

SISU-FutureLearn “Intercultural Communication” Promotional Video Transcript

[VOICE OVER] We live in a very dynamic, quickly changing world. Peoples from different cultures are meeting and mixing now more than ever before! This is especially true in urban centers like Shanghai, where we have designed this course. It affects most business ventures, personal relationships, and also university campuses around the world.

[STEVE] Hi! I’m Steve Kulich, a professor who has been living and working overseas most of my adult life, primarily here in Asia.

[ZHL] Hello, I’m Zhang Hongling, Director of the International Office of Shanghai International Studies University.

[CRB] I’m Chi Ruobing. I have spent 3 years as an international student on the campus of the University of Hawai’i. Now I’m teaching courses to international students on the campus of SISU.

[STEVE] As a result, my family and I have learned several languages and deal regularly with contrasting international contexts. That’s not always so easy for my children: With an American father and a German mother and growing up in China, they are regularly confronted with the question. “Who am I... **culturally?**”

[ZHL] While many people view my job as exotic and exciting, actually I regularly face sensitive challenges and embarrassing moments. Even though I’m well-aware of the cultural differences existing in the world, applying such knowledge to practice is by no means easy an easy job.

[CRB] In either situation, cultural differences lead to questions:
“Where are you from?”
“Why were you silent?”
“What did you mean?”
“What is going on with the people in your country?”
And there are questions about whether it is rude to interrupt teachers? Or should we challenge them? Have such questions ever surprised or frustrated you?

[Steve] Intercultural identities can be an advantage in our global age, but they can also bring some confusion, especially on practical issues of knowing what should I do or how should I function in different contexts or in different relations? These are the kind of questions we hope to deal with in this course?

[ZHL] How to reduce intercultural misunderstandings and conflicts? One way is to develop an in-depth understanding of the varied value systems in the world and learning to apply them to actual practice.

[CRB] We will try to understand what culture styles have made people ask such questions and how we might respond.

[Steve] Facing personal and professional issues like this, we've worked together to develop this new course.

[ZHL] We hope to expose you to some important concepts, perceptions, and attitudes that help you better engage in face-to-face interactions.

[CRB] When people from various cultures mix and work together, most of us feel that we need more understanding and competence.

[Steve] The critical question we are asking in each session is: "How can we help you better perceive, respond, and function in intercultural situations? Come with your questions and dialogue with us as we seek in this shared quest of understanding **intercultural communication!**