



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Cross-Cultural Communication

Course

Field of study

Architecture

Area of study (specialization)

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Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

I/2

Profile of study

general academic

Course offered in

english

Requirements

compulsory

Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

Tutorials

0

Projects/seminars

0

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

prof. dr hab. inż. arch. Wojciech Bonenberg

e-mail: wojciech.bonenberg@put.poznan.pl

Wydział Architektury

ul. Jacka Rychlewskiego 2, 61-131 Poznań

tel.:61 665 3260

Responsible for the course/lecturer:

dr inż. arch. Marta Pieczara

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Wydział Architektury

ul. Jacka Rychlewskiego 2, 61-131 Poznań

Prerequisites

- the student has an orderly, theoretically founded general knowledge covering key issues in the field of architecture and urban planning, as well as landscape architecture,

- the student has the knowledge necessary to understand social, economic, legal, and other non-technical determinants of architectural and urban design,

- the student is able to obtain information from literature, databases, and other, properly selected sources, also in English, can integrate information, interpret it, as well as draw conclusions and formulate and justify opinions

- the student understands the need for lifelong learning,



- the student is aware of the social role of the architect and the related responsibility for the decisions made

Course objective

The nature of today's business-driven cultural interactions - face-to-face or distance - has led to a growing awareness on the part of multi-national firms for a need to better understand the unwritten communication rules and subtle societal norms' of the countries and cultures with whom they do business. In order to better serve this growing trend, organizational psychologists, sociologists, and public administrators are researching the nature of cultural expression. According to a group of career counselors working with Susan Musich at Passport Career, individuals wanting to live and/or work abroad need to develop a self-awareness of their own means and methods of expression in order to be effective and productive members of multi-national environments. As such, they have identified the following categories of cultural articulation: expressive, reserved, and variable. Emotionally expressive cultures are described as 'loud, open, and outgoing'. Emotionally reserved cultures are 'quiet, pensive, and sometimes aloof.' Variably expressive cultures share characteristics of both. Business strategies that work in one's home country may be at odds with the professional practices of other cultures; thus, the growing need for professionals to recognize and acknowledge the strengths and weaknesses of their individual styles of communication.

Amos Rapoport, renowned architect, scholar, and founder of Environment-Behavior Studies, wrote that 'architecture is a profession rooted in culture.' He believes that the purpose of design is to not only produce user-oriented environments, but to predicate design on the knowledge of how people and environments interact. He further states that this interaction relies on an understanding of how to culturally organize and communicate space, time, and meaning.

Societies are products of their culture, and architecture embodies the values of cultural inhabitation, construction, achievement, and design. Cultures are not static but over time specific aspects remain unchanged. As students become more aware of the relationship between culture and the built environment, they will better understand the ways in which their personal architectural philosophies either do, or do not, cross-culturally communicate, and the value they place on that understanding.

Course-related learning outcomes

Knowledge

C.W4. vocabulary and grammatical structures of a foreign language which is the language of international communication in terms of creating and understanding written and oral statements, both general and specialist in the field of architecture, as well as the need to efficiently use a foreign language, also in the context of scientific activity.

Skills

C.U1. recognize various types of cultural products specific to architecture and conduct a critical analysis of them using typical methods in order to determine their meanings, social impact and place in the historical and cultural process;



C.U3. obtain information from literature, databases and other sources, also in a foreign language which is the language of international communication, in order to use them in the design process or - to a basic extent - in scientific activities;

C.U5. use at least one foreign language which is the language of international communication at the B2 + level of the European System for the Description of Languages, including specialist terminology in the field of architecture and urban planning necessary in design activities and - to a basic extent - in scientific activities.

Social competences

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Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Students' performance in this course shall be evaluated through the following means: an individual project 1 [25%], an individual project 2 [25%] and a final exam (test) [50%].

Promotion of presence: the students who actively participate in at least 10 lectures (i.e., asking questions, taking part in discussion) and are satisfied with their grades, can obtain a credit without having to take the test.

The following criteria will be used when determining grades:

- initiative [ability to embark on personal searches],
- risk taking [an ability to be open to new ideas and methods of design investigation],
- rigor [ability to deeply and/or broadly explore a design challenge],
- critical thinking [ability to improve the quality of one's thinking],
- process [ability to document one's research, creative, and/or problem solving activities],
- skill [ability to clearly produce evidence that demonstrated one's journey of architectural investigation and understanding].

