

English 3354, Intercultural and International Business and Technical Writing

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Office hours:

W 9 am – 2 pm

T/TH 11 am – 12:30 pm

CLASS POLICIES

Required Text and Materials

- Each student must have his/her own copy of these texts and bring them to class every day:
 - Chaney and Martin, *Intercultural Business Communication, sixth edition.*
 - Norine Dresser, *Multicultural Manners*
- You **must** also bring a jump/pin drive to class each day. Using only the university drives is not an acceptable substitute, and any problems that result from you doing so will result in a loss of points on that particular assignment.

Course Description

In order to enroll in this course, you must already have received credit for English 1301 and 1302.

English 3354 instructs the ASU student in the skills required to communicate and write for the intercultural and international business environment. These skills include:

- Researching and assessing a culture's preferred patterns of communication.
- Utilizing the theories of researchers such as Edward T. Hall and Geert Hofstede to make one's writing and communication conform to cultural expectations.
- Analyze various audiences and identify audiences' psychological needs.
- Learn to localize and revise writing for audiences in various cultures.

Thus, the course offers intensive study and practice in writing, as well as intensive use of computer skills, especially word processing and graphics.

I will assume that each student enrolling in this class is already reasonably proficient in basic writing skills, including punctuation, grammar, and sentence-construction. Elements of effective business writing style will be taught; basic composition will not. If you lack these skills, you may seek assistance at the Writing Center, located in the library, 3rd floor

Requirements and Grading

Grades on all written work depend on all elements of writing, which include but are not limited to: content; form; attractiveness and appearance of the document; accuracy in grammar, punctuation, spelling, etc.; logic; and neatness. In addition to grading for content and development, you will receive a lower grade for errors in grammar, formatting, and syntax.

Grading

Blackboard works on a weighted system, and the approximate item weights are as follows:

Points	Assignment
10%	In-Class Activities/Memos (about 2% each)
15%	Tests (or 5% each)
10%	Hall/Hofstede comparison assignment
10%	Gesture research report
10%	Translation/localization assignment
15%	Final research report
10%	Presentation of final research
20%	Final exam
100%	Total

In-Class Activities - Activities will be completed either in class or on your own time. Each activity will be graded, so do use all of the time provided to do a thorough job. Each assignment is due on the following class day. All assignments must be turned in electronically to Blackboard by the start of class on their due date. All assignments turned in after this time will be considered late, even if they are turned in only a few minutes late.

All documents must be in Microsoft Word format. ***Please use Times Roman or Times New Roman 12 point font and single-spaced or 1.0 spaced text (not 1.15 or double spaced) using block paragraphs with no indentions. Failure to adhere to these guidelines will result in the loss of points.***

Major Assignments - Except as otherwise specified, all assignments must be typed in memo format with one-inch margins on top, right, and bottom, and they must be cited using MLA or APA format. All documents must be in Microsoft Word format. ***Please use Times Roman or Times New Roman 12 point font and single-spaced or 1.0 spaced text (not 1.15 or double spaced) using block paragraphs with no indentions. Failure to adhere to these guidelines will result in the loss of points.***

All assignments must be turned in online on Blackboard by the start of class on the due date. All assignments turned in after this time will be considered late, even if they are turned in only a few minutes late.

Tests– Tests will cover your reading in both texts and the class lecture. You are responsible for knowing the material, whether it was covered in class lecture or is only in one of the books. No notes, books, or computers slides or web sites may be used during a test unless you are directed otherwise. Tests must be completed individually - no talking will be permitted. If any outside resources are used or if you are caught talking during a test, you will automatically earn a zero.

If you miss a test, you must have either a documentable absence or have made arrangements with me prior to the test in order to miss, otherwise you will not be allowed to make up the test. You must make up the test within 1 week of the missed class period, otherwise the test will be recorded as a zero.

Classroom Decorum

We will conduct this class as though it were a typical workplace. Please speak, attend, and behave accordingly. Please do not come to class unprepared; if you do, I reserve the right to ask you to leave and to charge you with an absence. Also, any student who falls asleep will be awakened and asked to leave the class. If these actions would embarrass you, please come to class prepared and alert. Also, chewing gum, eating, drinking, talking disruptively, habitually forgetting the textbook, and doing coursework for other classes are prohibited. Turn off all electronic communications equipment; if it makes noise, turn it off before coming to class.

Attendance Policy

Come to class. You benefit by attending regularly and developing professional work habits. You will only be considered present if you sign the attendance sheet. It is your responsibility to sign the sheet every day at the beginning of class. If you do not sign the attendance sheet, you will be counted as absent whether you attended class or not.

Because of the nature of the course material and the fast-paced nature of the course, missing classes can cause you to fall behind in your work. For this reason, I strongly recommend that you only miss class when it is unavoidable, as in the case of an emergency.

If you miss class, please follow these steps:

1. If you must miss class, you should first consult the syllabus to see what you have missed. Do not e-mail me and ask – this is what the syllabus is for.
2. Review the assigned chapters and the associated PowerPoint notes.
3. Complete the activities on your own.
4. If you still have questions at that point, you should consult either your classmates or come see me during office hours.

Policy on leaving early. You are not permitted to leave early unless you have received permission from me personally. If you leave early without permission, I will charge you with an absence, no matter how much of the class you have attended that day.

You are allowed 3 unexcused absences. After this number, you will be docked 1 percentage point from your final grade for each additional absence. After 6 unexcused absences, you will automatically receive a grade of F. Please note that these deductions do not show up on Blackboard; however, they will be counted into your final grade.

You are responsible for keeping track of your own absences - it is not my responsibility to remind you that you are losing points. Documentation will be required in order to excuse an absence and whether an absence will be counted as excused or not is solely up to my discretion as an instructor (unless it is a university excused absence).

