

University of Cyprus

Department of English Studies

ENG 584 - Intercultural Communication and Translation

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Office Hours: On Thursdays from 9:00-11:00 and on Fridays from 12:00 to 14:00

Office Hours Venue: B204 (Special Scientists' office), Building ΟΕΔ 02 (Department of French and European Studies)

ECTS: 7,5

A. Course Description

This course introduces students to the fundamental principles and issues of intercultural communication from an interdisciplinary perspective. Students will gain initial insight into what intercultural communication entails both in itself and in relation to translation. In this sense, it will describe and critically discuss both old and new thinking of the concept of culture, intercultural and cross-cultural communication. Considering first culture as a 'mental programming', it will examine how time, space, context are culturally determined (Hall, 1983), and affect intercultural communication while discussing communication styles, culture-determined intellectual styles and features of monochronic vs polychronic cultures. It will also present Hofstede's (1980, 2001) five dimensions of culture (collectivism vs individualism, power distance, masculinity vs femininity, tolerance of uncertainty, long vs short term orientation) while investigating how such cultural factors can impede intercultural communication by using concrete examples from cross-cultural communication. On the other hand, viewing translation as a particular form of intercultural communication, and culture as a discursive construct, the course will examine common ground, functional pragmatic equivalence in translation, etc. Emphasis will also be given to concepts and issues such as intercultural understanding, cultural filtering, politeness and cultural norms (addressing, greeting, expressing condolences, etc.), the impact of globalisation on translation or the role and importance of localisation in the translation of certain genres (e.g. advertisements) or in translating for different sociolinguistic contexts (e.g. translating for the Greek Cypriot community).

B. Intended Learning Outcomes

At the end of the course, students are expected to:

- be acquainted with the fundamental principles and issues of intercultural communication;
- improve their communication skills and enhance their intercultural competence;
- understand the relationship between intercultural communication and translation;
- comprehend the role of translators as intercultural communicators;

- identify and analyse cultural patterns present in a text and analyse the techniques used by the translators to reach the target audience.
- better understand the role of translation in the globalised world and the repercussions of globalisation on translation.

To achieve these specified learning outcomes, students along with the instructor's notes will be asked to study various research papers (both articles and book chapters) within Intercultural Communication Studies, Intercultural Pragmatics and Translation Studies and do a research project following the teacher's instructions.

C. Educational Material Types

- Slide presentations
- Multimedia: mainly YouTube videos
- Book chapters, articles and other documents

D. References

Bibliography

- Baker, Mona. (1992). *In Other Words: A Course book on Translation*. Routledge.
- Bührig, Kristin., House, Juliane. and Thije, Jan.D. ten (2009). Translatory Action and Intercultural Communication. An Introduction.. In Kristin Bührig, Juliane House & Jan D. ten Thije (Eds.), *Translatory Action and Intercultural Communication* (pp. 1-6). Manchester: St. Jerome Publishing. <https://www.jantenthije.eu/wp-content/uploads/2010/08/2009-buehrig-house-tenthije-Introduction.pdf>
- Brown, Penelope and Levinson, Stephen C. (1987). *Politeness: some universals in language usage*. Cambridge University Press.
- Charalambidou, Parthena. (2007). Website localisation. In *Selected Papers of the CETRA Research Seminar in Translation Studies 2006*, F. Mus (ed.). <https://www.arts.kuleuven.be/cetra/papers/files/charalampidou.pdf>
- Floros, Georgios. (2005) Critical Reading: The Case of Culture in Translation studies, FORUM 3(2), 59-84. DOI: <http://dx.doi.org/10.1075/forum.3.2.04flo>
- Hall, Edward, T. (1983). *The Dance of Life, The Other Dimension of Time*. New York: Doubleday.
- Hall, Edward, T. (1985). *Hidden Differences: Studies in International Communication*, Hamburg: Grunder and Jahr.
- Hall, Edward, T. (1990). *Hidden Differences: Doing Business with the Japanese*, Garden City, NY: Anchor Press/ Doubleday.
- Hall, Edward, T. (1990). *Understanding Cultural Differences, Germans, French and Americans*, Yarmouth: Intercultural Press.
- Hatim, Basil. (1998). Text Politeness: A Semiotic Regime for a More Interactive Pragmatics. In Leo Hickey (ed.) *The Pragmatics of Translation*. Topics in Translation 12, 72-113.
- Hickey, Leo (Ed.). (1998). *The Pragmatics of Translation*. Series: Topics in Translation 12. Clevedon, Philadelphia, Toronto, Sydney, Johannesburg: Multilingual Matters LTD.
- Hofstede, Geert. (1980). *Culture's consequences: International Differences in Work-related Values*. Beverly Hills, CA: Sage Publications.
- Hofsted, Geert. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. Second edition. Sage Publications.



