Number of ECTS credits: 6

Course Prerequisite
HUM101G.
CMM323G is recommended as a precursor course, but not strictly required.

Course Description
In CMM324G we will focus on applying theory of communication effects to different cultures using mostly humanities perspective. However, the course will challenge the assumption that Western theories of human communication and mass communication have universal applicability. To fully grasp the influence of culture on interpersonal, mediated, and mass communication, we will study human and mediated communication concepts first. Then we will turn to the concepts related to culture. Only then will we be ready to understand the interrelations between communication and culture and their effects in the Western and non-Western world, including Asian, African, and Latin American contexts.

Apart from theory, the course will focus on practice: students will learn how to analyse real-life communication instances using theoretical concepts studied in class. Furthermore, students will write a research paper on a chosen topic as well as they will prepare a group presentation dedicated to another topic of their choice.

Typical classes involve analysis of relevant materials (written texts, videoclips, podcasts, pictures), group discussions, oral presentations and a guest lecture.

The paramount aim of the course is to teach students how to see communication from a global, open-minded perspective.

Course Learning Objectives
By the end of the course, students will:

➢ In terms of knowledge – (1) Gain a proper understanding of the concepts of communication and culture and their mutual conditioning;
In terms of skills – (1) Know how to assess the impact of social, cultural, and psychological factors on communication processes; (2) Gain an appreciation for and a deeper understanding of the function and form of communication in various cultures; (3) Analyze a communicative message from a cultural, including linguistic, structural and rhetorical, perspective; (4) Learn how to present case studies in class and argue dialectically with other students (5) Be skilled in oral and written communication and be able to successfully address diverse audiences.

In terms of attitudes – (1) Mature networking skills along with the ability to employ rhetorical strategies to defend opinions in a class debate; (2) Develop a critical attitude towards the impact that culture may have in the field of communication (3) Develop a critical approach in the framework of written and oral assignments.

Course Materials
The Course Materials consists of: (1) PowerPoint presentations; (2) lecture notes; (3) required readings. The readings comprise both textbook chapters and published academic articles (to be found through the VUB’s Web of Science or upon request from the professor). PowerPoint presentations will be made available after the respective classes have taken place.

The syllabus, PowerPoint presentations and important messages will be uploaded to the Vesalius portal ‘Canvas’. Students are expected to visit this site regularly to keep abreast of course evolutions.

Textbook:

Course Assessment
The students will be evaluated and graded on the basis of written and oral assignments, as well as mid-term and final exams. It is obligatory to prepare for class using the course ‘main readings’ in order to be able to follow classes and pose questions. The weekly reading questions related to each class are helpful to orientate for preparations and discussion of case studies. Students who are absent are responsible for finding out what was covered in class.

The final grade will be based on the following:

- Mid-term exam: 25%
- Written assignment: 25%
- Oral assignment: 25%
- Final exam: 25%
- Total: 100%
Grading Scale of Vesalius College

Vesalius College grading policy follows the American system of letter grades, which correspond to a point scale from 0 – 100. **All assignments (including exams) must be graded on the scale of 0-100.** To comply with the Flemish Educational norms, professors should on request also provide the conversion of the grade on the Flemish scale of 0-20. The conversion table below outlines the grade equivalents.

<table>
<thead>
<tr>
<th>Letter grade</th>
<th>Scale of 20</th>
<th>Scale of 100</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>17.0-20.0</td>
<td>85-100</td>
</tr>
<tr>
<td>A-</td>
<td>16.1-16.9</td>
<td>81-84</td>
</tr>
<tr>
<td>B+</td>
<td>15.3-16.0</td>
<td>77-80</td>
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<tr>
<td>B</td>
<td>14.5-15.2</td>
<td>73-76</td>
</tr>
<tr>
<td>B-</td>
<td>13.7-14.4</td>
<td>69-72</td>
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<tr>
<td>C+</td>
<td>13.1-13.6</td>
<td>66-68</td>
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<tr>
<td>C</td>
<td>12.3-13.0</td>
<td>62-65</td>
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<tr>
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<td>F</td>
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</tr>
</tbody>
</table>

**Academic Honesty Statement**

Academic dishonesty is **NOT** tolerated in this course.

Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism (including self-plagiarism) are therefore serious breaches of academic integrity.

Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean for Students and submitted to the Student Conduct Committee for disciplinary action.

If you refer to someone else’s work or your past work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.
Course schedule

This section provides an overview of the material to be read (in advance) and topics to be discussed in class weekly. Additional reading materials will be made available via Canvas or handed in in class. If you wish to learn more about a specific topic, make sure to regularly check Canvas for updates. Relevant deadlines are indicated in the last part of each section. NB. The following schedule might be subjected to changes, which will be notified beforehand.

Week 1 – Introduction to the course/syllabus review

Week 2 – Communication

Week 3 – Culture

Week 4 – Culture, Self, and Communication

Week 5 – Media Behaviour, Communication Products, and Culture

Week 6 – Revision for the mid-term exam and outline of the research paper

Week 7 – MID-TERM EXAM

Week 8 – RESEARCH PAPER in focus

Week 9 – Mass Media, Journalism, Society, and Culture

Week 10 – Theories of Communication and Media Effects Across Cultures

Week 11 – Communication Theories and Effects in Different Cultures 1. Europe and Americas

Week 12 – Communication Theories and Effects in Different Cultures 2. Asia

Week 13 – Communication Theories and Effects in Different Cultures 3. Africa

Week 14 – Revision and conclusions

Week 15 – FINAL EXAM