in which current cultural theories endorse a conception about the end of history, knowledge and the dissolution or impossibility to represent the subject by means of discursive practices. However, film, TV Series, literature, TV commercials, political campaigns and even the industry of tourism seem to adopt certain visual, verbal and psychological strategies to vehicle their messages.

This course aims to interrogate until what extend we need to evaluate the principles by which we obtain our understanding of a cultural phenomena as well as the methods and techniques used to question these. For this reason, this course is a unique opportunity to explore and bridge the gap between how culture is presented in this globalized era and the means by which a sojourner can effectively acquire a communicative competence while being abroad.

Students will study critical concepts in order to enhance their familiarity with academic notions of intercultural/interpersonal communication, theory of film, propaganda strategies and the relationship between culture and psychology, which might disclose a new perception and comprehension to how being abroad also creates a new possibility to apprehend a different culture while reinterpreting their home values and traditions. This course uses several Spanish, Catalan, European and US artistic examples in order to practice the aforementioned academic notions. As a result, students will be able to compare and examine concrete cultural paradigms from the US, Spain and Catalonia.

Since students will be in Barcelona and the program carries a strong comparative methodology, it offers a unique opportunity to study intercultural communication first-hand and apply their knowledge and skills to their own personal and professional scenarios while living in another culture.

Assessment Criteria

Method of Evaluation
• Research Project: 15%
• Research 1/2/3/4/5: 20%
• Oral Presentation 1/2/3: 25%
• Short Test 1/2/3: 25%
• Class Participation: 15%

### Sessions

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<th>Topic</th>
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Reading:
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<td>6</td>
<td>Is intercultural communication different than intracultural communication?</td>
<td>Film Discussion: <em>Into the Wild</em>.</td>
<td>Reading: Judith N. Martin &amp; Thomas K. Nakayama: <em>Experiencing Intercultural Communication. An introduction</em>. Chapter</td>
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| 7 | Assumptions about the nature of language: the prison-house of language; individualist/collectivist cultures | Language as Power
Case Studies:
a) The Role of Catalan Language within Spain
b) The uses of language in *The Wire*
c) Concept of Spanglish | Reading:
Fern, L. Johnson, ‘Cultural Dimension of Discourse’ (pp. 184-198).
Prepare Oral Presentation #1 and Test Reading |
|---|---|---|---|
| 8 | Oral Presentation #1 on Language & Culture | TEST: Concept of Sojourner | Reading:
| 9 | Developing relationships with people from different cultures | FIELD STUDY- TOURISM: Can I get away from clichés?
How does tourism affect my inter-cultural experience?
Discussion documentary: ‘Bye-Bye Barcelona’ | Reading:
| 10 & 11 | Developing relationships with people from different cultures II | FIELD STUDY TOURISM: Can I get away from clichés? (Part II)  
Film Discussion: what does Vicky and Cristina represent?  
|---|---|---|
| 13 | Oral Presentation #2 | TEST #2 | Reading: Soccer in Spain. Politics, Literature, and Film, Timothy. Ashton  
Research-3: Role of Sport in US culture. |
| 14 | F.C Barcelona Experience  
Comparing the role of FC Barcelona in relation with Catalan Culture with the role of professional sport in the US. | FIELD STUDY: Camp Nou Barcelona  
Research-4: The Factory/Studio 54/Andy Warhol/Lou Reed/Iggy Pop |
| 18 | The role of history in contemporary Spanish Culture. How does history & guilt affect the communication of our shared culture? | FILED STUDY: Hidden footprints from Spanish Civil War Can we compare the trauma of the Spanish Civil War with how US culture deal with the Atomic Bomb? | Reading: ‘Social Interactions Across-Media. Interpersonal communication on the internet, telephone and face-to-face’ Nancy K. Baym Film: *Her* (2013). Dir. Spike Jonze |
| 19 | Sending and Receiving Messages: Verbal and Non-Verbal | How do we love nowadays? | Prepare Oral Presentation & Test |
Communication in the Age of New Digital Media

Film Discussion: *Her* (2013). Dir. Spike Jonze

| 20 | Oral Presentation 3 | Test 3 Research Project Deadline |

### Texts


