Intercultural Communication in the Global Classroom: *Unanticipated Discoveries*

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The Partnership

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To bring intercultural communication theory to practice and create a transformational learning experience for students.
The Strategy

To create an eight week team project in order for students to learn through doing

Specific Project Task
Each team will create a social advertisement for their partnering culture
The Process

- Students completed 5 online modules
- Each module required three activities
  1. Main Project Activity
  2. Relationship Building Activity
  3. Reflective Activity

Learning Management System: Moodle
Main Project Activities

1. Make Key Decisions
2. Collect Data
3. Create a Draft Ad
4. Seek Feedback
5. Finalize the Ad

Goal #1: Practice intercultural communication
Goal #2: Use culture as a lens as they create ads
Интернет-зависимость это та же наркомания
Relationship Building Activities

Backpack of Culture for MSU Students
Reflection Activities

- Online discussion posts
- Class-to-class videoconferences
Retrospective Sense-Making

What We Know Now That We Didn’t Expect Then
Unanticipated Benefits of Planning Decisions

- Evaluate our own students’ work
- Teach content through process
- Have a primary LMS organizer
- Meet prior to each class-to-class videoconference
- Structure each class-to-class meeting consistently
Unanticipated Glitches: Technological Management

- Collect hyperlinks rather than videos files
- Beware of browser differences
- Collect savable pictures rather than links
- Consider the impact of system upgrades
- Have support staff or user-friendly technology
- Stay aware of the “new” digital divide
Unanticipated Questions: Intercultural Management

- Are our differences culture or personal?
- How do we differ in our time orientation?
- How do we differ in our semantic rules?
- How do we differ in task and relational orientations?
Unanticipated Discoveries

- Time matters
- Geneseo – MSU ≠ US – Russia
- Creating a product requires creation of interculture
- Technology divides (?)
- When intercultural becomes interpersonal
- Creativity
- Motivation
Unanticipated Discoveries: Embracing Teachable Moments

Learning Activities Often Yielded Unanticipated Opportunities for Learning
DIVE Exercise

- **Anticipated Goals:**
  - To make students aware of the powerful role culture plays in our perceptual process.
  - To encourage perception-checking.

- **Unanticipated Outcome:**
  - Increased intercultural and co-cultural knowledge.
Межкультурную коммуникацию следует изучать чтобы:

- А. Лучше изучить иностранный язык
- Б. Легче чувствовать себя за границей
- В. Получить диплом специалиста
- Г. Побольше узнать про другие культуры
- Д. Понять, как много мы не знаем про свою собственную культуру

“То know how other people behave takes intelligence, but to know myself takes wisdom” (John Heider, 1988)
“the study of intercultural communication begins as a journey into another culture and reality and ends as a journey into one’s own culture”

~Peter Adler