

**CMST 3330 (Intercultural Communication)**  
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**RECOMMENDED BOOKS:**

**Riding The Waves of Culture: Understanding Diversity in Global Business, Charles Hampden-Turner, Fons Trompenaars-** The best analysis of cultural research and its practical application.

**Among Cultures: The Challenge of Communication, 2<sup>nd</sup> Edition, Bradford ‘J’ Hall-**The nuts and bolts of culture

**The World is Flat: a Brief History of the Twenty-first Century, Thomas L. Friedman-**describes the reality of Globalization

**Three Cups of Tea, Greg Mortenson and David Oliver Relin**—one of the best examples of great negotiation under almost impossible circumstances.

**The Lexus and the Olive Tree, Thomas L. Friedman-**The history of globalization.

**Course Objectives:**

**This class is heavily slanted towards SELF UNDERSTANDING and SELF DEVELOPMENT in the INTERCULTURAL setting. It is for those who are seriously interested in gaining additional skills and vantage points in order to be successful in already rapidly developing globalization. “The Other culture” may be another gender, organizational culture, or another national culture altogether. Very often it is a mixture of all of the above. The outcome of this class is not about more information, it is about understanding and self-development needed to deal with the new reality.**

The major objective of this course is to increase your **Cultural Intelligence (CQ): “the capability to function effectively across national, ethnic, and organizational cultures”** through cultural literacy and emotional intelligence. Specific objectives include increasing your ability to:

- 1) Understand how culture influences YOUR thinking and perceiving the world;
- 2) Go through your own “cultural self discovery” to understand how your culture affects your success in life;
- 3) See cultural issues at the root of misunderstanding and miscommunication;
- 4) Build effective interpersonal relationships across cultures;
- 5) Perceive the internal logic of other cultures, and therefore effectively adapt and communicate in any culture;
- 6) Recognize ethical issues in communicating with someone from another culture;
- 7) Combine the best of any culture to gain a competitive edge in your work and life;
- 8) Transcend cultural and ethnic differences.

**Your Part:** Take responsibility for what you learn from the course. It is geared to create an awareness of cultural influences, differences and communication patterns. The course is useful only if it is **personally relevant**. It is only the first step in becoming an interculturally competent person. What you learn from lectures, discussions, and readings is meant to be integrated into your “real life” experiences. If you do, it will change your outlook on life and increase your future success.

**How I Teach:** I teach this class as a professional workshop: you will be put on the spot, your “personal bubble” to be threatened and you might feel uncomfortable. I expect directness as I myself will be direct. There will be a lot of “what foreigners think, but won’t tell you” that you might not like. Many of you will think that this is my harsh opinion, only to find out later that this is indeed the case (just ask my past students). Do not get offended with my comments/criticism—I am here to tell you help you improve and

tell you what others won't and consequently silently watch you make mistakes. If you are not ready for that kind of interaction, this class is not for you.

## Grading:

**Giving an "A":** I practice what is called "giving an A" in *Art of Possibility*. This means we don't focus on the Universe of Measurement, but on a Universe of Possibility. Michelangelo said "every block of stone has a statue inside it and it is the task of the sculptor to discover it." Everyone is unique, cannot be compared to another. Most education today focuses on stuffing you with information. It is, in my view an old style of learning. In this class we will practice an inner directed learning. **What makes one a genius is not about how much information we can stuff into our brain, but how RECEPTIVE we are to the essence of what is presented to us. It is the ability to discern "the truth of the matter."** The focus of this class is on intense work to reveal and hone each person's specific talents and bring out their own genius and ability to discern truth for yourself.

This doesn't mean you will slack off, in fact you might end up working more intensely in this class than in any other. There will be assignments, but they will not be graded on "quality" as each person is distinct. The effort you put in is the true measure of quality. The work that you put into each project depends on your dedication to your talents and you life, and therefore up to you. You cannot help but get an "A" if you are committed to discovering and honoring your uniqueness. This will not only increase your competitive status in a globalized world, but improve your life as a whole.

