

Charting the Course: FIE's values and the curriculum

January 2016

 <p>Articulated Values</p>	<ol style="list-style-type: none"> 1. Knowledge and Inclusivity <ul style="list-style-type: none"> • A recognition of the social, cultural and historical context of knowledge, and of knowledge as socially and culturally constructed and maintained. • An understanding of the potential for contribution of non-dominant groups and recognition of their role, power and privilege, within fields of study. 2. Ethics and Human Rights <ul style="list-style-type: none"> • Recognition of issues of social justice at global and national levels. • Awareness of ethical implications of personal choice and governmental action. 3. Social and Cultural Reflection and Action <ul style="list-style-type: none"> • A heightened awareness of civic and social responsibilities at local and global levels. • Developing our understanding, appreciation of and empathy towards diverse cultures and identities. • A continued engagement in cross-cultural and multicultural communication. 4. Commitment to the Environment <ul style="list-style-type: none"> • Active engagement with environmental impact. • Addressing issues of sustainability and applying initiatives.
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FIE Semester course	Values				Description
	1	2	3	4	
British History	○	○	○		Today Britain is a multi-ethnic and multi-faith society that is a nodal point in the global economic order. Concentrating on themes including the development of national identity, imperialism, industrialisation, social class and the impact of war on modern society, the aim of this course is to develop appreciation of the multi-sided and contested nature of British history. The course also examines how Britain's past relates to contemporary cultural and political debate at both a global and national level.
British Life and Business	○	○	○	○	At the end of this course students must demonstrate an understanding of the role of history, notably the legacy of the British Empire, in shaping multiculturalism and individual identity in contemporary Britain. Understanding the Great Britain also includes a foundation in the four nations that comprise the United Kingdom. Students compare major British institutions including the NHS, BBC and the media to assess the role in shaping public and business opinion. Students examine the distinctive features of UK corporate governance and business culture and identify leading British businesses in manufacturing and services, including financial services. They also examine how businesses are responding to the challenge of environmental sustainability and corporate social responsibility

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British Life and Cultures	o	o	o	o	In this course cultural constructions of national identity are examined in relation to how they exist within the UK. Social class, immigration and workings of government are examined in part with regard to power, gender, privilege and inclusion/exclusion. Ethical issues connected to historic and contemporary global inequality are considered in examining Britain's relations with the rest of the world. Multiculturalism and diversity are significant themes throughout the course. Sustainability has a specific assignment included in the course assessment and the best ways to introduce active engagement with environmental impact are continually under review
British Life and Europe	o	o	o	o	The course presents the topic of multiculturalism, identity and social class in the UK and Europe. This includes an understanding of how racism developed via colonialism and thus the subordination of non-dominant groups within society. This is then extended to include how different ethnic and cultural groups participate in society: legally, socially and culturally. Thus it identifies both social justice/integration and social inequality as two major themes. Additionally the course provides an introduction to both the Westminster Model and the EU. These topics include examples of how citizens/groups participate within society at a civic level. Both of the topics question the ethics of politics in Britain via the role of the media. Additionally, the topic of the EU delves further into how Britain as a whole participates on a global level via the EU but also its relationship with the Commonwealth and the US. The students attend a lecture on sustainability. This is followed by a discussion in class of the main points raised in the lecture (active engagement with environmental impact; addressing issues of sustainability and applying initiatives). The students are then required to write an assessed response paper on sustainability.
British Life and Visual Media	o		o	o	The course examines the diverse social networks by which knowledge and culture are constructed and maintained in British society, particularly through visual media, and the ways in which understanding and critique of visual modes and practices can enrich multicultural understanding (in the broadest sense of the word). The course includes direct engagement with issues of sustainability in twenty-first century Britain and beyond.

