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|------------------------|-----------------------------------------|--|--|
| Module code: MOD009589 | Version: 1    Date Amended: 30/Oct/2023 |  |  |
|------------------------|-----------------------------------------|--|--|

|                   |  |  |  |
|-------------------|--|--|--|
| 1. Module Title   |  |  |  |
| Bridging Cultures |  |  |  |

|                   |  |  |  |
|-------------------|--|--|--|
| 2a. Module Leader |  |  |  |
| Bettina Beinhoff  |  |  |  |

|                                          |  |  |  |
|------------------------------------------|--|--|--|
| 2b. School                               |  |  |  |
| School of Humanities and Social Sciences |  |  |  |

|                                                            |  |  |  |
|------------------------------------------------------------|--|--|--|
| 2c. Faculty                                                |  |  |  |
| Faculty of Arts, Humanities, Education and Social Sciences |  |  |  |

|           |  |  |  |
|-----------|--|--|--|
| 3a. Level |  |  |  |
| 5         |  |  |  |

|                        |  |  |  |
|------------------------|--|--|--|
| 3b. Module Type        |  |  |  |
| Standard (fine graded) |  |  |  |

|             |  |  |  |
|-------------|--|--|--|
| 4a. Credits |  |  |  |
| 15          |  |  |  |

|                 |  |  |  |
|-----------------|--|--|--|
| 4b. Study Hours |  |  |  |
| 150             |  |  |  |

|                                             |             |             |           |
|---------------------------------------------|-------------|-------------|-----------|
| 5. Restrictions                             |             |             |           |
| Type                                        | Module Code | Module Name | Condition |
| Pre-requisites:                             | None        |             |           |
| Co-requisites:                              | None        |             |           |
| Exclusions:                                 | None        |             |           |
| Courses to which this module is restricted: |             |             |           |

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

This module will introduce you to practical and theoretical aspects of the study of intercultural communication. It offers insights into interpersonal communication in a culturally diverse world and will explore how to effectively build bridges between cultures. This module will benefit your social, academic and professional life where you are likely to meet people from diverse backgrounds. You will build on your own cultural and linguistic knowledge, sense of identity and communication skills. You will examine your own culture and gain insights into the way in which cultural assumptions affect judgements of the behaviour and communication codes of other cultures. The key theoretical, analytical and descriptive terms will be introduced in lectures, then we will explore these topics further in seminars. These seminars will encourage to reflect on your own experiences.

### 6b. Outline Content

- Group identities
- Categorising and stereotyping
- Ethnocentrism
- Cultural value dimensions
- Cross-cultural competence
- Intercultural interaction
- Intercultural politeness

### 6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

### 6d. Specialist Learning Resources

None

| 7. Learning Outcomes (threshold standards) |                                                             |                                                                                                                                                                                                                        |
|--------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| No.                                        | Type                                                        | On successful completion of this module the student will be expected to be able to:                                                                                                                                    |
| 1                                          | Knowledge and Understanding                                 | Demonstrate awareness of the role of language within the broader field of communication, including its role in constructing individual and group identities.                                                           |
| 2                                          | Knowledge and Understanding                                 | Demonstrate a knowledge, awareness and understanding of one or more cultures or societies other than your own, and of the similarities and dissimilarities of those cultures or societies in comparison with your own. |
| 3                                          | Knowledge and Understanding                                 | Demonstrate a knowledge and understanding of some of the current theories of intercultural communication and the ability to analyse cultural behaviour using these theories.                                           |
| 4                                          | Intellectual, practical, affective and transferrable skills | Undertake competent self-directed study, using appropriate technology and online resources.                                                                                                                            |

| 8a. Module Occurrence to which this MDF Refers |            |                                             |          |                  |
|------------------------------------------------|------------|---------------------------------------------|----------|------------------|
| Year                                           | Occurrence | Period                                      | Location | Mode of Delivery |
| 2024/5                                         | ZZF        | Template For Face To Face Learning Delivery |          | Face to Face     |

| 8b. Learning Activities for the above Module Occurrence |       |                   |                                                                                    |
|---------------------------------------------------------|-------|-------------------|------------------------------------------------------------------------------------|
| Learning Activities                                     | Hours | Learning Outcomes | Details of Duration, frequency and other comments                                  |
| Lectures                                                | 12    | 1-3               | Lecture 1-hour x 12 weeks                                                          |
| Other teacher managed learning                          | 12    | 1-4               | Seminar 1-hour x 12 weeks                                                          |
| Student managed learning                                | 126   | 1-4               | Reading and preparatory task for each seminar; formative and summative assignments |
| TOTAL:                                                  | 150   |                   |                                                                                    |

| 9. Assessment for the above Module Occurrence |                   |                   |               |                         |                     |
|-----------------------------------------------|-------------------|-------------------|---------------|-------------------------|---------------------|
| Assessment No.                                | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 010                                           | Coursework        | 1-4               | 100 (%)       | Fine Grade              | 30 (%)              |
| 3,000 word Portfolio                          |                   |                   |               |                         |                     |

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7\*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[\* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]