- Hofstede, Geert / Hofstede, Gert Jan / Minkov, Michael (2010 [1991]) *Cultures and Organizations: Software of the Mind, Intercultural Cooperation and Its Importance for Survival*. Third edition. McGraw-Hill Professional.
- House, Juliane.(1998). Politeness and Translation. In Leo Hickey (ed.) *The Pragmatics of Translation*. . . *Topics in Translation*: **12**, 54-71.
- Jandt, E. Fred. (2004). *An introduction to intercultural communication: identities in a global community*. / Fred E. Jandt. Thousand Oaks, Calif.: Sage Publications. *Journal of Politeness Research*. (2015). 11, 2 , 165- 364. Edited by Grainger, Karen., available at: <http://www.degruyter.com/view/j/jplr/>
- Katan, David. (2009). Translation and intercultural communication. In *The Routledge companion to Translation Studies*. Revised edition ed. by Jeremy Munday, 74-92.
- Leo, Hickey (ed.). (1998). *The Pragmatics of Translation*. Clevedon/ Philadelphia: Multilingual Matters Ltd.
- Martin, Judith N. and Nakayama, Thomas. (2010, 5th edition). *Intercultural Communication in Contexts*. The McGraw-Hill Companies.
http://content.lms.sabis.sakarya.edu.tr/Uploads/65470/42678/%C4%B1ntercultural_commun%C4%B1cation_in_context.pdf
- Meina, Liu (2016) Verbal Communication Styles and Culture.
<http://communication.oxfordre.com/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-162>
- Mills, Sara. (2015). Language, culture and politeness. In F. Sharifian (ed.) *The Routledge handbook of language and culture*, 129–140. Abingdon, UK: Routledge.
- Sidiropoulou, Maria. (2017). Politeness shifts in English-Greek political science discourse: translation as a language change situation. *Journal of Politeness Research*, 13 (2): 313–343.
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- Würtz, Elizabeth. (2005). Intercultural Communication on Web sites: A Cross-Cultural Analysis of Web sites from High-Context Cultures and Low-Context Cultures. *Journal of Computer Mediated Communication* 11 (1): 274–299. <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2006.tb00313.x/full>

Webliography

<http://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/>

<https://www.amsterdamuas.com/.../subsites/.../chapter-3-hofstede-values-on-website>

E. Academic integrity

Academic integrity is central to the ideals that define this course. Cheating such as looking at someone else's answers, misrepresenting your identity in the final exam, using someone else's ideas or words without appropriate acknowledgment (plagiarism) in your assignments or submitting someone else's work or even your own work in more than one course without the permission of the instructor are considered serious academic offences and are strictly forbidden.

Moreover, making up sources or facts or obtaining or providing unauthorized assistance on your assignments do not comply with the academic code and are also seriously punished.

F. Course Assessment

- Midterm: 40%
- Final Exam (assignment): 50%
- Attendance and Participation: 10%

G. Office Hours and Availability

If you have any questions or wish to talk about course progression, course material or any other general methodology or literature question, you can come by my office (for office hours venue see page 1) on Thursdays from 9:00-11:00 and on Fridays from 12:00 to 14:00. If deemed necessary, you can email me at mariacon@ucy.ac.cy so as we schedule an appointment.

