

Intercultural Perspectives: Exploring Czech and American Cultures

Note: full syllabus coming soon

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Course Description:

The course of “The Culture from the Heart of Europe” explores the contemporary host culture (the Czech Republic) through the lenses of intercultural studies. Students will study about the past and current societal and cultural (literature, movies, visual arts) themes significant for the Czech Republic and the central European region, compare various identities between the host country and the U.S. We will examine the complexity of values, beliefs, and practices and learn to identify the cultural differences and similarities between these two cultures. Students will also learn about key intercultural communication theories and frameworks, acquire new perspectives and effectively communicate and interact with culturally differences. We shall also incorporate field trips to illustrate the covered and discussed themes.

Course Prerequisites:

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Course Objectives/Learning Outcomes:

- Define different types of cultures
- Identify and be able to explain cultural patterns and actively implement various communication styles
- Identify and decode cultural and communication stereotypes
- Gain cultural competence in diverse cultural settings
- Critically evaluate cultural stereotypes
- Critically evaluate and avoid cultural bias
- Orient themselves in the field of intercultural communication theories

- Critically assess the changes and new information influencing the field of intercultural communication

Course Requirements:

Grading Policy:

Assignment	Value
Engagement, Readings, Professionalism	10 %
Essay/Reflection Paper	20 %
Team Project Presentation	30 %
Mid-term Exam	20 %
Final Exam	20 %

Mandatory Completion Policy:

Team Project Presentation: (due date: Week 12/being presented in the class)

Acronym: PRESTCOM = formal environmental analysis of a new market/country P = political, legal environment; openness to foreign investments R = regulatory frameworks for your business E = economic data, situation S = social factors (lifestyle of your customers; media usage/penetration,...) T = technical framework of your business (i.e. building a new plant, renting out space,...) C = cultural (cultural values of your market/region) O = organizational, employers/employees environment (i.e. hiring new employees) M = market situation (competitors, customers, current marketing activities)

Task: In your 3-member team, choose a product/service you want to launch in the Czech Republic. Prepare a presentation of the Czech Republic tailored to the particular product/service of your choice. Follow the PRESTCOM approach/analysis.

Length of the presentation: 20-30 minutes + discussion, after the PRESTCOM analysis of the country, reflect on the following: • How is your cultural background influencing the team's communication dynamics? • How is your major field of study influencing the team's communication dynamics? (i.e. different wants/needs to cover, emphasize during the presentation?)

Reflection Paper: (due date: Week 10/23:59 CET electronically)

Explore Your Intercultural Competence and Growth, 1000-1200 words.

Describe your cultural experience, i.e. a person who affected you, a discussion, anything that helped you obtain a different perspective. Describe this source of your intercultural growth well, including relevant details. Apply concepts covered in class and readings to explain your intercultural growth.

Engagement, Readings, Professionalism (due date: throughout the semester)

You are expected to participate in class discussions, read the assigned material prior to the class, participate in oral/written critiques of readings, attend the field trip, listen to fellow classmates free of distractions (i.e. engaging in other activities, such as being on your phone),

and contribute to the collaborative learning environment. Attendance and participation are not synonymous. Just coming to the class will not earn you an A in participation.

Midterm Exam (Week 7 – taken in the class), **Final Exam** (Week 13 – taken in the class)

The midterm exam will cover the first part of the semester, the final exam will cover the second half of the semester. The questions, tasks will cover the read, discussed material in a form of open questions.

Letter Grade	Percentage	Description
A	93-100	Outstanding work
A-	90-92	
B+	87-89	Good work
B	83-86	
B-	80-82	
C+	77-79	Acceptable Work
C	73-76	
C-	70-72	
D+	67-69	Work that is significantly below average
D	63-66	
D-	60-62	
F	0-59	Work that does not meet the minimum standards for passing the course

UPCES Academic Integrity Policy

Plagiarism and other forms of academic dishonesty are not tolerated. The use of Artificial Intelligence (AI) for the development of knowledge and learning is encouraged at many stages of the learning process. While we value technology for educational purposes, we also value originality and the retainment of knowledge, and thus using AI for assignments and examinations, even if rephrased, is strictly prohibited and considered an academic integrity violation, unless the instructor explicitly allows for it in the context of evaluated work

UPCES Non-Discrimination/Harassment Policy

The UPCES program in Prague promotes a diverse learning environment where the dignity, worth, and differences of each individual are valued and respected. Discrimination and harassment, whether based on a person's race, gender, sexual orientation, color, religion, national origin, age, disability, or other legally protected characteristic, are repugnant and completely inconsistent with our objectives. Retaliation against individuals for raising good faith claims of harassment and/or discrimination is prohibited.

UPCES Diversity Policy

UPCES fully embraces diversity and strives to create a safe and welcoming environment for students from all backgrounds. Prague is a wonderfully diverse community and UPCES is no different. All students should feel at home while studying abroad and UPCES will do its utmost to make sure that becomes a reality. Although unique challenges may arise, we believe that students from all walks of life will encounter wonderful opportunities for enrichment as they explore a new culture while studying abroad.

Note that all mandatory assignments and exams must be completed to the best of your ability in order for your final grade to be issued. Failure to complete a mandatory assignment or exam may result in a failing grade.

Weekly Schedule:

Week 1

CEE Introductory Lecture Series

UPCES CEE Introductory Lecture Series

Introduction: Definitions, Universals of Culture, Communication

Week 2

Class Topic: Course Introduction, Definitions, Universals of Culture and Communication

Class Description

Week 3

Class Topic: Cultural Values, (Inter)cultural Identity

Class Description

Week 4

Class Topic: Intercultural Sensitivity, Culture Shock

Class Description

Week 5

Class Topic: Verbal Codes Specifics

Class Description

Week 6

Class Topic: Non-verbal Codes Specifics

Class Description

Week 7

Class Topic: Mid-term Exam

Class Description

Week 8

Class Topic: Advertising and Intercultural Communication

Class Description

Week 9

Class Topic: Intercultural Communication in Specific Contexts

Class Description

Week 10

Class Topic: Conflict Styles, Constructive Feedback

Class Description

Week 11

Class Topic: Field Trip

Class Description

Week 12

Class Topic: Project Presentations

Class Description

Week 13

Class Topic: Final Exam

Class Description

Week 14

Class Topic:

Readings:

Gert Jan Hofstede. Paul B. Pedersen. Geert Hofstede. Exploring Culture. Exercises, Stories and Synthetic Cultures. Boston: Nicholas Brealey Publishing Company Intl. 2002.

Lewis, Richard D. When Cultures Collide. Leading Across Cultures. Boston: Nicholas Brealey Publishing Company Intl. 2007.

Larry A. Samovar. Richard E. Porter. Intercultural Communication. A Reader. Belmont: Wadsworth Publishing Company. 2000.

Ting-Toomey, Stella. Communication Among Cultures. New York, London: The Guilford Press. 1999.

Fons Trompenaars. Charles Hampden – Turner. Managing People Across Cultures. Capstone. 2004.