

**COURSE DETAILS**

**Institution Name** Rangsit University **Faculty/Department** College of Communication Arts

**Curriculum** Communication Arts (International Program) 2564 B.E.

**SECTION 1 GENERAL INFORMATION**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ICO218 |  | Intercultural Communication | | | 3 | (3-0-6) |
| Prerequisite(s) |  | - | | |  |  |
| Co-requisite(s) |  | - | | |  |  |
| Academic Year |  | 2/2024 | | |  |  |
| Section |  | 150 | | |  |  |
| Course Category |  | Foundation | | |  |  |
|  |  | General education | | |  |  |
|  | **☑** | Core | | |  |  |
|  |  | Elective | | |  |  |
| Responsible person | | Nudee Nupairoj, Ph.D. |  | Full-time lecturer |  |  |
| Teaching lecturer | | Nudee Nupairoj, Ph.D. | **☑** | Full-time |  | Guest |
| Classroom location | | Building 11 | **☑** | On campus |  | Online |
| Last update | | 7 December 2024 |  |  |  |  |

**SECTION 2 COURSE OBJECTIVES AND COMPONENTS**

**1. Course Objectives**

* To understand the significance and roles of intercultural communication;
* To recognize the influence of cultural diversity communication in various aspects;

**2**. **Course description**

Meaning, importance and roles of intercultural communication; influence and elements intercultural communication; importance of intercultural communication in economy, politics, society, cultures and the way of life of the global community; the integration and adjustment to new culture; obstacles and efficiency of intercultural communication.

**3. Number of consultation hours**

Total .....5....hours/week e-mail : ndnupairoj@gmail.com..…………….

Facebook :………………………………………

Line : http://line.me/ti/g/5Tan0cJ\_7x

Others (specify)....................................................

**4. Course Learning Outcomes: CLOs)**

1. Knowledge and Understanding

* Explain the meaning, significance, and roles of intercultural communication in global contexts, including its impact on economy, politics, society, and culture.
* Identify and analyze cultural diversity's influence on communication across various aspects of life, recognizing related laws and cultural practices.

2. Intellectual Skills

* Apply intercultural communication theories and concepts to real-world scenarios, addressing cultural integration, adaptation, and overcoming communication barriers.
* Develop strategies to solve intercultural communication challenges professionally, demonstrating adaptability and sensitivity to diverse cultural perspectives.

**SECTION 3** **Development of the student’S learning outcomes**

The standards of learning outcomes for curriculum development in the framework of national standards for higher education in the 5 areas are as follows:

**1. Morals and Ethics**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
| - | - | - | - |

2**. Knowledge**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
| 2.2 | Knowledge and understanding in the laws and the culture related to communication arts. | Research-based learning,  experiential learning | * Project * Midterm Exam |

3. **Intellectual Skills**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
| 3.4 | The ability to apply the knowledge and develop the skills to solve problems and find solutions to issues professionally. | * Lecture * Assignments | * Assignment * Project outcomes |

4. **Interpersonal skills and responsibility**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
|  | **-** | - |  |

5**. Numerical analysis, communication and information technology skills**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
|  | **-** | - |  |

**SECTION 4 TEACHING AND EVALUATION PLANS**

**Educational innovation:**

* Use Google Drive as a platform to share all of the course materials, multimedia and submitting assignments; use LINE group as channel of communication and class forum
* Student-centered method - Research-based and self-learning.

**1. Teaching Plan**

| **Week** | **Content** | **Teaching activities and materials** | **Hours** | **Lecturer** |
| --- | --- | --- | --- | --- |
| 1 | Course Overview | Experience sharing  Ice-breaking | 3 | Asst.Prof.  Nudee N., Ph.d. |
| 2 | Intercultural Communication definition, importance and roles | Lecture, discussion | 3 |
| 3 | Group project Assignment instruction and brainstorming session | Discussion | 3 |
| 4 | Work on Group project assignment | Field work | 3 |
| 5 | Group project presentation, Debriefing | Presentation | 3 |
| 6 | Intercultural communication and society |  | 3 |
| 7 | Elements of intercultural communication | Lecture, discussion | 3 |
| 8 | Intercultural Competence | Lecture, discussion | 3 |
| 9 | MIDTERM exam |  |  |
| 10 | Intercultural communication in business,  politics and international relations | Term Project (2-3 members)Assignment Given | 3 |
| 11 | Term project proposal | presentation | 3 |
| 12 | The role of media in intercultural com. | Lecture, discussion | 3 |
| 13 | Social media and cultural diversity | Lecture, discussion | 3 |
| 14 | Code of ethics and issues in intercultural communication | Lecture, discussion, Cases | 3 |  |
| 15 | Term Report Presentation (Final Exam) | Presentation | 3 |
| 16 | Term Report Presentation (Final Exam) | Presentation | 3 |
| Total | | | 45 |  |

**2. Evaluation Plan**

| **Learning outcomes** | **Evaluation Methods** | **Week Evaluated** | **Percentage of Evaluation** |
| --- | --- | --- | --- |
| 2.2, 3.4 | Group project assignment  Presentation  Participation and Discussion | 3-5  5, 15, 16  1-16 | 40  15  5 |
| Term Report | 15-16 | 40 |
|  | Total |  | 100 |

##### SECTION 5 TEACHING MATERIALS AND RESOURCES

1. **Documents**

Course materials/handout

**2. Other important documents and resources**

http://communicationtheory.org/cross-cultural-communication/

http://www.cognitomedia.com/news/2014/03/07/asean-what-communicators-need-to-know

http://www.edelman.com/post/communicating-in-asean-the-need-for-flexibility-in-a-diverse-region/

https://www.researchgate.net/publication/309155695\_The\_Meaning\_and\_Theories\_of\_Intercultural\_Communication

**3. Recommended documents and resources**

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**SECTION 6 Course Evaluation and Improvement**

**1. Course effectiveness evaluation strategy by students**

Online course evaluation.

1. **Teaching evaluation strategy**

Students assignment and report results.

**3. Teaching Improvement**

* Use a new teaching method (experiential learning).
* Students’ suggestions from online evaluation considered for improvement.

**4. The Verification of students’ academic performance**

Student interviews

Behavior observation

☑ Verification of grading and evaluation

Comprehensive examination

Report of the cumulative data of the standards of learning outcomes (6 areas)

Survey/Questionnaire

Others (Specify)……………

**5. The revision and planning process to improve course efficiency**

* Results from online evaluation analyzed and used to create guidelines for teaching improvement in the next academic year.
* Lecturer presents data from the written feedback from students and proposed ways to improve teaching.