



Communication between Cultures

Course Code			
Class Times	Mon/Wed/Thu Type A(9:00~12:00)	Classroom	TBD
Equivalent Year Level	1/2/3/4	Course Credit	3
Instructor	Myojung Chung	Sessions	15(45 class hours)
Office		Email	m.chung@northeastern.edu

□ Instructor's Profile

Name: Myojung Chung

Myojung Chung is an assistant professor of journalism and media advocacy at Northeastern University (Boston, U.S.). Her research focuses on how the emergence of new media has changed journalism and strategic communication. Her research also explores how non-profit organizations, particularly advocacy groups, can strategically use media to amplify voice, mobilize support for social changes, and engage target audiences in a call-to-action. She actively employs cross-cultural approaches in her research and teaching, based on her extensive international experience with fluency in Korean, English, Chinese, and Japanese.

Prior to academia, Dr. Chung worked as a journalist and a strategic communication practitioner. She also has first-hand experiences working at the UN Headquarters and the Korean National Commission for UNESCO.

Education

Ph.D. in Mass Communication, Syracuse University
M.A. in Regional Studies-East Asia, Harvard University
B.S. in Anthropology, Seoul National University

Expertise

Digital journalism
Cross-cultural communication
Media psychology
Strategic communication

Most Recent Works

Chung, M., & Kim, H. K. (2019). Effects of Media Frame and Onset Controllability on Support for Postpartum Depression Policy. *Journal of Health Communication, 24*, 674-682.



Chung, M. (2019). The message influences me more than others: How and why social media metrics affect first person perception and behavioral intentions. *Computers in Human Behavior*, 91, 271-278.

Chung, M. (2017). Not just numbers: The role of social media metrics in online news evaluations. *Computers in Human Behavior*, 75, 949-957.

Shim, K., **Chung, M.**, & Kim, Y. (2017). What influences publics' reaction to CSR: The role of media frames and ethical orientation. *Public Relations Review*, 43(4), 817-828.

□ Course Information

<p>Course Description</p>	<p>Our increasingly globalized world has revealed a greater need to effectively communicate across cultures. With this shift, countries have become increasingly dependent on one another for economic and political security, and uncertainty can often be assuaged using intercultural communications techniques.</p> <p>Against this backdrop, this course focuses on gaining an advanced understanding of the concepts associated with culture and communication. The course provides students the opportunity to develop intercultural awareness and patterns of perception and thinking to enable effective communication across cultural boundaries. Topics discussed include the effect of cultural differences on communication styles, personal identities, and various organizational contexts.</p> <p>While we utilize a wide variety of learning approaches, this course is essentially <u>interactive and experiential</u>. This sort of learning requires active individual and group participation. Each of you will get out of this class what you put into it. And your experience will be a collective one.</p> <p>Upon the completion of this course, you will be able to:</p> <ol style="list-style-type: none"> 1. Understand yourself as a cultural being and enhance self and other awareness about culture and communication. 2. Explain the basic terms, concepts, and theories of intercultural communication. 3. Apply these terms, concepts, and theories to your interactions with others and critically analyze and evaluate the influence of your culture(s) on the ways you communicate. 4. Demonstrate understanding of and sensitivity to a variety of cultural perspectives and be able to identify ways of understanding and appreciating cultural similarities and
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	<p>differences.</p> <p>5. Analyze intercultural communication scenarios in everyday life, popular media, and other mediated discourse and suggest ways to creatively address any possible problems of intercultural misunderstanding.</p>
Course Evaluation	<p>Participation 10% Cultural Self-Analysis 15% Cross-Cultural Interview 15% Cultural Reflection Presentation 5% Midterm Exam 20% Cultural Self-Sharing 5% Group Project 30%</p> <p>Detailed instructions for each assignment will be distributed in class.</p>
Course Materials	<p>Martin, J. N., & Nakayama, T. K. (2013). Intercultural communication in contexts. New York, NY: McGraw-Hill</p>
Class Policy	<ul style="list-style-type: none">• Attendance: Because we will learn about intercultural communication through discussion and experience, so our class needs your presence. For any absences you may have, bring written documentation (e.g., doctor's notes). Attendance will be taken at the beginning of each class session. Missing three or more in-class sessions will result in a lowering of your final grade by 1/3 of a letter grade (for example; from an A to an A-). Every three absences after this will also result in an additional lowering of your final grade by 1/3 of a letter grade. <p>An absence does not relinquish your responsibility for the material covered in class. Do not come to class after an absence and expect me to explain the events/material covered in the previous class meeting. Any handouts or notes on lecture material for a missed class should be obtained from a classmate.</p> <p>If, however, you find yourself facing exceptional circumstances (i.e. an unanticipated medical or personal problem that requires immediate attention) during the semester, please see your instructor about possible accommodations. Such situations might include prolonged illness or family crises such as major illness, death, or other unusual circumstances. In these cases, we will work together to preserve your participation in the course, or to determine if an "incomplete" is advisable. In some cases, dropping the course may be the best alternative. Your job is to</p>



