GLOBALIZATION AND CROSS-CULTURAL COMMUNICATION

GRADO EN COMUNICACIÓN Y MEDIOS DIGITALES

Professor: JAVIER GARCIA GONZALEZ
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Academic year: 18-19
Degree course: FIRST
Semester: 1º
Category: BASIC
Number of credits: 6.0
Language: English

PREREQUISITES

GLOBALIZATION AND CROSS-CULTURAL COMMUNICATION

Globalization is a term that describes a set of economic, political, ideological, cultural, technological and social changing processes that have been shaping the contemporary world. It is a concept that refers to the intensification and acceleration of activities and mechanisms that are promoting global interdependence and global integration. As a process -embraced by some, rejected by others-, globalization is a transforming force that is leading to a world where people, governments, corporations, media, and other institutions are more closely connected than ever before. In this sense, communication among different cultures and social groups has also been affected by globalization. As a result, cross-cultural communication has become a very important element in today's "global" world.

This course introduces students to the major topics in globalization studies and cross-cultural communication. In the first part of the course we will explore when globalization emerged and spread. Next, we will study the most influential ways of understanding globalization in the contemporary world, including the main debates, perspectives and theories about the concept. The second part of the course will focus on the multidimensional understanding of globalization, and we will examine the economic, political, social and cultural dimensions of globalization. The third part of the course will introduce the concept of cross-cultural communication and the main approaches in this field. We will finally focus on the practical implications of the different concepts and theories on cross-cultural communication presented in the previous sections.

OBJECTIVES AND SKILLS

By the end of the course, students should have a solid understanding of the main actors, concepts, debates, theories, and phenomena linked with globalization and cross-cultural communication. Students should have a general knowledge of the economic, political, social and cultural approaches to globalization. They should develop an understanding of the different approaches to cross-cultural communication as a field of study. Students should be able to identify the different challenges that arise from cross-cultural interactions.

After completing the course, students should be prepared to apply this knowledge and skills to their future work as communication professionals.
The course is designed to develop the following competences:

Generic competences
- Ability to research, obtain, analyze, synthesize, process and transmit either oral or written information, (Information Management Skills).
- Ability to apply knowledge and theoretical concepts into practice.
- Interpersonal skills and ability to effectively work in groups.

Specific competences
- Be able to read, understand, and analyze documents (articles, reports, videos, films, etc.) of varying complexity on global and cross-cultural communication topics.
- Ability to apply abstract theoretical concepts to the analysis of global issues and processes linked with globalization and cross-cultural communication.
- Skills to critically study and discuss current global issues, events and processes.
- Ability to prepare and communicate information on globalization and cross-cultural interactions to specialist and non-specialist audiences.
- Skills to apply knowledge on globalization and cross-cultural communication to professional practice.

METHODOLOGY
The course involves lectures, class discussions, case studies, practical assignments and student group presentations.
Each lesson will be introduced with a lecture/presentation explaining major concepts and theories to understand the different approaches and debates on each topic. Lectures/presentations will be followed by group discussions on the most relevant issues related to the topic, supplemented with other learning activities.
Students are expected to participate actively in class discussions and other learning activities. Therefore, regular attendance and proper preparation are required from all students.

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>16.67 %</td>
<td>25 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>13.33 %</td>
<td>20 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>30.0 %</td>
<td>45 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>13.33 %</td>
<td>20 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>26.67 %</td>
<td>40 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>150 hours</td>
</tr>
</tbody>
</table>
PROGRAM

SESSION 1
Introduction
- Welcome and introductions
- Course/Syllabus overview
- Introduction to Globalization

SESSIONS 2 - 6
Globalization: Concepts and History
B.C.: Globalization: Debunking the Myths (3rd ed.) Chapters 1 & 2

SESSIONS 7 - 10
The Economic Dimension of Globalization: Market Integration, Growth and Development.

SESSIONS 11 - 15
The Political Dimension of Globalization: Democratization and Sovereignty.
B.C.: Globalization: Debunking the Myths (3rd ed.), Chapters 5 & 6

SESSIONS 16 - 19
The Cultural Dimension of Globalization.

SESSIONS 20 - 21
Cross-Cultural Communication: Concept and Evolution.