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British Politics	○	○	○		This course stresses the importance of the historical context of British politics in several ways. Firstly, it shows how the political system has evolved over time - such as the role of the monarch and the prime minister. The course also looks at the British attitude towards Europe, which tends to be influenced by historical and geographic consideration. The course discusses human rights in the context of legal controls over government behaviour, e.g. the role of the courts in fettering government policy on detaining alleged terrorist suspects. This question is framed in the broader context of how liberal democracies treat their opponents. The course discusses the importance of civic action via voting and the importance of civil society - i.e. membership of interest groups beyond political parties.
College Writing	○	○	○		Throughout this course students will engage with the writing process by building on and expanding existing curiosity, knowledge, ideas and skills. Students will work on a diverse range of styles and forms to expand their choices as writers and scholars; ranging from informal in-class exercises to serious critical analysis. Student writing is informed by reading, research, analysis and discussion, along with the things that fascinate and trouble them. We will be exploring 'reading' in its broadest form, examining ways of reading landscapes, images, sounds and people as well as texts. Students are trained to read critically and to consider all sources with a healthy scepticism.
Contemporary British Broadcasting	○	○	○	○	This course examines the British ethos that broadcasting should "educate, inform and entertain" by being instrumental in fostering an enlightened citizenry, rather than a commercially driven medium. The course also looks at the range of public service documentaries and reality television and radio programming aimed at reflecting the ethnic, religious and social-economic diversity of the UK and highlighting social and human rights issues. The course examines the scope of factual programming targeting environmental and consumer awareness, and promoting activism through documentary and other genres.
Contemporary British Theatre	○	○	○	○	Essentially places Theatre as a medium within its societal, historical and cultural context and considers the representation of ethnic minorities, the 'gay' community and women (a current concern) within this context. Explores ethics and human rights within the ambit of productions seen or scripts studied in any particular semester and reviews governmental action and personal choice with reference to subsidies and non- State philanthropy in relation to funding the Arts. In terms of Social / Cultural reflection acknowledges relevant concerns already mentioned and includes non- British influences and 'multicultural' impact on British theatre practice, together with increasing 'mixed media' activity. Addresses environmental and sustainability urgencies by allusion to specific examples of good practice (e.g. Arcola Theatre, Julie's Bicycle, Glyndebourne wind farm)

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Creative Thinking for Advertising	○	○	○	○	The course covers how social and cultural factors shape the determination of creative strategies and how social media have, by empowering individuals through vlogging to posting and mashing, threaten corporate leviathans. In treating the operation of controls, externally and within the ad industry itself, the course maps how consumer rights, protections and sovereignties are facilitated - for example, how a complaint of, say, racism by just one consumer to the Advertising Standards Authority [ASA] can torpedo an entire ad campaign. The programme also windows the differences and similarities of UK, US and other cultures and how these affect both the way advertising connects with its target audiences and the need for glocalisation: the imperative to think global, act local. Finally, de-constructing PSAs for emissions, global warming et al., serve to heighten awareness of key environmental issues.
Ecology, Environment and Economics	○	○	○	○	The course examines the continuing conflict between market forces and environmental integrity and explains how economic theory views the relationship between economic activity and the natural world. Examples of local, regional, national, and international issues are presented and discussed. The course will give students an opportunity to develop a critical understanding of the different ways in which economic decisions, market forces, and government policies can affect environment and provide a sustainable way for development and growth.
Environmental Science – Our Role in Today's World	○	○	○	○	Our Role In Today's World is an introductory course on all aspects of sustainability in the natural environment. It examines in detail how the earth's natural processes function to maintain life with all of its biological diversity in a sustainable way. We humans have done much both historically and in current times to upset this natural balance through our activities. Now is our chance to learn from nature and revert to a sustainable way of living, before its too late to repair this imbalance.
Ethical Dilemmas: Business & the World	○	○	○	○	Through an ethics lens, this course traces the rise of corporate responsibility and explores the evolving relationship between business practice and wider society. It looks at the role – and power – of the consumer along with the emergence of international standards and codes of conduct and examines whether these influence business practice both locally and globally. At the end of the course, students have a heightened awareness of their civic and social responsibilities as consumers and understand the impact their purchasing decisions can have on global human rights, equity, and the environment.

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Ethical Leadership	o	o	o	o	<p>Through this course, students develop a recognition of the cultural and historical context of knowledge with regards to ethical decision making. In Ethical Leadership students are encouraged to appreciate the context-specific nature of ethical decision making as they practice considering ethical dilemmas from diverse cultural and historical perspectives. Specifically, students study historical perspectives on ethics rooted in European and Asian cultures, as well as contemporary views from leading thinkers working in the fields of ethics and leadership. Through the course, students grapple with the tension existing between cultural relativism and moral absolutism as they critically reflect on the way in which ethics can be influenced by culture and yet make claims extending across cultures. Ethical Leadership emphasizes recognition of social justice issues at global and national levels. Students practice ethical decision making as they respond to dilemmas concerning, among others, the textile trade and political demonstration. Through this course, students cultivate their awareness of the ethical implications of their personal choices as they study the value, and challenges, that power, charisma, and effectiveness can bring to leaders. By critically reflecting on what it means to be a leader, students are encouraged to develop a heightened awareness of their own civic and social responsibilities as potential ethical leaders in their own communities. Students gain an understanding of the way in which leaders can use their influence to cultivate the morality of followers. Through being presented with challenging, diverse perspectives on what it means to be an ethical leader, students develop an understanding, appreciation and empathy towards cultures and individuals that hold views different from their own. Students actively engage with the impact they can have on the moral climate of the local and global societies they inhabit. While critically reflecting on ethical issues, students consider implications beyond that of effectiveness and efficiency. Specifically, students are instructed to consider the social and environmental implications of their decisions and the actions that follow from them.</p>

