The objective of this paper is to demonstrate the students understanding of concepts in Intercultural Studies and to develop research skills relevant to real-world issues of interest.

It is meant to be a capstone paper that should incorporate both theory and secondary research evidence. You will not be interviewing live participants.

1. Select a topic to investigate. Any topic or issue is acceptable that is connected to the course material. (i.e. intercultural teams, ethics, the language 'problem' in business, bias, biculturalism, , mergers and acquisitions, organizational culture, ingroup/outgroup, social capital, leadership, etc.) Your topic should focus on a phenomenon or problem where cultures (national or organizational) come into contact with each other
2. Consider a context, such as place (i.e. country or organization), industry type (i.e.finance, technology), or management practice (i.e. leadership, operations, negotiations, decision making, strategy)
3. Consider a question that you think is interesting such as a “why” or “how” question that moves beyond matters of fact into an inquiry mode.
4. Provide a rationale why the research question is important to you.
5. Research and write an essay that investigates your research question, broadly. You will not be required to conduct an exhaustive study. The objective is to demonstrate ability to research, write, and think critically about an issue. This exercise is like doing a literature review, because you will not be engaging in research with live participants.
6. Provide reference list. Use appendices.

For example,

*Topic: Organizational culture in mergers*

*Research question: How can global managers make decisions for organizations where there are multiple nationalities present?*

*Significance/Rationale: To understand how cultural difference and intercultural competences might impact corporate success*

Format of paper

The form of your final assignment is an individually prepared type written paper in APA format, 2 line spacing using Times New Roman 12 pt. type. The assignment will be 3000-3500 words in length (not including appendices or references) and contain discussion under the following headings:

1. Abstract
2. Introduction including research question and rationale
3. Research findings
4. Discussion
5. Conclusions
6. References
7. Relevant appendices

Abstract

A maximum half-page summary to capture the essence of your paper, the problem it addresses, how you sourced your data and your main findings.

Introduction

Introduce your research question and how you propose to approach the inquiry. Is there a reason/importance why you wish to focus your paper on this topic? Explain how or why the topic relates to intercultural interaction and communication. Outline the layout of the paper, including specifics of the context (organization, country, industry, practice, etc) that will be discussed, and any theoretical models that will be used (if applicable)

Research findings

Clearly outline the salient facts, issues, and relevant research relating to your research question.

Identify, describe, analyze, and consider the impacts of any cultural characteristics that might influence management practices. Tie your observations to theoretical models used in the course. Do not introduce too many elements in your research findings (three to five ideas may suffice for the scope of this paper).

Discussion

The discussion section answers the “so what” after your findings. Demonstrate a critical approach to phenomena, data and sources. Discuss your observations and how your findings impact the global manager and perhaps your own career interests.

Conclusions

Summarize the significance of your paper and its relationship to the research question. Is there further information required? What are next steps and any recommendations that you have for global managers.

Rubric

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| --- | --- |
| **Describe research question and its relevance** | Outlines a crisp research format and delimits appropriate scope. Makes a compelling case and explains relevance to self |
| **research** | Excellent data recent sources, explores question with depth |
| **discussion and conclusions** | critically synthesizes the research outcomes and draws linkage to global management. Discusses limitations and poses further research questions. |
| **Writing, APA, references** | Logical flow, no grammatical or APA errors, sufficient credible references from academic sources/journal articles |

I wrote below Essay on the topic “Critical Media studies and media literacy” and this is the same topic for my research paper. As per the instructors, paper should follow pyramid principle writing style.

 **INTRODUCTION OF RESEARCH PAPER**

**Critical media studies and media literacy**

Media literacy has become an asset in the 21st century and people are more rigorously relying upon the information they received through media and this is becoming responsible for conditioning the mindset of society. Media is a platform through which one can communicate with other people and it helps to connect with a large number of population at once (broadcast) and this is also known as Mass Communication. It is the plural form of medium and also can be distinguished under several heads including written, oral and audiovisual. It has the power to create an impact on society in both ways either negative or positive. Therefore, it has become a necessity to understand critically behind every source of information we received through digital media. Governments of different countries including Germany are putting their efforts in the best of their capabilities to provide free education to their people and make them well versed for new and updated technologies. These efforts are helping society to learn and develop their skills to understand and analyze the information which they receive from the digital media from all around the world.

The influence of media is increasing by every passing day and it has become absolutely necessary to understand the different means of media literacy through which people can take maximum information correctly. In Old times, a person had to visit door to door to pass on the information and most of the time, the information was not reached to every member of the society and sometimes the actual meaning of the information gets changed along the way. In the Medieval period, physical media came into the picture which was having an upper hand on old traditional model and this became successful in keeping the information intact throughout the time because one person writes and everyone received the same information but still takes a long time to reach from one place to another. We are living in a fast paced society and learned to evolve ourselves from our past to do good and better than earlier. Therefore, Digital Media evolved which is efficient, time saving and people also receive the information in real time. For example, there are 195 countries in the world and digital media makes it possible for everyone to stay connected with each other and all get updated regarding information and discoveries of new technologies in other countries.Every individual is getting influenced and tend to spend more time around media as compared to before. For example, in 2006, Winner of American Idol received votes from the US people which was more than the number of votes received by electors during any presidential election (Leib, 2006).

The average person in the United States watches 4 hours of television per day (Herr, 2001) either it is watching movies or listening to the news, everything is easily and instantly available on media. Therefore, It has become vital to understand and comprehend the message critically thus media literacy comes into the picture. It helps to create an understanding among the viewers about the content so that they do not get mislead. Media is a huge platform and it is difficult to filter the content on several platforms but with the help of media literacy, it is possible to create a mindset that can do a correct interpretation of the information. Switching off the television or disconnecting the internet is not the solution to stay away from discrete content or mislead information but educating the mind to analyze and respond is the correct way. Media literate people do not memorize the facts or data which they come across but rather understand the content which they read, watch or listen.

Media is globalized and people are trying to make the most of it. As the influence of media is swiftly changing, it is important for global managers to get updated with the information which spread across the globe either regarding new technology or news of their competitors. Media literacy helps to analyze the information and its source which helps to evaluate and then act accordingly. Global managers are considered to be global leaders and it is important for them to interpret the correct information from the media so they can make rational decisions and this can only be possible if they don’t get influenced by the misleading information available in their surrounding hence, create the best strategies for their organization.