



Teaching Guide

Identifying Data					2023/24
Subject (*)	Intercultural Communication		Code	710G05013	
Study programme	Grao en Relacións Internacionais				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	Second	Obligatory	6	
Language	Galician				
Teaching method	Face-to-face				
Prerequisites					
Department	Socioloxía e Ciencias da Comunicación				
Coordinador	González Neira, Ana María	E-mail	ana.gneira@udc.es		
Lecturers	González Neira, Ana María	E-mail	ana.gneira@udc.es		
Web	https://secretaria.uvigo.gal/docnet-nuevo/guia_docent/index.php?centre=108&ensenyament=O03G440V01&assignatura=O03G440V01				
General description	Destacarase a importancia da comunicación como factor clave no eido da relacións internacionais. Farase fincapé no concepto de comunicación intercultural, na influencia da comunicación dende o ámbito internacional así coma nas diferentes realidades que atinxen á comunicación alternativa				

Study programme competences / results

Code	Study programme competences / results
A3	CE3 - To know the concepts, theories and techniques applied to the analysis of the actors and international relations, both in the universal and in the regional field, with a perspective both historical and contemporary.
A10	CE10 - To acquire knowledge of the techniques, working methods and analysis of the humanities, social and legal sciences.
B2	CB2 - That students know how to apply their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of ??study.
B3	CB3 - That students have the ability to gather and interpret relevant data (usually within their area of ??study) to make judgments that include reflection on relevant topics of a social, scientific, or ethical nature.
B7	CG2 - To acquire the ability to work in an international context.
C1	CT1 - To dominate the expression, both orally and in writing, in the official languages ??of the Autonomous Community.
C4	CT4 - To develop for the exercise of a citizenship respectful with the democratic culture, the human rights and the perspective of gender, in the distinct fields of knowledge and in the professional practice, with the aim to achieve a more just and egalitarian society.
C7	CT7 - To develop the ability to work in interdisciplinary or transdisciplinary teams, to offer proposals that contribute to sustainable environmental, economic, political and social development.

Learning outcomes

Learning outcomes	Study programme competences / results		
Coñecer os medios de comunicación comunitarios e non comunitarios para aprender a incorporalos aos plans de comunicación	A3 A10	B2 B3 B7	C1
Acadar unha maior comprensión dos conflitos interculturais e as súas posibles causas.	A3	B2 B7	C4 C7
Aprender a planificar diferentes estratexias de comunicación		B2 B3	C1 C7

Contents

Topic	Sub-topic
1. Comunicación intercultural.	



2. Comunicación e desenvolvemento.	
3. Estructura de comunicación.	3.1 Modelos de comunicación 3.2 Imperialismo cultural e estudos culturais. 3.3 Fontes e desinformación.
4. Comunicación alternativa. Valores sociais e comunitarios na comunicación.	
5. Novas tecnoloxías da comunicación e desenvolvemento social	

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Introductory activities	B7	1	0	1
Guest lecture / keynote speech	B2 B3	16	16	32
Oral presentation	C1	2	4	6
Case study	B7 C1	3	3	6
Supervised projects	B3 B7 C1 C4 C7	27	54	81
Mixed objective/subjective test	A3 A10 C4 C7	2	20	22
Personalized attention		2	0	2

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Introductory activities	Actividades que se levan a cabo antes de iniciar calquera proceso de ensino-aprendizaxe a fin de coñecer as competencias, intereses e/ou motivacións que posúe o alumnado para o logro dos obxectivos que se queren alcanzar, vinculados a un programa formativo. Con ela preténdese obter información relevante que permita articular a docencia para favorecer aprendizaxes eficaces e significativos, que partan dos saberes previos do alumnado.
Guest lecture / keynote speech	Exposición oral complementada co uso de medios audiovisuais e a introdución de algunhas preguntas dirixidas aos estudantes, coa finalidade de transmitir coñecementos e facilitar a aprendizaxe. A clase maxistral é tamén coñecida como ?conferencia?, ?método expositivo? ou ?lección maxistral?. Esta última modalidade sóese reservar a un tipo especial de lección impartida por un profesor en ocasións especiais, cun contido que supón unha elaboración orixinal e baseada no uso case exclusivo da palabra como vía de transmisión da información á audiencia.
Oral presentation	Intervención inherente aos procesos de ensino-aprendizaxe baseada na exposición verbal a través da que o alumnado e profesorado interactúan dun modo ordenado.
Case study	Metodoloxía onde o suxeito se enfrenta ante a descrición dunha situación específica que suscita un problema que ten que ser comprendido, valorado e resolto por un grupo de persoas, a través dun proceso de discusión. O alumno sitúase ante un problema concreto (caso), que lle describe unha situación real da vida profesional, e debe ser capaz de analizar unha serie de feitos, referentes a un campo particular do coñecemento ou da acción, para chegar a unha decisión razoada a través dun proceso de discusión en pequenos grupos de traballo.
Supervised projects	Metodoloxía deseñada para promover a aprendizaxe autónoma dos estudantes, baixo a tutela do profesor e en escenarios variados (académicos e profesionais). Está referida prioritariamente ao aprendizaxe do ?cómo facer as cousas?. Constitúe unha opción baseada na asunción polos estudantes da responsabilidade pola súa propia aprendizaxe. Este sistema de ensino baséase en dous elementos básicos: a aprendizaxe independente dos estudantes e o seguimento desa aprendizaxe polo profesor-titor.
Mixed objective/subjective test	Proba que pode integrar preguntas tipo de probas de ensaio e preguntas tipo de probas obxectivas. En canto a preguntas de ensaio, recolle preguntas abertas de desenvolvemento. Ademais, en canto a preguntas obxectivas, pode combinar preguntas de resposta múltiple, de ordenación, de resposta breve, de discriminación, de completar e/ou de asociación.

