



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

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

*Cross Cultural Rhetoric, 7,5 högskolepoäng*

**First Cycle / Grundnivå**

---

### **Confirmation**

The course syllabus is an old version, confirmed by the programmes director by delegation from the pro-dean for first- and second-cycle studies on 2013-08-19 and was valid from 2013-08-19, autumn semester 2013.

### **General Information**

Subject: Rhetoric

The course is offered as a free-standing course. It can normally be included in a first- or second-cycle degree.

*Main field of studies*

-

*Specialization*

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

### **Course goal**

After completing the course students should

### **Knowledge and understanding**

- describe the working process for rhetoric
- describe fundamental concepts of cross-cultural rhetoric
- give examples of differences between rhetorical expressions in different cultures

### **Skills and abilities**

- master basic rhetorical terminology and apply it in analysis and evaluation of communicative activities
- communicate convincingly, both as sender and receiver, in various cultural environments, e.g. in the workplace, in academia or in private situations in different countries

- provide constructive feedback on other students' oral and written work
- independently and critically analyse rhetorical communication in various media, in speech and in writing

### **Evaluation ability and approach**

- consider ethical and intercultural aspects of rhetorical communication

### **Course content**

On the course, students develop their rhetorical abilities, in both speech and writing, in a cross-cultural context. Teaching is based on rhetorical theory and practical application. The relationship between rhetoric and ethics is problematised in discussions on what characterises good and effective communication.

### **Course implementation**

Teaching takes the form of lectures combined with seminars and group exercises. Attendance at seminars and group exercises is compulsory.

### **Course examination**

The assessment is based on compulsory oral and written assignments (two of each).

### **Grading scale**

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

Students are awarded one of the following grades: A, B, C, D, E or Fail. The highest grade is A and the lowest grade for a pass is E. Students who fail receive the grade Fail.

### **Entry requirements**

Completed secondary education and courses corresponding to the following Swedish Upper Secondary School Programs: Mathematics A and Civics A. English A (basic) language proficiency

### **Additional information**

1. 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.
2. The course is offered by the Department of Communication and Media (KoM), Lund University.
3. The course replaces SASH32 and SASH75.
4. A general exception from required knowledge in Swedish applies for international students.