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Food, Society and Culture in Britain		o	o	o	This course examines the local and global ethical issues that are connected with the choices that are made around what we produce and eat. Human welfare, social justice, animal welfare and environmental impacts are discussed. Social class and cultural divisions are reflected in the food we eat and our food behaviours. The role of food businesses in such areas as food waste and obesity are also addressed.
Fundamentals of Finance	o	o	o		This course is an introduction to business finance. Topics include an overview of the finance function and its importance for the firm and the course presents global aspects of finance, giving an overview of money and capital markets, introducing students to financial analysis and time value of money. In addition, the course examines securities and bond pricing, risk and rates of return, cost of capital, and capital budgeting and risk analysis. The course introduces students to the fundamental concepts in business finance and enables students to understand and to carry out financial calculations. The course also develops students' understanding of financial markets, such as stock and bond markets and examines the effects of the value of the firm created by the interaction of the investment and financial decisions including understanding risk and return trade-offs.
Global Marketing	o	o	o	o	In this course students develop an understanding of the term global marketing and understand how it fits in with the modern world. The course examines the following: What is meant by the term globalization? The changing nature of the global economy from a macro, meso and micro perspective.
History of Modern Design	o	o	o	o	This course covers the history of design in Britain from 1750 to c.2012 and provides a chronological overview and close focus on selected topics, including Wedgwood's pottery and contemporary environmentally sustainable architecture. Class discussion and six site visits facilitate consideration of design's context, so that historical attitudes to class, gender and ethnicity, which shaped and restricted designers/designs, are compared with contemporary multicultural Britain.

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IIC Course	<input type="radio"/>		<input type="radio"/>		This course links a theoretical understanding of cultural, epistemological and organisational issues with the students' empirical experience gained from the workplace. Through classroom discussion and personal reflection the students are able to share and benefit from the diverse, multi-cultural experiences they encounter during their time in London. In the short term they gain greater insight into workplace culture and practice, develop a formidable range of transferrable skills, and benefit from greater confidence, independence and self-knowledge. In the longer term, the course equips them with lifelong learning skills that are invaluable when faced with career decisions in the future.
International Diplomacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		This course examines some of the basic aspects of what diplomats do. It uses historical and contemporary case studies to explain the sorts of issues that diplomats routinely face. The topics covered in this course include the origins of diplomacy, the role of diplomatic missions, and the role of force and intelligence in the international system. This course also covers ethical issues such as the dilemmas governments face in dealing with their opponents. Finally, this course discusses economic and social development and the role of summits in trying to reach multilateral agreements and targets in order to alleviate these problems.
International Trade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	This course considers the basis of trade, contemporary issues in international trade and examines the main challenges and opportunities facing trade policy-makers. Particular emphasis is given to European trade and investment issues. Within this context, the course encourages an appreciation of the role of London in the growth of trade and as an international financial centre. Issues regarding the fairness of trade and its environmental impact are examined, as are issues relation to social and cultural influences on trade.
ISIC Course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		This course incorporates an appreciation of responsible citizenship and civic engagement in personal and professional arenas; recognition, analysis, and understanding the injustices in contemporary society, including awareness of the relative privilege or marginalization of their own and other groups; development of personal and cultural competence that is appropriate, sensitive, and self-critical with people in the communities in which they work; recognition of the conceptual idea and practice of global citizenship; the understanding of the London workplace environment, their organisation's structure and culture leading to developing a cultural comparative framework; an understanding of the complex and often uncertain nature of operating in the third sector for both the staff and the organisation. The course equips them with personal and professional skills that are invaluable when faced with career decisions in the future.