Personalized attention	
Methodologies	Description



Supervised projects	<p>O desenvolvemento de cada unha destas actividades contará con atención personalizada e continuada tanto na aula como fóra dela, co obxecto de apoiar ou reconducir a planificación ou execución de cada un dos traballos e liquidar as dúbidas oportunas.</p> <p>Para o desenvolvemento desta atención personalizada contémpanse titorías presenciais, xunto co seguimento continuo na aula e a través de Moodle.</p>
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Assessment			
Methodologies	Competencies / Results	Description	Qualification
Mixed objective/subjective test	A3 A10 C4 C7	Proba escrita na que se avaliarán os contidos impartidos na materia. Para superar a materia é preciso superar o exame .	50
Case study	B7 C1	Valorarase a participación activa.	10
Supervised projects	B3 B7 C1 C4 C7	Os docentes presentarán ao longo do curso un ou varios traballos ao alumnado. É imprescindible seguir as instrucións dadas e cumprir cos prazos e requisitos previstos. O incumprimento destes requerimentos implicará a anulación da entrega e, por tanto, da súa valoración (zero puntos).	40

Assessment comments



Para superar a materia o/a estudante deberá obter un mínimo de 5 na puntuación global (50 puntos), sendo preciso aprobar ambas as partes (teórica e práctica)

Neste cómputo non se inclúen os exercicios non orixinais do/a estudante, así como tampouco aqueles traballos entregados fóra de prazo ou nun formato diferente ao indicado.

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{page:WordSection1;}Valorarase positivamente a participación activa durante as clases tanto teóricas como prácticas.

Coa proposta de cada traballo e/ou actividade a/s profesora/s explicarán detalladamente o contido e normas formais, así como o tipo de soporte e data de entrega.

O alumnado que goce de dispensa académica deberá porse en contacto ca profesora da asignatura antes do día 25 de setembro, a fin de acordar un itinerario personalizado que supla as ausencias nas aulas. Fóra desta data non serán atendidas peticións deste tipo.

Aqueles

estudantes que non completen o proceso de avaliación continua ou/e que non se presentaron ao exame da convocatoria oficial poderán optar á segunda oportunidade establecida polo calendario de exames oficiais. Nesta convocatoria o docente fixará un novo prazo de entrega dos traballos prácticos antes da data prevista para a convocatoria oficial do exame.

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En termos xerais, en todos os exercicios prácticos valorarase a capacidade de expresión, análise e síntese; a capacidade crítica, analítica e reflexiva; a redacción, o estilo e a corrección gramatical e ortográfica, así como o coidado



formal na presentación dos exercicios. Penalizarase o plaxio.

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Basic

Barranquero, A., & Baeza, C. S. (2021). La comunicación desde abajo: Historia, sentidos y prácticas de la comunicación alternativa en España. Editorial Gedisa. @font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}.MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}div.WordSection1 {page:WordSection1;}@font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}.MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}div.WordSection1 {page:WordSection1;}Grupo CRIT (2006). Culturas cara a cara: relatos y actividades para la comunicación intercultural. Edinumen.León Civera, José María de (2003). Entre culturas anda el juego: comunicación intercultural e internacionalización. Granica.Rodrigo Alsina, Miquel (1999). Comunicación intercultural. Anthropos.O inicio do curso os docentes facilitarán máis bibliografía e material centrado na materia. @font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}.MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}div.WordSection1 {page:WordSection1;}@font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin;



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Complementary

Celedón, Margarita (2021). Comunicación intercultural. Guía para saber comunicar y negociar con otras culturas. Fundación Confemetal. @font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}div.WordSection1 {page:WordSection1;}García, L. M., García, G. J. A., & Huerta, F. M. A. (2014). El papel de la Universidad en los procesos de comunicación y cooperación para el desarrollo social y humano. Fragua Grupo, C. R. I. T. (2003). Claves para la comunicación intercultural (Vol. 11). Publicacions de la Universitat Jaume I. ON LINE UDC Hermida, M. A. M., & Caballero, F. S. (Eds.). (2012). Comunicación y desarrollo: prácticas comunicativas y empoderamiento local. Gedisa. @font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}div.WordSection1 {page:WordSection1;}Ivorra Pérez, F. M. (2014). La comunicación intercultural y el discurso de los negocios. Universidad de Alicante. UDC On line @font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}div.WordSection1 {page:WordSection1;}

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously



Subjects that continue the syllabus

Other comments

Os/as alumnos/as deberán consultar semanalmente o Campus Virtual (Moodle), pois será o espazo a través do cal se lles comunicará toda a información necesaria sobre a materia: documentos, avisos e calificacións.

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(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.