SPCH 105 - Intercultural Communication Assessment Project

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Assessment Project

SPCH 105 – Intercultural Communication – Two Sections from Fall 2012

Course Description
- Study the diversity of styles of verbal and nonverbal communication in different cultures. Emphasis on the relationship of culture, communication, context and power.

Course SLO Assessed
- Evaluate patterns of ethnocentrism and privilege that become obstacles to competent intercultural communication.
Plan A GE Area VI – Intercultural/International Studies Description
- This requirement is intended to instill in students an appreciation of peoples and cultures other than their own and be able to empathize with and respect those from different cultural backgrounds, and realize the interconnectedness of all peoples. Students will be able to recognize and negotiate the complex ethics and politics of construing meaning and building social relationships across differences; e.g.: ethnocentrism, nationalism, cultural imperialism, cultural appropriation, and homogenization of nations and cultures.

Plan A GE Area VI SLO Assessed
- Develop sensitivity and skills for living and working in a culturally diverse world.
Assessment Strategy

- Pretest/Post Test
  - Already existing student assessment from final essay exam:
    - Define stereotyping, racism, prejudice, and discrimination and explain the relationship of these terms

- Pretest given to two sections of SPCH 105 in FA2012
  - Section 1 – 23 students
  - Section 2 – 26 students
Rubric

Definitions

4  3  2  1

Stereotyping - oversimplified, rigid generalization (images or conceptions) especially problematic when applied to people or a group of people

Prejudice - prejudgment positive or negative without evidence to support the erroneous thinking

Discrimination - treatment or consideration of, or making a distinction in favor of or against, a person or thing based on the group, class, or category

Racism - hatred, fear, discrimination and prejudice against people of a particular race and oversimplifies this group of peoples similarities

Relationship of Terms

6  5  4  3  2  1

Relationship between terms (cognitive to affective to behavioral)

Stereotyping => prejudice => discrimination => racism – increasingly more pervasive and societally problematic

Relationship from the personal, to cultural, to institutional hegemony

Grading Scale

A  9-10
B  8
C  7
D  6
F  5 and below
Pretest Results

- N = 49 from two sections of SPCH 105
  Points Earned = Number of Students

  0 = 7
  1 = 7
  2 = 13
  3 = 8
  4 = 6
  5 = 1 (Grade of F)
  6 = 7  (Grade of D)
Analysis of Pretest Results

- No students passed
- Several students came close to passing with a basic understanding that these terms build on each other and one even correctly identified that stereotyping and prejudice lead to discrimination and racism
- Students are unable to differentiate these terms, esp. prejudice and stereotyping
Strategies Planned for Success

- Textbook, videos, activities, discussion, guest speakers on terms and relationship of these terms

- Topics need to include more than race to fully understand cultural difference
  - Gender & Sexual Identity
  - Religion
  - Disability