



B.COM. SEMESTER – 2		
7	VAC 2	CULTURE AND COMMUNICATION – 1

Name of the Course: **Culture and Communication – 1**
 Course credit: **02**
 Teaching Hours: **30 (Hours)**
 Total marks: **50**

Objectives:

- To introduce students to the concepts of culture and communication.
- To explore the different ways in which culture influences communication in a variety of contexts.
- To develop students' intercultural communication skills to a high level.
- To enable students to critically analyze and evaluate cultural and communicative phenomena in a sophisticated and literary manner.

Learning Outcomes:

After completion of the course, learners will be able to:

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 :	
Culture –Defining culture-Basic function of culture- Elements of culture	08
UNIT NO. 2 :	
Communication and Culture - Indian – Japanese –Germans- French - Context-Different concepts of time-space-memory.	07
UNIT NO. 3 :	
<p>Short stories highlighting the concept of culture and communication <i>The Miracle of Puran Bhagat</i> by Rudyard Kipling – the story shows the cultural aspect of Indian culture diversity, mainly empathy and unconditional love, and communication with self and nature. It also highlights social hierarchy and communication.</p> <p>Short stories highlighting the concept of culture and communication <i>Door (Arranged Marriage)</i> by Chitra Banerjee Divakaruni - The story shows how communication can be limited by cultural differences. Communication in relationship, gender roles and expectations, cultural adaptability and family and community influence.</p>	15
Total Lectures/Hours	30

Suggested Readings:

- Communication and Culture: An Introduction by James M. Wilce (<https://www.amazon.in/Culture-Communication-Introduction-James-Wilce/dp/1107628814>)
- Intercultural Communication: A Reader by John Hartley
- Understanding Intercultural Communication by Bill Kovarik
- Communication between cultures By Larry A. Samovar *San Diego State University, Emeritus* Richard E. Porter *California State University, Emeritus* Edwin R. McDaniel *Aichi Shukutoku*





University (<http://course.sdu.edu.cn/Download/6a200514-34ca-4ab0-b25b-053cae8ea852.pdf>)

- (https://niilmuniversity.in/coursepack/humanities/Intercultural_Communication.pdf)
- Macmillan STORIES for college edited by K.G. Seshadri
- Arranged Marriage (1995) — Chitra Divakaruni Penguin Random house publication

Note: Learners are advised to use latest edition of text/reference books

Semester end examination

Que. No.	Details	Options	Marks
1	General Question (unit 1)	1/2	10
2	General Question (unit 2)	1/2	10
3	General Question (unit 3)	1/2	10
4	General Question (unit 4)	1/2	10
5	Answer in one or two sentence	5/7	10
Total marks			50

