

### **Pre-course Reading lists**

Our programme focuses on cross-cultural similarities/differences and you will be asked to present examples from your own culture or cultures, so it would be very useful if you could collect as much information as you can about your own culture(s), especially things that relate to key cultural values and beliefs, cultural practices language and customs and, depending on your specialism, information about business management, marketing, politics and international relations, the local education system, teaching practices, and media, from your own culture(s). For example, you may want to collect information about how companies are managed, how press conferences are organised, how negotiations are conducted, among other things. The following websites may be of particular interest to you:

<http://www.executiveplanet.com/>

<http://www.goingglobal.com/>

[http://news.bbc.co.uk/1/hi/world/europe/country\\_profiles/](http://news.bbc.co.uk/1/hi/world/europe/country_profiles/)

[http://news.bbc.co.uk/1/hi/world/asia-pacific/country\\_profiles/](http://news.bbc.co.uk/1/hi/world/asia-pacific/country_profiles/)

We also suggest the following pre-course readings for Language and Communication modules, and your specialism, so that you can do some preparation for the course. Please note preparation of such kind is desirable, but not a prerequisite.

For Language and Communication modules which are available to all the students on the CCC+ programmes, the following will provide useful preparatory reading:

Blommaert, J. (1998). Different Approaches to Intercultural Communication: A Critical Survey. Plenary lecture, Lernen und Arbeiten in einer international vernetzten und multikulturellen Gesellschaft, Expertentagung Universität Bremen, Institut für Projektmanagement und Wirtschaftsinformatik (IPMI), 27-28 February. <http://www.flwi.ugent.be/cie/CIE/blommaert1.htm>

Holliday, A. Hyde, M. & Kullman, J. (2004). Intercultural Communication: An Advanced Resource Book. London: Routledge.

In addition, the following titles are recommended for the specialism you are doing:

Kotler P., Armstrong G., Saunders J., & Wong V (2005). Principles of Marketing. Harlow: Prentice Hall (4th edition).

Schneider, S. C. & Barsoux, J-L. (2002). Managing Across Cultures. Harlow: Prentice Hall.

ten Have, Paul (2007) Doing Conversation Analysis. Sage: London