"An A is not an expectation to live up to, but a possibility to live into"—*Art of Possibility* (Zander & Zander)

**Presentation and Term paper:** You will have one group presentation and a term paper- each worth 100 points. The instructions for that will be on Canvas. You will be able to meet with your groups (assigned to you) on the days indicated on the syllabus. **A word of warning, I grade the presentation and the paper based on what I consider qualifies in a professional setting (I am very tough grader).** I want you to get a doze of reality in how much will be required to succeed in the professional setting.

**Assignments:** As long as you do the assignments you will get full credit. The quality is up to your dedication to your professional growth. You must turn in the assignments as directed (either Canvas or hard copy depending on the assignment), so I would encourage you to attend regularly. The assignment descriptions and deadlines will be on Canvas. **If they are not turned in on time, you will get zero points, please take note of this, many people didn't get the grade they expected in past semesters even though they were only minutes late.** The nature of the assignments is to help you internalize and apply the concepts.

**Attendance:** I do not take attendance, so skip the class if you will be physically present but mentally absent. **I do not allow texting or social media done during class unless it is part of the assignment.**

**How to get an A:** To insure an "A" do all the assignments and have near professional quality on the presentation and term paper.

**At the end of the semester, no begging to change grades. I will not even respond to these emails.**

### GRADING CURVE:

100%-94% = A	76%-73% = C
94%-90% = A-	73%-69% = C-
89%- 86% = B+	69%-66% = D+
86%- 83% = B	66%- 63% = D
83%- 79 = B-	63%-59% =D-
79%-76% = C+	59%- 0%=F

**Topics:** We will try to cover all pertinent material without losing quality of learning. I will spend more

time on a topic if I feel it is beneficial to the class. The topics are outlined below, but they are not carved in stone. The structure of the class will come from what will be done daily: there will always be some theory, some discussion, and some practice.

1. Syllabus
2. Why this class?
3. Culture and communication
4. Worldviews/ Cultural dimensions
5. Values, norms, ethics
6. Stereotypes, ethnocentrism, parochialism, patriotism
7. Non-verbal communication
8. Entering another culture
9. Cultural Intelligence (CQ) and Emotional Intelligence (EQ)
10. How to increase your CQ

**COURSE OUTLINE:**

Tuesday 1/7 (1)	Getting acquainted, going over syllabus, going over the relevance of the class to the student	
Thursday 1/9 (2)	Why This Class	
Tuesday 1/14 (3)	Why This Class	
Thursday 1/16 (4)	Culture and Communication	
Tuesday 1/21 (5)	Culture and Communication	
Thursday 1/23 (6)	MEET IN GROUPS	
Tuesday 1/28 (7)	Worldviews/Cultural Dimensions	
Thursday 1/30 (8)	Worldviews/Cultural Dimensions	
Tuesday 2/4 (9)	Worldviews/Cultural Dimensions Discuss Term Paper	
Thursday 2/6 (10)	Worldviews/Cultural Dimensions	
Tuesday 2/11 (11)	Worldviews/Cultural Dimensions	
Thursday 2/13 (12)	Worldviews/Cultural Dimensions	
Tuesday 2/18	MONDAY CLASS SCHEDULE	
Thursday 2/20 (13)	Worldviews/Cultural Dimensions	
Tuesday 2/25 (14)	Worldviews/Cultural Dimensions	
Thursday 2/27 (15)	Values, Norms, and Ethics	
Tuesday 3/4 (16)	Values, Norms, and Ethics	
Thursday 3/6 (17)	MEET IN GROUPS	
March 3/10- 3/14	SPRING BREAK	
Tuesday 3/18 (18)	Stereotypes, ethnocentrism, parochialism, patriotism	Term Paper
Thursday 3/20 (19)	Stereotypes, ethnocentrism, parochialism, patriotism	
Tuesday 3/25 (20)	Non-verbal communication	
Thursday 3/27 (21)	Non-verbal communication	
Tuesday 4/1 (22)	Entering another culture	
Thursday 4/3 (23)	MEET IN GROUPS	
Tuesday 4/8 (24)	MEET IN GROUPS	

Thursday 4/10 (25)	Class Review	
Tuesday 4/15 (26)	Presentations	Groups 1,2
Thursday 4/17 (27)	Presentations	Groups 3,4
Tuesday 4/22 (28)	Presentations	Groups 5,6
Thursday 4/24 (29)	Presentations	Groups 7,8