SESSIONS 22 - 24
Cross-Cultural Communication Theories: Key Thinkers and Approaches.
B.C.: Cross-Cultural Communication: Theory and Practice, Chapter 2. (Book)

SESSIONS 25 - 27
Cross-Cultural Communication Applications.
SESSIONS 28 - 30

Final Presentations.
BIBLIOGRAPHY
The followings books or articles used in this course will be:

COMPULSORY

Title: Globalization. Debunking the Myths (3rd ed.)
Author: Hebrón, Lui; Stack, John F.
Publisher / Edition / Year: Rowman & Littlefield, 3rd edition, 2017
ISBN: 978-1442258211
Medium: PRINT X ELECTRONIC

Title: Globalization. A Very Short Introduction
Author: Steger, Manfred B.
Publisher / Edition / Year: Oxford University Press, (4th ed.) 2017
Medium: PRINT X ELECTRONIC X

Title: Cross-cultural Communication: Theory and Practice (only Chapters 1, 2)
Author: Brian J. Hurn, Barry Tomalin
Publisher / Year: Palgrave Macmillan, 2013.
Medium: PRINT X ELECTRONIC X (through IE Library)

Title: Intercultural Communication in Contexts (5th ed.) (only chapter 3)
Author: Martin, J.M., Nakayama, T. K.
Medium: PRINT X ELECTRONIC

BUY YOUR BOOKS HERE

EVALUATION CRITERIA

ATTENDANCE POLICY:
You are expected to come to class. It is mandatory to attend 70% of the classes. Students who do not comply with this percentage of attendance lose the 1st and 2nd exams and go directly to the 3rd one (you will need to enrol again in this course next academic year).

Grades will be given in accordance with the Spanish grading system:
- Sobresaliente: 9.0-10 (A to A+); Consistently produces work of the highest quality and craft; exhibits notable progress and development over the course of the semester; meets all course objectives at highest level; attendance is near-perfect, and contributions to course discussions are extremely valuable.

- Notable: 7.0-8.9 (B to B+); Completes all assignments with work of above-average quality and craft; exhibits significant progress and development; meets most course objectives; attendance and participation are very good.

- Aprobado: 6.0-6.9 (C to C+); Completes all assignments with work of acceptable quality and craft; exhibits some progress and development; meets a majority of course objectives. Attendance and participation are acceptable.

- Aprobado: 5.0-5.9 (D); Assignments are delivered but are incomplete and/or of low quality and craft; exhibits little progress and development; meets few course objectives. Attendance and participation are poor, but absences do not total more than 30%.

- Suspenso: 0.0-4.9 (F); Work is incomplete, missing, or does not meet course objectives. Attendance and participation are poor.

- Automatic Failure/Suspenso: 0.0 (F); Please note that a student who misses 30% or more of the scheduled sessions receives an automatic 0.0, and loses his or her right to the retake in July.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Attendance and Participation</td>
<td>10 %</td>
<td>Attendance and Participation</td>
</tr>
<tr>
<td>Quizzes (5)</td>
<td>50 %</td>
<td>Quizzes on readings and case studies</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>20 %</td>
<td>Group Presentation</td>
</tr>
<tr>
<td>Individual Work</td>
<td>20 %</td>
<td>Take-Home Final Essay</td>
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**Attendance and Participation (10%)**

*Five percent of your grade will be objectively calculated based on your attendance according to the following rubric:*

<table>
<thead>
<tr>
<th>Grade</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>5.0</td>
<td>9 absences (the maximum allowed before you automatically fail the class)</td>
</tr>
<tr>
<td>6.0</td>
<td>8 absences</td>
</tr>
<tr>
<td>6.5</td>
<td>7 absences</td>
</tr>
<tr>
<td>7.0</td>
<td>6 absences</td>
</tr>
<tr>
<td>7.5</td>
<td>5 absences</td>
</tr>
<tr>
<td>8.0</td>
<td>4 absences</td>
</tr>
<tr>
<td>8.5</td>
<td>3 absences</td>
</tr>
<tr>
<td>9.0</td>
<td>2 absences</td>
</tr>
<tr>
<td>9.5</td>
<td>1 absence</td>
</tr>
<tr>
<td>10</td>
<td>0 absences</td>
</tr>
</tbody>
</table>

*Informed Participation and contribution to the learning atmosphere (5%)*
Participation in class discussions, in-class exercises and other activities is an important component of this course. Recall that listening carefully is as important a component of participation as speaking. Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester.