Evaluation metrics:

Formative assessment:

- assessment of individual tasks against the background of the group (2x max 25 points),
- exam assessment (test) and/or activity during lectures (max 50 points)

Assessment scale: 0-100 points

Pass score: 61 points

Summative assessment is the sum of the partial grades (points)



Final evaluation scale: 2,0; 3,0; 3,5; 4,0; 4,5; 5,0

Programme content

The program content focuses on the culture-architecture relationship, with a particular emphasis on design issues.

Lectures:

1. Introduction. Definition of culture. The notion of cross-cultural communication. Aspects of the relationship between culture and architecture.
2. Critical regionalism as a tendency drawing attention to the contribution of cultural diversity to the creation of architecture. Architect's research methodology
3. The expression of culture in contemporary architecture in Poland.
4. Culture of egalitarianism in designing architecture and public spaces.
5. Cultural aspects of standardisation.
6. Human spatial behavior - research history and its impact on the design practice.
7. Design culture of tropical regions.
8. Planning of new cities - the problem of dealing with the absence of a cultural context.
9. Political culture and parliamentary architecture.
10. Designing intercultural nodes - terminal architecture.
11. Culture-driven architectural detail.
12. Design culture in the USA - cultural differences in design practice.
13. Collectable architecture - the culture of collecting architectural designs.
14. Architecture as an ambassador of culture - designing diplomatic missions.

Tasks:

1. Task 1:

- identify a culture, other than your own, which interests you the most
- briefly explain why
- find one cultural element that distinguishes itself in the architecture that belongs to that particular culture



- analyse exemplary building(s) and discuss cultural elements in architecture
- choose two of the five basic features of culture and further analyze how architecture is a measurable representation of these features

Presentation form: one pdf file with a few slides

2. Task 2:

- identify your own culture (Polish, Spanish, Hindu ect.)
- identify the type of home that matches the culture you describe
- explore this type of home, analyze how the inside and outside reflect and embody the features of the culture
- identify the house where you live or have spent a lot of time and analyze it by comparing it with a prototype brand that you considered to be a representative of a culture
- on the basis of the analysis, describe how your home fits or does not fit the cultural model

Presentation form: one pdf file with a few slides

Teaching methods

1. Lectures. Multimedia presentations with narration.
2. Exercise method based on the use of various sources of knowledge (film, photographs, archival materials, source texts, documents, statistical yearbooks, maps, Internet, etc.)

Bibliography

Basic

Students will be assigned articles or book chapters to read in conjunction with specific topics discussed during the course of the semester.

Additional

1. Cities and Cultures by Malcolm Miles
2. Cross Cultural Communication: Global Perspective by N. L. Gupta
3. Culture and History by Philip Bagby
4. Culture and the Social Vision by Mark Hewitt, Benjamin Kracauer, John Massengale, and Michael McDonough, eds.
5. Culture in an Age of Money by Nicolaus Mills



6. Culture Spaces in Everyday Life by Akira Y Yamamoto
7. House Form and Culture by Amos Rapoport
8. Human Aspects of Urban Form by Amos Rapoport
9. Human Behaviour in the Social Environment: a Social Systems Approach by I. Altman, A. Rapoport, and J. Whohlwill
10. Human Universals by Donald E. Brown
11. Introducing Cultural Geography by J.E. Spencer and W.L. Thomas
12. Meaning in Culture by F. Allan Hanson
13. Notes Towards the Definition of Culture by T. S. Eliot
14. Reading Architecture and Culture by Adam Sharr
15. Roots of Western Culture by Herman Dooyeweerd
16. Society, Culture, and Urbanization by S. N. Eisenstadt and A. Shachar
17. Teaching Culture: Perspectives in Practice by Patrick Moran
18. That Complex Whole [Culture and the Evolution of Human Behavior] by L. Cronk
19. The Anti-Aesthetic: Essays on Postmodern Culture ed. Hal Foster
20. The Biological Roots of Human Nature: Forging Links Between Evolution and Behavior by T. H. Goldsmith
21. The Blank Slate [The Modern Denial of Human Nature] by S. Pink
22. The Hidden Dimension by Edward T. Hall
22. The Immaterial Society by Diani Marco, ed.
23. The Public Face of Architecture by Nathan Glazer and Mark Lilla, eds.
24. The Turning Point: Science, Society, and the Rising Culture by Fritjog Capra



Breakdown of average student's workload

	Hours	ECTS
Total workload	60	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	30	1,0

¹ delete or add other activities as appropriate