

**Name of the Programme** : B.A. French  
**Course Code** : FRE-142  
**Title of the Course** : Intercultural Communication Competence  
**Number of Credits** : 03(1T+2P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	<p>This course aims at developing soft skills in ways of being and behaving in multicultural contexts, in order to become interculturally competent and help learners meet local and global challenges in culturally diverse contexts.</p> <p>The primary objective of this course is to highlight customs, values, and beliefs that shape different cultures and the way in which different communities perceive the world. The course also aims at <b>appreciating diversity</b>, encouraging curiosity and <b>providing strategies as a way towards intercultural awareness.</b></p>	
 <b>Content:</b>	<b>Module 1. Getting acquainted with Intercultural Awareness</b> Definition of culture, Meaning of cultural identity, Stereotypes and cultural bias, Relation between language and culture, National and international <b>initiatives for promoting equality and inclusion.</b>	<b>15 hours</b>
	<b>Module 2. Cultural Practices in relation to the Self and the Other.</b> Greetings, Body language and Gestures, Food; Clothing, Values and Beliefs (money, family, time etc.)	<b>30 hours</b>
	<b>Module 3. Strategies for effective intercultural communication</b> <b>Correct use of language for communicating effectively across cultures, optimum cultural and context-appropriate etiquette and sensitive responses to cultural differences.</b>	<b>30 hours</b>
<b>Pedagogy:</b>	<p>The course is taught in English</p> <p>The course advances learner's understanding of the topic through a range of authentic resources and active learning strategies. Drawing from the lived - cultural experience of the learners, the course facilitates group discussions and critical thinking on the prescribed topics. Through role-play and simulations, the learner is provided with opportunities to display intercultural sensitivity and adaptation.</p>	
<b>References/ Readings:</b>	1. Al-Dorani, Sarah. Evolution of cross-cultural identities. 2022. <a href="https://www.youtube.com/watch?v=uo9r8cLQ8Aw">https://www.youtube.com/watch?v=uo9r8cLQ8Aw</a>	

	<ol style="list-style-type: none"> <li>2. Commisceo-global. France - Culture, Etiquette and Business Practices <a href="https://www.commisceo-global.com/resources/country-guides/france-guide">https://www.commisceo-global.com/resources/country-guides/france-guide</a></li> <li>3. Council of Europe, Directorate of Democratic Citizenship and Participation. Developing Intercultural Competence through Education. 2013. <a href="https://rm.coe.int/developing-intercultural-enfr/16808ce258">https://rm.coe.int/developing-intercultural-enfr/16808ce258</a></li> <li>4. Intercultural competences: conceptual and operational framework, 2013 <a href="https://unesdoc.unesco.org/ark:/48223/pf0000219768">https://unesdoc.unesco.org/ark:/48223/pf0000219768</a></li> <li>5. Martin, J. N., and Thomas K. Nakayama, Intercultural Communication in Contexts, 5th ed. Boston, MA: McGraw-Hill, 2010</li> <li>6. Meyers, Erin. Business Speaker Erin Meyer: How Cultural Differences Affect Business. 2015. <a href="https://www.youtube.com/watch?v=zQvqDv4vbEg">https://www.youtube.com/watch?v=zQvqDv4vbEg</a></li> <li>7. Meyers, Erin. The Culture Map, 2014</li> <li>8. Nisbett, R. E., The Geography of Thought: How Asians and Westerners Think Differently...and Why. New York: Free Press, 2003</li> <li>9. Pusch, M. D., "The Interculturally Competent Global Leader," in The Sage Handbook of Intercultural Competence, ed. Darla K. Deardorff. Thousand Oaks, CA: Sage, 2009</li> <li>10. University of Minnesota Libraries Publishing. Communication in the Real World. 2013 <a href="https://open.lib.umn.edu/communication/">https://open.lib.umn.edu/communication/</a></li> </ol>
<p><b>Course Outcomes:</b></p>	<p>At the end of the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. understand culturally diverse world views and ways of being</li> <li>2. analyse cultural experiences, practices and perspectives from their own and other diverse cultural groups</li> <li>3. display the use of culturally appropriate language, gestures and etiquette in different contexts.</li> <li>4. communicate effectively maintaining cross-cultural competencies.</li> </ol>