Participation is graded using the criteria below, which are adapted from:
http://cte.virginia.edu/teaching-tips/grading-class-participation/

The average level of participation usually satisfies the criteria for a “7”:

- Grade 0-4.9 -Criteria: When present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion.

- Grade 5.0-6.9 -Criteria: Demonstrates adequate preparation: knows basic reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g., straight from the reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.

- Grade 7.0-8.9 -Criteria: Demonstrates good preparation: knows reading facts well, has thought through implications of them. Offers interpretations and analysis of reading material (more than just facts) to class. Contributes well to discussion in an ongoing way: responds thoughtfully to other students’ points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.

- Grade 9.0-10.0 -Criteria: Demonstrates excellent preparation: has analyzed readings exceptionally well, relating it to other material (e.g., other readings, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of class material (e.g., puts together pieces of the discussion to develop new approaches that take the class further). Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students’ comments, contributes to cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.

Group Presentation
You are expected to complete a final project with your group and present it in front of the class. The project will give you the opportunity to reflect upon what you have learnt during the course, focusing on one specific topic or question. Each member of the group is called to deliver a portion of the presentation. The final written version (Power Point Presentation or Report) should be submitted on campus online by the group. More details about the project will be provided at the beginning of the course.

Take-Home Final Essay
The final essay will give you the opportunity to synthesize your knowledge from the course to discuss a thesis statement on a Globalization/Cross-cultural Communication topic. You should use course materials and additional research sources. The final essay should be submitted on campus online. More details about the final essay will be provided at the beginning of the course.

RETAKE POLICY

- Each student has 4 chances to pass any given course distributed in two consecutive academic years (regular period and July period).

- Students who do not comply with the 70% attendance rule will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enrol again in this course next academic year).
Grading for retakes will be subject to the following rules:

- Students failing the course in the first regular period will have to do a retake in July (except those not complying with the attendance rules, which are banned from this possibility).
- Dates and location of the July retakes will be posted in advance and will not be changed. Please take this into consideration when planning your summer.
- The maximum grade that a student may obtain in any type of retake will be 8 out of 10.
- Specific requirements:
  - You will be required to take and pass the quizzes you have failed during the regular period.
  - You will be required to submit any written assignment (by the date of the exam) if you have not previously done so.
  - Any group work that has not been presented or received a passing grade will be replaced by a written assignment meeting the same course objectives.

STUDENTS RETAKING THE COURSE:

Students who are retaking the course should be in contact with the professor in the first week of class.

PLAGIARISM

It is your responsibility to follow IE’s policies regarding academic honesty. Plagiarism is, in all cases, a serious academic offence which can result in failing an assignment, failing the course, or even expulsion from the University.

PROFESSOR BIO

Professor: JAVIER GARCIA GONZALEZ
E-mail: jgg22@faculty.ie.edu

Dr. García’s primary research interests deal with Security Studies, European and International Security, Conflict Management and Peacekeeping, Spanish Foreign Policy, Defense issues and Globalization.

Javier I. García holds a Ph.D. in International Relations from Complutense University of Madrid (ES), and a BA in Political Science and Sociology from Complutense University of Madrid (ES). He has followed a research and studies program on International Relations and International Security at the University of Oxford (St. Antony's College, SAM 1994-95) (GB), and several courses on European Union and International Relations at University of Liege (BE). He has also been “Auditeur” at IHEDN-Institute des Hautes Études de Défense Nationale, Paris (FR).

Prof. Javier García is currently Professor of Globalization, Public Affairs and International Relations at IE University (2000- present). He has also taught: International Relations and European Union, Public Opinion, and Political Science. He has been Professor-Tutor at Open University (UNED), and invited professor at Complutense University, Rey Juan Carlos University, UIMP, etc.

He is a Senior Researcher at UNISCI –Research Unit on Security and Cooperation–.

He was awarded by the Ministry of Defense of Spain with the National Award Defensa 2007, for researches on Defense, Peace and Security. At present, he leads or participates in several research projects on Foreign Policy, European and International Security, Conflict Management, and Defense Issues.
OTHER INFORMATION OF INTEREST:

Key website words

OTHER INFORMATION
E-mail: javier.garcia@ie.edu

CODE OF CONDUCT IN CLASS

1. **Be on time:** Students arriving more than 5 minutes late will be marked as “Absent”.
   Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture:** Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.
   Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.
   If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones:** IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.