Arrive on time. Any student who misses class or arrives more than 15 minutes after the beginning of class will be considered absent. I reserve the right to dock points from those who are habitually late as ½ point for each instance after you receive a warning in writing or via e-mail.

Academic Honesty

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is available on the web at <http://www.angelo.edu/forms/pdf/honorcode5.pdf>. Students in this class who are determined to have violated the policies explained in the code will face a disciplinary process that, at minimum, will result in failing the assignment, and may also include receiving a failing grade in the course, as well as being referred to the English Department Chair for possible further action.

Students with Disabilities

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA) and subsequent legislation.

The Office of Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting:

Dallas Swafford
Director of Student Disability Services
Office of Student Affairs
325-942-2047

dallas.swafford@angelo.edu
University Center, Room 112

Title IX

The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Students are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator at:

Michelle Boone, J.D.

Director of Title IX Compliance/Title IX Coordinator

Mayer Administration Building, Room 210

325-942-2022

michelle.boone@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic and Counseling Center at 325-942-2173* or the *ASU Crisis Helpline at 325-486-6345*.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.

Religious Holy Day

“Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

Tentative Schedule

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T/Th Spring 2019

This schedule may be subject to change.

Tuesday, August 24

1. Course policies
2. Introductions
3. Lecture – What is international/intercultural communication?
4. **Homework** – Read IBC Chapter 1.

Thursday, August 26

1. Lecture – Hofstede cultural dimensions
2. **Homework** – Read MM on Time (p. 177-182), Luck (p. 123-140) and Ethnocentrism/Prejudice (p. 167-176).

Tuesday, August 31

1. Lecture – Hall cultural dimensions
2. **Introduce Hall/Hofstede comparison assignment**

Thursday, September 2

No class

Tuesday, September 7

1. Lecture – Ethnocentrism and cultural awareness
2. Activity – Ethnocentrism memo: In memo format, list the ways in which you feel America (or your country of origin) is the best.
3. **Homework** – Read IBC Chapter 2 and MM on Health (p. 101-114) and Classroom Behavior (p. 37-50).

Thursday, September 9

1. **Ethnocentrism memo due**
2. Watch *Tokyo Story*

Tuesday, September 14

1. Watch *Tokyo Story*
2. In a memo addressed to me, describe in detail 10 high context moments that appeared in *Tokyo Story*.

Thursday, September 16

No class

Tuesday, September 21

1. Finish watching *Tokyo Story*
2. **Homework** – Finish *Tokyo Story* memo
3. **Homework** – Read IBC Chapter 3

Thursday, September 23

1. **Tokyo Story Memo due**
2. Lecture – Universal systems
3. Lecture – Cultural values
4. Watch Taboo: Health
5. Homework – Read MM on Clothing (p. 51-62), Gender (p. 141-150) and Child Rearing (p. 29-36). Read “The World’s Best Country for Women”:
<http://www.marieclaire.com/world-reports/news/best-country>

Tuesday, September 28

1. **Lecture** – Gender norms
2. Activity TBA
3. **Homework** – Study for test 1 over IBC chapters 1-3; MM chapters on Time, Luck, Prejudice, Health, Classroom Behavior, Clothing, Gender, and Child Rearing, and the Taboo episodes.

Thursday, September 30

1. **Due – Hall/Hofstede comparison assignment.**
2. **Homework** – Read IBC chapter 5.

Tuesday, October 5

1. Test 1
2. **Homework** – Read IBC Chapter 6.

Thursday, October 7

1. Lecture – Language part 1 and 2
2. **Homework** – Read MM on Verbal Expressions (p. 183-200) and Body Language (p. 11-27).

Tuesday, October 12

1. Lecture – Oral and nonverbal communication patterns
2. Lecture – Gestures
3. Introduce gesture research assignment.
4. Activity – Work on gesture research assignment.
5. **Homework** – Read IBC Chapter 7

Thursday, October 14

6. Lecture – The culture of “Disability”
7. Watch “Through Deaf Eyes”
8. **Homework** – Read Tebeaux article (under “Course Documents” on Blackboard) and MM on Colors (p.63-70).
9. **Homework** - Finish gesture research assignment.

Tuesday, October 19

1. **Gesture Research Assignment due**
2. **Test 2**
3. Homework – Read “L10n Definitions” located under “Course Documents” on Blackboard.

Thursday, October 21

1. Lecture – Localization/Globalization
2. Introduce translation and localization assignment.
3. Homework – Read “The Almost Universal Language” located under “Course Documents” on Blackboard.

Tuesday, October 26

1. Lecture – Business and Social Customs
2. Introduce final research report assignment and presentation of report.
3. Activity – Work on translation/localization assignment
4. Homework – Read IBC Chapter 8 & 9 MM on Foodways (p.71-90) and Gifts (p.91-100).

Thursday, October 28

1. Lecture – Global etiquette: meals, gift, giving
2. **Watch Taboo: Food**
3. Activity – Complete Case #3 on p.184.
4. **Homework** – Read IBC Chapters 4 and 10.
5. **Homework** – Finish translation and localization assignment.

Tuesday, November 2

1. **Translation and localization assignment due.**
2. Lecture – Culture shock
3. **Homework** – Study for test 3 over the Horton and L10n articles; IBC chapters 4, 8, 9 and 10; MM chapters on Foodways and Gifts.

Thursday, November 4

Test 3

Tuesday, November 9

Presentations

Thursday, November 11

Presentations

Tuesday, November 16

Presentations

Thursday, November 18

Presentations

Tuesday, November 23

1. **Final research reports due at the beginning of class.**
2. Presentations

Tuesday, November 28

1. Make-up Presentations

Thursday, December 2

Review for final exam

Final Exam Schedule

Thursday, December 9

8 - 10 am