H. Syllabus

Week 1

- Intercultural communication, cross-cultural, multicultural communication and co-cultural communication/ multicultural, cross-cultural and intercultural communities/ Definition and differences
- Importance of intercultural communication / Studying intercultural communication / Background of intercultural studies
- What is culture? Cultural values : the iceberg metaphor and the onion analogy

Reading materials:

http://www.mairstudents.info/intercultural_communication.pdf

https://www.ymca.int/fileadmin/library/6_Communications/1_General_Tools/Intercultural_Communication_1.pdf

Weeks 2 -3

- Cultural factors: Space, time, and context (Old thinking of Culture)
- Cultural differences: monochronic vs polychronic cultures
- Hofstede's dimensions of culture (collectivism vs individualism, power distance, masculinity vs femininity, tolerance of uncertainty, Long vs Short Term Orientation)

Reading materials:

<http://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/>

<https://www.amsterdamuas.com/.../subsites/...ibs/chapter-3-hofstede-values-on-website>



Weeks 4-5

- Communication styles across cultures
- High vs low context information/ and explicitness vs implicitness
- Galtung: Culture-determined intellectual styles (Saxonic, Nipponic, Gallic, Teutonic, according to Galtung) / Thomas:
- Cultural Standards (interpersonal Distance vs Proximity, Rule orientation vs *ad hoc* improvisation, focus on authority vs egalitarianism).
- Other Barriers to intercultural communication (for instance assuming similarities instead of differences, ethnocentrism, Cultural nearsightedness)

Reading materials:

- Meina, Liu .(2016). Verbal Communication Styles and Culture.
<http://communication.oxfordre.com/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-162>
- https://www.sagepub.com/sites/default/files/upm-binaries/5245_Jandt_Final_Pages_Chapter_4.pdf

Weeks 6 -7

- Translation as intercultural communication I
 - New thinking of Intercultural communication, focusing on positive aspects of intercultural communication vs old thinking of Intercultural communication)
 - Globalisation and translation – Impact of globalisation on translation.
 - Intercultural Communication as ‘social practice in motion’ (Piller 2011)
 - Cultural filtering/ filtering (House) / functional equivalence, ‘diluted speech situation, intercultural understanding’

Reading materials:

- Bührig, Kristin., House, Juliane. and Thije, Jan.D. ten (2009). Translatory Action and Intercultural Communication.An Introduction.. In Kristin Bührig, Juliane House & Jan D. ten Thije (Eds.), *Translatory Action and Intercultural Communication* (pp. 1-6). Manchester: St. Jerome Publishing. <https://www.jantenthije.eu/wp-content/uploads/2010/08/2009-buehrig-house-tenthije-Introduction.pdf>
- Katan, David. (2009). Translation and intercultural communication. In *The Routledge companion to Translation Studies*. Revised edition ed. by Jeremy Munday, 74-92.

Weeks 8-10

- Translation as intercultural communication II
 - Politeness and translation
 - Politeness as social norm viewed cross-culturally and cross-linguistically
 - Different approaches to politeness: the social- norm of politeness, for instance in terms of speech styles and formality; the pragmatic view of politeness: in terms of maxims, principles and politeness as the management of face.)
 - Contested nature of politeness within cultures

- Positive politeness cultures vs negative politeness cultures
- cross-cultural and cross-linguistic differences in politeness norms

Reading materials:

- House, Juliane.(1998). Politeness and Translation. In Leo Hickey (ed.) *The Pragmatics of Translation*. *Topics in Translation*: 12, 54-71.

Week 11-13

- Translation as intercultural communication II
 - Common ground and translation
 - Localisation and translation: the case of the Website
 - Translating for the Greek Cypriot community

Reading materials:

- Charalambidou, Parthena. Charalampidou, Parthena. 2007. “Website localisation”. In *Selected Papers of the CETRA Research Seminar in Translation Studies 2006*, F. Mus (ed.). <https://www.arts.kuleuven.be/cetra/papers/files/charalampidou.pdf>
- Würtz, Elizabeth. (2005). Intercultural Communication on Web sites: A Cross-Cultural Analysis of Web sites from High-Context Cultures and Low-Context Cultures. *Journal of Computer Mediated Communication* 11 (1): 274–299. <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2006.tb00313.x/full>