



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Communication, Negotiation and New Media

2021-2-F6302N042

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#### Learning objectives

The main objective of the Intercultural Communication course is to allow students to deeply understand what it takes to “take perspective” of a different cultural viewpoint. The secondary objective of the course is to have students analyze communication situations with the provided tools of observation, allowing them to exercise intercultural competence within an operational context.

#### Contents

The Intercultural Communication course will provide students with basic concepts of intercultural communication and some tools of communication analysis in order to make people aware of their cultural context, a necessary step to positively relate to other cultures with intercultural competence. Discussion and application of the tools through case studies and exercises will offer a deeper knowledge of intercultural communication theories, practices and problems relative to the specificity of intercultural research within the social work, health and education contexts. In the second part of the course attention will be given to some essential themes of negotiation dealing both with face

to face interactions and with remote working of teams.

## **Detailed program**

The course will tackle most well known models and theories of intercultural communication developed by scholars from different backgrounds and nationalities who have consolidated their careers mostly in Northern Europe and in North America. The adopted epistemological perspective of the course is a constructivist one.

In order to become aware of one's own culture/s, students will learn to recognize communication styles, assumptions and values, conflict and perceptual styles. Individuals will learn to learn about and from other cultures through a subjective perspective highlighted by this approach. Different models of analysis and problem solving in complex multicultural situations will be presented and discussed with students. Particular attention will be given to communication in the context of health behaviors in local development contexts, the role of change agents, and the ethical implications of decision-making in intercultural situations. An important topic of the course is also the history and current perspectives on diversity and inclusion actions and programs, aiming to prepare Progest professionals to add competence in managing cultural diversity to their profile.

## **Prerequisites**

Students are expected to be familiar with basic sociological concepts about culture.

## **Teaching methods**

Teaching methods are very active and see the direct involvement of students in exercises and group discussions completing theoretical presentations.

Class exercises include:

- facilitations on how to create third virtual cultures
- intentional creation of sensitivity experience for individuals and organizations
- Ideation of new intercultural interventions

-re-engineering of services for the promotion of diversity

-During Covid emergency, lessons will be delivered in a mixed form: they will be partially in presence and partially in synchronous/asynchronous videorecorded mode.

## **Assessment methods**

-During Covid emergency oral exams will be on line by using the WebEx platform provided by the University. You will find a public link on the e-learning page of the faculty for having potential external spectators attend the exam session.

## **Textbooks and Reading Materials**

Castiglioni, I. (2017). "Intercultural Communication study in Italy" in Kim, Y.Y. ( a cura di) International Encyclopedia of Intercultural Communication, vol. II F-I p. 1119- 1128, Wiley Blackwell, San Francisco, USA.

An english program can be defined for international students upon agreement with faculty.

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