

Final Project: Case Paper Study
INTERCULTURAL COMMUNICATIONS
Julian Teixeira, John Hopkins University Advance Academic Programs

For this course:

LOC #2: Employ communications theories, perspectives, principles and concepts.

LOC#4: Create messages appropriate to the audience, purpose and context.

LOC #8: Utilize communication to embrace difference.

LOC #9: Influence Public Discourse.

II. Length of Assignment:

The 10 weeks of the course prepares the student to start the case study paper. The case study paper, to put together, with its accompanying presentation, is about a 3 week process.

III. Materials Needed:

- Computer
- Online access for research
- JHU online library
- Textbook: *Intercultural Communication: A Contextual Approach* by James Neuliep. Sage Publications, **6th edition only**

IV. Instructions:

Proposal – draft of the Case Study

You will write a proposal for your case study paper and presentation. The topic you select should be something that is current or was news worthy in the past couple of years. It must focus on an approach (context) we have studied in class. An example of a case is Chevrolet in the 1970's not having any Latinos on its marketing team and deciding to launch the Chevrolet NOVA in Latin America. "No va" in Spanish means, "no go," so you can image how well a car called "no go" sold in Latin America.

Case Study Proposal

This proposal(draft) should be a minimum of 2 pages, double-spaced, and a maximum of 3 pages, double spaced (excluding cover sheet and references). I will enforce the page limit and will not read past the third page. For your proposal, you will write the first 3 sections of your case study paper (Introduction, a portion of the Literature/Research Review, and the context section, i.e. what context(s) are you focusing on, such as cultural context or nonverbal code etc.). Your proposal should include the following:

Proposal Components:

1. Introduction: Describes overall purpose of paper (includes description of case for background/context; briefly previews type of media content and/or theoretical/scholarly literature that will be analyzed and that will be used).
2. Literature Review: Summary of theoretical/scholarly literature reviewed for the case (at least 5 sources cited [You can use newspapers and television news reports]).
3. Method: Identifies what context will be analyzed with the case you are analyzing; provides rationale for why you are selecting this particular context.

V. Rubric or Scoring Guide:

| Criteria | Points Possible |
|---|------------------------|
| Introduction describes overall purpose of paper (describes case, briefly previews type of media content analyzed and area of scholarly literature reviewed; makes argument for why that scholarly literature is best suited to the case). | 5 |
| Literature/Research review cites at least 5 scholarly sources that are appropriate for the case. Literature is concisely and effectively summarized. | 5 |
| Method section identifies content that will be explored; provides rationale for context selected. Decisions reflect clear logic. | 5 |
| Written quality (organization, clarity, conciseness, grammar, spelling and punctuation) | 3 |
| Proper use of APA citations and references. | 2 |
| TOTAL | 20 |

VI. Notes:.

This is a case study proposal. The purpose of this is to review your idea for your case study. However, this is still a communications class, so your case study must be an intercultural communications problem you want to discuss.

VII. References: