

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (Communication & Media Studies)
Semester: IV
Syllabus with Effect from: June – 2010/2011

Paper Code: CMS - 702	Total Credit:
Title Of Paper: Intercultural Communication	

Unit	Description in detail	Weightage (%)
I	Culture; definition; process; culture as a social institution; value systems; primary; secondary; eastern and western perspectives.	15%
II	Inter-cultural communication; definition; process; philosophical and functional dimensions; cultural symbols in verbal and non-verbal communication.	15%
III	Perception of the world; Western and Greek (Christian); varied eastern concepts (Hindu, Islamic, Buddhist, others); retention of information; comparison between eastern and western concepts.	15%
IV	Communication as a concept in western and eastern cultures (Dwaitha; Adwaitha; Vishishtadwaitha; Chinese (DaoTsu and Confucius; Shinto Buddhism) and also Sufism.	15%
V	Language and grammar as a medium of cultural communication; Panini/Patanjali; Prabhakara Mandanamisra; Chomsky; Thoreau and others; linguistic aspects of inter-cultural communication.	10%
VI	Modern mass media as vehicles of inter-cultural communication; barriers in inter-cultural communication; religious, political and economic pressures; inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry; mass media as a cultural institution; mass culture typologies; criticism and justification.	15%
VII	Culture, communication and folk media; character, content and functions; dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of intercultural communication; other organizations; code of ethics.	15%

