UAB

Universitat Autònoma
de Barcelona

2023/2024

The Cultures of the European Union and China

Code: 42659
ECTS Credits: 15

Degree	Type	Year	Semester
4313666 European Union-China: Culture and Economy	OB	0	1

Contact

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Teaching groups languages

To check the language/s of instruction, you must click on "Methodolody" section of the course guide.

Teachers

Amelia Saiz Lopez

Xianghong Qu Lu

External teachers

Natalia Fernández

Prerequisites

The master's degree has a professional vocation, so previous work experience in the fields of economic and cultural management will be valued, although it is not an essential requirement. What is fundamental is the interest in learning new knowledge in an intercultural and globalized environment. It is also valued to have a B1 level of English according to the Common European Framework of Reference

Objectives and Contextualisation

The aims of this module are, first of all, to acquire a basic theoretical knowledge of the concept of culture. It will address the issue of cultural diversity and contact between cultures, and the paradigms of intercultural relations. The different models of intercultural studies on the European Union and China will be presented and discussed, focusing on the historical, social and cultural evolution of the two regions.

Second, the intercultural communication is one of the aspects that will be deepened at a theoretical level and later applied through case studies of intercultural communication between the European Union and China in the business world.

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Thirdly, the economic value of culture in today's societies and its consequences on social and work organization will be studied. An approach will be made to the cultural evolution of Chinese and Spanish societies from a historical perspective, analyzing the political, economic and social transformation of Spain throughout the 20th Century, with references to the same process in China. Finally, to delve deeper into the cultural industries, from the different theoretical approaches to their development in the digital era, without forgetting cultural policies.

Competences

- Analyse the economic, social and cultural characteristics of the current-day European Union and China and be able to interpret the changes that both have undergone.
- Apply distinct theoretical models to the analysis of complex discourse types (political, social, economic, business and cultural) from both an intercontinental and intercultural perspective.
- Carry out team work in interdisciplinary and multicultural environments.
- Continue the learning process, to a large extent autonomously.
- Make creative and original contributions in distinct fields, demonstrating an attitude of respect towards the opinions, values, behaviour and practices of others.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Carry out team work in interdisciplinary and multicultural environments.
2. Continue the learning process, to a large extent autonomously.
3. Identify the differentiating features in the cultural expressions of the European Union and China.
4. Identify the main participants in intercultural communication between the two regions.
5. Interpret the socio-cultural changes undergone by these two regions in the first decade of the 21st century.
6. Make creative and original contributions in distinct fields, demonstrating an attitude of respect towards the opinions, values, behaviour and practices of others.
7. Make innovative proposals to address the problems and intercultural conflicts in the relations between the European Union and China.
8. Recognise and apply theoretical models to specific cases in the cultural and sociological fields.
9. Recognise the most relevant features of current cultural trends in the European Union and China.
10. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

Chinese economy and culture. Sociology of consumption in China

1. Anthropological foundations of culture. The contact between cultures

2. Economic Anthropology and Consumption

3. Economy and culture in the Chinese worlds

4. Sociology of consumption in China

EU-China Intercultural Communication Case Study

1. Basic principles, main theories

2. Application of concepts

3. The media and advertising

Intercultural Communication Theory

1 Intercultural communication

2. Verbal and non-verbal intercultural communication

3. Media and Interculturality

4. Towards an epistemological change

Culture and society in contemporary Spain. Cultural Industries

1. Political Culture and Institutions: the Catholic Church and the state of autonomies

2. Democracy and modernity. Secularization, urbanization, industrialization, immigration and gender

3. Culture and economy: cultural industries

4. Cultural industries in the digital age

5. Cultural policies

Methodology

- Master Lectures

- Case Resolution Classes

- Debates

- Seminars

- Presentation / oral presentation of works

- Reading articles/books/reports of interest

- On-site and on-line tutorials

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Realization of activities of reading, debate, exposition, resolution of real cases, seminars and presential lecture class	75	3	6, 4, 3, 5, 9, 8, 10, 1
Type: Supervised			

Exercises of reading, correction of exercises and resolution of doubts, face-to-face and online tutoring.	50	2	6, 7, 3, 5, 2, 9, 8, 10, 1
Type: Autonomous			
Reading articles, books and texts, preparation of activities and reports. Search for information	100	4	6, 7, 4, 5, 2, 8, 10, 1

Assessment

Evaluation activities will be of the following types:

Formative and summative evaluation, the objective of which is to monitor the student's learning process, will be divided into four types of tests distributed throughout the semester. The exact date will be agreed in advance with the students and will be announced sufficiently in advance.

Different competences will be evaluated according to the state of learning. A final written exam will be taken (40% of the final grade). If a student is unable to attend class on the day of a test, he or she must inform the teacher in advance and make it on an agreed day.

Summative evaluation, the objective of which is to qualify, will be based on the delivery of the tasks proposed by the teacher for each subject of the module will be made one or two deliveries, depending on the case. It will consist of individual works (25% of the final grade) and group works (25% of the final grade) and individual oral presentations to class (10%).

Tasks must be submitted on time so that they can be evaluated. Late deliveries will not be accepted. Class attendance is compulsory and regular according to the Bologna process.

This module does not have a second call, but a second chance of recovery is given if the final grade is between 3.5 and 4.9 according to UAB regulations.

The grade will be a NOT EVALUABLE when the student has not presented 75% of the evaluable activities.

According to the regulations approved by the Commission for Academic Organization and Titles of the FTI and ratified by the Faculty Board on June 9, 2010, the subject can only be recovered in the following cases:

- When, in a justified manner, the student has not presented to 25 - 30% of the evaluable activities;

- When the final grade, including the grade for the key competence of the subject, prior to the minutes is between 3.5 and 4.9.

In both cases the student will present himself exclusively to the activities or tests not presented orsuspended.

Excluded from grade recovery are tests suspended for copying or plagiarism.

In no case will it be possible to recover a grade by means of a final test equivalent to 100% of the grade.

In case of several irregularities in the evaluation activities of the same subject, the final grade of this subject will be "zero". Excluded from grade recovery are tests suspended for copying or plagiarism. A "copy" is considered to be a work that reproduces all or a large part of the work of a colleague, and "plagiarism" is the fact of presenting part or all of an author's text as one's own, that is, without citing the sources, whether it is published on paper or in digital form on the Internet. Copying and plagiarism constitute a fault that will be sanctioned with the note "zero". In the case of copying between two students, if it is not possible to know who copied whom, the sanction will be applied to both students.

This module does not apply the sigle assessment system.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Group work	25	50	2	6, 7, 4, 3, 5, 2, 9, 8, 10, 1
Individual works	25	50	2	6, 4, 3, 2, 9, 10
Written exam	40	12.5	0.5	6, 7, 4, 3, 5, 9, 8, 10
individual oral presentations to class	10	37.5	1.5	6, 4, 5, 2, 9, 8, 10

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Software

Office, Power Point, TEAMS & moodle classroom.