



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Intercultural Communication in The Global Age

2021-2-F8802N026

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#### Learning objectives

The course aims at providing the essential conceptual tools to analyze everyday experience in highly differentiated, interconnected and mediatized societies.

At the end of the course, students will be able to understand the relationship between cultural references and communication practices, to identify a variety of areas in which cultural differences emerge and reconfigure communication processes, to distinguish between different analytical dimensions that come into play when people with different linguistic competences as well as diverse cultural background interact. They will also greatly improve their intercultural communication competencies.

#### Contents

The course focuses on intercultural communication studies as a consolidated interdisciplinary perspective that is essential to account for the highly culturally complex communication processes – either face-to-face or mediated - that characterize contemporary societies.

#### Detailed program

Multiculturalism is now considered, both by those who rejoice and those who fear an ineluctable conflict between cultures, an incontrovertible fact. Words such as "culture", "identity" and "difference" constitute the basic vocabulary to describe the world in which we live. Consequently, intercultural communication has imposed itself - both theoretically and practically - as the privileged framework for analyzing the relationships between communication, culture and difference in contemporary societies.

In the course, we will analyze the following issues: the growing cultural complexity of everyday experience; the "more or less" peaceful coexistence - of a variety of "grammars" that structure daily communication flows; the relentless reproduction of identity and cultural differences during the face-to-face and / or mediated daily interactions; the role that traditional media and digital interactive platforms play with respect to either the circulation/transformation/re-contextualization of identity models on a global scale and the construction of "shared common sense" by which we recognize ourselves as members of a community. We will also tackle some more specific issues such as: the relationship between cultural differences and communication practices; the role played by linguistic and socio-cognitive skills in situations of intercultural communication; the figure of the "stranger" as a paradigmatic element of contemporaneity; the media construction of cultural alterity; the processes of convergence and differentiation in contemporary media systems; the growing importance of diversity policies in recent urban transformations; the consumption of difference in a variety of tourism practices.

At the end of the course, students will attend a workshop that focusses on some of the main issues that have been recently raised in the LGBT and Queer studies (political correctness, intersectionality, cultural appropriation, and positionality).

## **Prerequisites**

Knowledge of the main theoretical and research perspectives in the field of sociology of culture and media studies. Knowledge and basic skills related to the use of both qualitative techniques for social research and discourse analysis.

## **Teaching methods**

Web conferences, project works, and presentations.

## **Assessment methods**

Attending students: an individual research paper on a theme to be agreed with the teacher.

Non-attending students: oral examination.

## **Textbooks and Reading Materials**

Dispensa a cura del docente che sarà disponibile nella pagina elearning del corso.

Aime M., 2005, *L'incontro mancato*, Torino: Bollati-Boringhieri, pp. 37-111.

Allievi S., Dalla Zuanna G., 2016, *Tutto quello che non vi hanno mai detto sull'immigrazione!*, Laterza, pp. 1-6, 40-46, 53-60.

Burgio A. (1998). *L'invenzione delle razze*, Roma: Manifestolibri, pp. 8-41.

Camozzi I. (2019). *Sociologia delle relazioni interculturali*, Il Mulino, pp. 168-177, 179-196.

Chen G.-M., 2012, "The Impact of New Media on Intercultural Communication in Global Context", in *China Media Research*, 8(2), pp. 1-10.

Colombo E., Semi G. (a cura di), 2007, *Multiculturalismo quotidiano: le pratiche della differenza*, Milano: Franco Angeli (alcuni capitoli).

Cotesta V. (2012). *Sociologia dello straniero*, Carocci: 15-4

Dal Lago A. (1996). "La tautologia della paura". In *Rassegna italiana di sociologia*, XXXX(1): 5-40

Hall C.M. and Rath J., 2006, "Tourism migration and place advantage in the global cultural economy", in Rath J. (ed.), *Tourism, Ethnic Diversity and the City*. London & New York: Routledge, pp. 1-24.

Martiniello M. (1997). *Le società multietniche*. Il Mulino: 47-60

Martiniello M., 2017, "Local communities of artistic practices and the slow emergence of a "post-racial" generation", in *Ethnic and Racial Studies*, pp. 1146-1162.

Marzorati R., and Semprebon M., 2016, "Encounters and inter-group relations in diverse urban contexts: Reflecting on research fieldwork in Italy", in *DIJALOG*, 1-2, pages 37-52.

Quassoli F., 2006, *Differenze culturali e pratiche comunicative*. Milano: Cortina (alcuni capitoli).

Rivera A. (2001). *Neorazzismo*, in Gallissot R., Kilani M., Rivera A., *L'imbroglione etnico in quattordici parole chiave*, Bari: Dedalo, pp. 279-309.

Shaw S., Bagwell S. and Karmowska J., 2004, "Ethnoscapes as Spectacle: Reimagining Multicultural Districts as New Destinations for Leisure and Tourism Consumption". *Urban Studies*, 41(10), 1983-2000.

Vertovec S., 2007, "Super-diversity and its implications", in *Ethnic and Racial Studies*, 30(6), pp. 1024-1054.

Zoletto D., 2010, *Il gioco duro dell'integrazione*. Milano: Cortina (alcuni capitoli).

**Most of the text included in the reading list will be available in pdf format on the course webpage.**

#### **Reading list for Erasmus students:**

Baumann G., 1999, "The Multicultural Riddle. Rethinking National, Ethnic, and Religious Identities", London, Routledge (some chapters).

Wise A., Velayutham S. (eds.), 2009, "Everyday Multiculturalism", Palgrave, Macmillan, (some chapters).

Spencer-Oatey H., Franklin P., 2009, "Intercultural Interaction. A Multidisciplinary Approach to Intercultural Communication", Palgrave Macmillan.

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