# Intercultural Movie/Television Show Scenes Recommendation

# *(see option 2 below)*

# Janel Bloch

**Northern Kentucky University**

This assignment will give you the opportunity to apply many of the business communication principles we’ve been discussing throughout the course, while also considering how to adapt these principles when communicating in different cultures. Here are some of the focuses of this assignment.

* Research and learn about business communication in other cultures
* Organize a PowerPoint presentation effectively (first option)
* Design effective presentation slides (first option)
* Choose and incorporate graphics effectively (first option)
* Apply visual design principles
* Evaluate the quality of sources and use them persuasively
* Write a recommendation, summary, and critique (second option)
* Relate popular media to business communication topics we have been discussing in class (second option)

# Your assignment

For this assignment, you have two options.

**PowerPoint presentation in preparation for international trip:** (see Locker & Kienzler, Chapter 5, 9th ed. or Chapter 7, 10th & 11th eds.). Assume you are preparing for a business meeting on a specific topic in a specific country. Research business communication practices in that culture and the implications of the topic of the meeting in that culture. This presentation should discuss specific differences in some of the business communication conventions discussed in class and in the Locker & Kienzler text and also communication in general, including differences in business etiquette.

**Recommendation for intercultural movie/television show scenes:** Find a movie or scenes from television shows that pertain to intercultural communication (note that the cultures can be, but do not need to be international cultures). Then write a recommendation to me describing the movie or scenes and telling why it would be valuable to show in a business communication course when discussing intercultural communication.

Your recommendation should include a summary of the movie or scenes, a discussion of relevant points, and specific reference to Locker & Kienzler and at least one other source dealing with intercultural communication (**Note**: If you refer to a source such as **imdb.com** that summarizes the movie, you should certainly cite that source, but **it does NOT count as your second source**).

***Option 1: PowerPoint presentation***

For this option, prepare a PowerPoint presentation that you could present to your boss and colleagues providing them with information and recommendations for a trip to another country (you pick the country).

***Organization of the presentation***

Your presentation should be well-organized and should include well-designed slides (see Locker chapters on visual design and oral presentations) and notes pages that you would refer to when giving the presentation. Your presentation should include the following:

* Title slide
* Preview/blueprint slide(s) (include an slide overviewing the entire presentation and other preview/blueprint slides as appropriate throughout the presentation)
* Effectively organized content slides including both information and recommendation
* Include at least one slide identifying relevant current events within the country (These can be events that would be helpful to know about as a visitor to the country or events relevant to your assumed topic of the meeting.)
* Hyperlinks to sources (as appropriate)
* At least two functional graphics—likely more—be sure to give sources of graphics (right underneath them will suffice)
* Include content that you would discuss in your presentation on at least some of the notes pages within PowerPoint (In PowerPoint, go View—Notes Pages). Think of the notes pages as the notes that you would refer to while you were giving the presentation and also notes that your audience could refer to ***after*** you presented.
* Complete citations of at least ***2 different sources about intercultural communication*** (i.e., from 2 different authors and/or websites, not 2 articles by the same author from the same website). These citations can be either within your slides (on a separate slide) or on your notes pages.

***Content of the presentation***

The presentation should have an appropriate title slide, introduction, and conclusion, and it should cover the following content (on **approximately 15 slides**, including several (i.e., at least 5) PowerPoint notes pages with substantive additional content).

Include sufficient substance on the slides so that the reader can get the main points from the slides—but assume that you would be narrating the presentation as well—include some of the additional things you would say on the notes pages.

* Discussion of the ***implications of the specific subject of the meeting*** in the foreign country (optional). For example, if you’re assuming that the meeting is to discuss selling Lunchables in Norway, you could have a couple of slides discussing the kinds of adaptations that would be needed to this product in that culture. ***Note:*** This aspect should be ***no more than about 4 slides of the presentatio****n*—the bulk of the presentation should deal with business communication—see the next bullet.
* Information about ***business communication in the country*** to help you and your boss effectively communicate with your hosts (address at least 4 topics, e.g., dress, body language, attitudes toward time, gift-giving, negotiation styles). See Locker & Kienzler, Chapter 5 (9th) or Chapter 7 (10th & 11th) for ideas.
* Use at least ***2 different sources about intercultural communication*** (i.e., from 2 different authors and/or websites, not 2 articles by the same author from the same website). You may use primary sources, such as interviews with international students or professors.

***Finding sources***

The following sites provides links to several sources about intercultural communication that you might find helpful: <http://www.culturosity.com/online_intercultural_resources.htm>

Feel free to locate sources as well. While 2 different sources is the minimum, there is an abundance of information, so you will likely want to use more than 2 sources!

***Grading***

The assignment will be graded based on its organization, visual design, coverage of the content, visual design, appropriate reference to and complete citation of sources, writing style, and grammar/mechanics.

***Option 2: Recommendation for intercultural movie/television show scenes***

Find a movie or television show scenes that relate in some way to intercultural communication. Note that this does not necessarily have to be international cultures—e.g., scenes dealing with the class of corporate or other kinds of cultures would also be applicable. The movie or television shows you use should be something that is readily available on DVD—ideally not something that is solely on the Web that may disappear without warning.

***IMPORTANT:* I have posted an example memo for *Pursuit of Happyness*, so you may not use that movie.** Also, **please do not choose *Crash***, as that movie has been frequently written about by past students. No credit will be given for memos about either of these movies.

Using the movie or television shows, the ***Locker & Kienzler text***, and ***at least one additional source that deals with intercultural communication (****a source summarizing the movie, e.g., imdb.com, does NOT count as this second source****)***, write a **memo** of approximately 2-3 pages (single-spaced) including the following—note that these are not necessarily specific headings to use, but rather topics to be sure you cover. Come up with your own “talking” headings.

* + **Introduction.** Introduce your topic and forecast the contents of your memo.
  + **Overview of movie or television show and the relevant scenes. *Briefly*** describe the context of the movie or television show scenes—plot, setting, and important characters.
  + **Recommendation:** Either separately or while you are discussing the connections, explain why you believe showing this movie or scenes would be valuable in a business communication course. Use specific evidence to support your recommendation. Be sure to address counterarguments.
  + **Connections to intercultural communication.** This will be the part of your review where you use research sources—particularly the Locker & Kienzler text and at least one other source related to intercultural communication.
  + **Conclusion.** Briefly bring closure to your memo.
  + Be sure to include complete citations of all of your sources (i.e., use APA, MLA, or a similar style). Be sure to refer to the sources within the memo as well. Note, again, that you should have at least two sources, including the Locker & Kienzler text and another source related to intercultural communication. ***IMDB.com or another source summarizing the movie does not count as a source, although it should be cited if you use it.***

**Due date**

* A peer review is not required for this assignment. You are welcome to do informal peer reviews, and I am happy to review your draft if you send it to me in at least two days in advance of the due date.
* **Sunday, July 1, 2018, 11:59 p.m.:** Submit intercultural project.