跨文化与国际交流  
**Intercultural and International Communication**

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**目录**

[Lecture 1 - Introduction 2](#_Toc208227028)

**Lecture 1 - Introduction**

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‘Intercultural communication’ in this module implies ‘international political communication’. The rationale of political communication is not only to convey information; it’s about **establishing social relationship**, in which we the human live. This broadest definition is where ‘communication’ of the module lies in. In term of communication as a strategy, the module will focus on the actors, regulations, methods, process, institutional structure, rhetoric, etc. about communication.

The major objective of the module is to familiarise with socio-economic analysis of political communication. We will also learn about different theoretical frameworks, and cultivate communication skills. One of the purposes of the module is to introduce strategies, ways and formats to make messaging more convincing.

Though communication aims to encourage the theory to speak to the reality, there is no permanent or absolute coherence between theory and reality; theorisation is always in process. Then, when the coherence breaks, it’s recommended to question the theory rather than to question the reality.

Charles Tilly thought that war demands technological advancement, which consequently drives social development. However, a question remains: what drives wars?