

Module code: MOD009589	Version: 1 Date Amended: 30/Oct/2023
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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
2025/6	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]