	<p>let your instructor know as soon as possible what your situation is so that she can develop a good strategy for dealing with it.</p> <ul style="list-style-type: none">• <i>Tardiness/Leaving early:</i> Please do your best to be on time to every class meeting. If you happen to come in late, it is your responsibility to get in touch with me at the end of class to make sure I mark you down as “present” on the attendance sheet. If you don’t, there’s a good chance I won’t mark you down, and you will be considered absent that day. It is the instructor’s discretion to determine whether your tardiness results in an absence for the day. If you leave class early (before class is dismissed) you will be considered absent from the entire class session, unless the instructor previously approved your early departure. Tardiness (two tardies equal an absence) will be considered in your final grade.• <i>Assignments:</i> All assignments should be typewritten (double spaced, 12-point font size on Times New Roman, 1 inch margins) and include relevant bibliographic references in the correct APA style. All assignments must be turned in before the class session on the due dates. Due dates for all assignments stand. Assignments turned in late will receive a 5% point reduction from grade earned per 24 hour period of due date/time (e.g. if it would have earned a 95% turned in on time, you will receive 90%). Any assignment over 3 days late (including weekends) will not be accepted unless it is prearranged for excused reasons. ALWAYS back up all your work. Computer problems are unacceptable excuses for turning in late work.• <i>Cell Phones/Electronic Devices:</i> Once class starts, I don’t want to see a cell phone and other unnecessary gadgetry in your presence. Please be respectful to those around you by switching your mobile devices to <u>silent mode (not “vibrate” mode)</u> when class is in session. If your cell phone rings during class, <u>you should sing a song for the whole class!</u> ☺ If you anticipate an urgent call, kindly select a seat near the exit so that you can excuse yourself quietly. Computers and tablets are allowed ONLY for class purposes (e.g., group activity). If they are consistently used for other purposes, the professor reserves the right to ban them at any time during the semester.• <i>Tentative Nature of the Syllabus:</i> In the event I need to modify the syllabus, I will announce the modification both in class and on course website. It is your responsibility to keep up with any such modifications and be aware of deadlines, etc.
Etc. (e.g. Guidelines)	Students are expected to finish the reading before coming to class. Be prepared to discuss, question, and build on the readings.



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□ Course Schedule

Session	Description	Due
1	Intro. Syllabus. Ice-breakers. What is Culture? Reading: Syllabus	
2	Developing Cultural Awareness Reading: M & N Chapter 3	
3	Identity and Intercultural Communication Reading: M & N Chapter 5	Group Formation
4	Language and Culture Reading: M & N Chapter 6	
5	Non-verbal Communication and Culture Reading: M & N Chapter 7	Cultural Self-Analysis Paper
6	History, Religion and Culture Reading: M & N Chapter 4	
7	Midterm Exam	
8	Food and Culture Reading: Brandt, A., & Jenks, C. (2011). 'Is it okay to eat a dog in Korea... like China?' Assumptions of national food-eating practices in intercultural interaction. <i>Language and Intercultural Communication</i> , 11(1), 41-58. Parasecoli, F. (2011). Savoring semiotics: Food in intercultural communication. <i>Social Semiotics</i> , 21(5), 645-663.	
9	Intercultural Transitions Reading: M & N Chapter 8	Cross-cultural Interview
10	Popular Culture and Intercultural Communication Reading: M & N Chapter 9	
11	Intercultural Relationships Reading: M & N Chapter 10	



12	Intercultural Conflict Reading: M & N Chapter 11	Group Project First Draft
13	Communication at Global Workplaces Reading: Hofstede, G. (1994). The business of international business is culture. <i>International Business Review</i> , 3(1), 1-14. Zaharna, R. S. (2001). "In-awareness" approach to international public relations. <i>Public Relations Review</i> , 27(2), 135-148.	
14	Group Project Presentation	
15	Cultural Self-Sharing Presentation	Group Project Final Draft