



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

## **SASH78, Cross Cultural Rhetoric, 7.5 credits**

*Cross Cultural Rhetoric, 7,5 högskolepoäng*

**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus was approved by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2013-08-19 and was last revised on 2015-05-13 by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology. The revised syllabus applies from 2015-05-13, spring semester 2015.

### **General Information**

Subject: Rhetoric

The course is offered as a freestanding course. It can be included in a first or second cycle degree.

*Language of instruction:* English

*Main field of studies*

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*Depth of study relative to the degree requirements*

G1N, First cycle, has only upper-secondary level entry requirements

### **Learning outcomes**

On completion of the course, the student shall be able to

#### **Knowledge and understanding**

- account for the working process for rhetoric
- account for basic concepts within cross-cultural rhetoric
- account for similarities and differences between different cultures
- account for the potential impact of cultural context on communicative situations

### **Competence and skills**

- master basic rhetorical terminology and apply it in analysis and evaluation of communication activities
- communicate convincingly, both as a sender and receiver, in different cultural settings, such as in the workplace, in academia or in private situations in different countries
- provide constructive feedback on other students' oral and written work
- analyse rhetorical messages in different cultures, contexts and media
- communicate convincing messages adapted to cross-cultural settings
- independently and critically and in speech and writing, analyse rhetorical communication in different media

### **Judgement and approach**

- apply cross-cultural expertise in actual communication situations
- apply ethical and cross-cultural perspectives to communication

### **Course content**

In the course, the students are introduced to basic cross-cultural theory and to similarities and differences between different cultures so as to enable them to communicate across cultural borders. Both verbal and non-verbal communication are addressed in the course.

### **Course design**

The teaching is in the form of lectures combined with seminar and group exercises. Participation in seminar and group exercises and assessed components is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative..

### **Assessment**

The assessment is based on two oral and one written assignment and a written exam at the end of the course.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

### **Grades**

Marking scale: Fail, E, D, C, B, A.

The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

### **Entry requirements**

## General requirements for university studies in Sweden

### **Further information**

1. The course replaces SASH32 and SASH75.
2. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current registration information and other relevant documentation.
3. The course is offered at the Department of Communication and Media (KOM), Lund University.
4. International exchange students are generally exempted from the requirement of proficiency in Swedish.

## Subcourses in SASH78, Cross Cultural Rhetoric

Applies from H13

1301 Cross Cultural Rhetoric, 7,5 hp  
Grading scale: Fail, E, D, C, B, A