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Literary London	○	○	○	○	London is a city of stories and has been an inspiration and subject for writers over hundreds of years. This course introduces students to London, both as an object of enquiry and as source, setting, and inspiration for numerous literary texts. Exploring the places, tropes, symbols, and characters in a selection of texts enables students to think about the city in relation to key theoretical and historical/cultural events that have helped shape the way we each experience London. Different approaches to 'writing and reading' London are addressed alongside an analysis of the ways in which the city acts as a basis for critical interrogation and understanding.
London through the Lens of Qualitative Research	○	○	○	○	The very essence of study abroad is that of learning through experience, i.e. learning by doing, observing, and reflecting. The topics that students explore are consistent with their own individual interests but grounded in their experience in London, centred on British cultural, historical, political, or contemporary contexts and may have a comparative dimension.
Media in Britain	○	○	○		This course examines the past, present and future of mass media communications in Britain. All of our mass communications media are reflections of our culture and society. Historically, these reflections have taken the form of representations shaped and disseminated by dominant ideologies. Now though, in the era of online connectivity, there are as many reflections of our culture and society as there are people to share them with. Media in Britain unpacks this exponential trend in how we all represent ourselves locally, nationally and internationally in print, on-air and on-line. We travel from the post war paternalism of the British film industry via social realism and Asian cinema to today's rich diversity in multicultural movie making; and from early BBC 'Britishness' to the multichannel universe of niche digital channels that represent every cultural interest in Britain today. The course also charts the rise in social media networking to show how 'memes' and 'themes' instantly transcend cultures and creeds as they 'trend' across continents in news (e.g. Twitter during the Arab Spring) and 'crowd' communications (e.g. You Tube viral campaigns like Kony 2012) as well as tracking the ever evolving celebrations of global cultural diversity in Britain's famously vibrant advertising, fashion and sports event media.

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Music in 20th Century Britain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		This course examines a wide range of important musical styles in twentieth century Britain in diverse settings: the national institutions of British classical music; the subcultures that emerged after the Second World War, such as Teddy Boys, Rockers and Mods; the Do It Yourself culture of Punk, and the all-night dance music parties of the Rave scene. 'Authenticity' is a recurring theme throughout the course, and will be discussed with close reference to the Blues scene that emerged in the US at the turn of the Twentieth Century. The stylistic traits of different artists and genres (the forms, lyrics, instrumentation etc.) are also examined, as well as the cultural, political, and economic context in which each was created.
Peace and Conflict Resolution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		This course works to promote the core elements of its mission statement, namely, fostering responsibility in international citizenship and preparation of students for the global workplace. The course is intended to enable students to understand the dynamics of peace and conflict and to contribute toward the efforts for more just and peaceful conditions in today's world. Conflict and peace is examined at various levels, linking local and global issues, through critical thinking and interdisciplinary approaches. Because a large part of peacemaking involves the appreciation of human diversity, the course focuses on multicultures and matters of difference related to religion, gender, race, ethnicity, and socio-economic class.
Photojournalism: London through the Lens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		This course has a strong emphasis on the powerful role played by photography in the social and cultural construction of knowledge, and the responsibilities this poses for students as photographers themselves. There is a strong emphasis on the ethics and politics of representation and the implications of power relationships in the social act of photography. There is discussion of the uses (and abuses) of this power as a social justice issue in both British and international/multicultural contexts.
Principles of Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Through a broad overview this course provides students with information that will help them not only become better managers, but also better team members. In the final analysis, we are all managers of our own lives and can benefit by studying to be better managers.
Principles of Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Through a European lens, this introductory course prepares students to think strategically about marketing in today's global environment. After successful completion of this course, students have a basic understanding of numerous marketing concepts including global marketing and ethics and social responsibility in marketing. In addition, students have the opportunity to evaluate and formulate marketing strategies taking into account the influence of international issues.

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Principles of Microeconomics	○	○	○	○	Principles of Microeconomics focuses in the decision making process of consumers and producers, how they relate to one another, and how government may affect these decisions and relationships. Consequently, the course makes an emphasis on economics rationale within a context of inclusivity, social responsibility, cultural differences, environmental issues and ethical concerns, as these are pivotal for consumers and business alike. Throughout lectures, tutorials and relevant visitor lectures, the course uses examples where the trade-off of economic agents and government demonstrate practical real-life clashes with the specific interest of different groups in society. Students also benefit from discussions regarding individual consequences, social good and general welfare, and how the traditional economic theory sometimes has undervalued the contradiction between personal profitability and common welfare.
Shakespeare & Elizabethan Literature	○		○		This course asks students to study three key works by Shakespeare – a tragedy, a comedy and a late “romance”. These are considered as works of art in their own right but also as a means of understanding Shakespeare's preoccupations and craft more generally. Likewise, in studying Shakespeare's work students are invited to consider the broader social, political and cultural context which allowed the flowering of Elizabethan theatre as a whole.
Social Psychology in a Global Context	○	○	○		This course looks at global demographics in relation to the Earth's increasingly limited resources, including focusing on crime, healthcare, issues related to age, gender, ethnicity and multiculturalism. It explores how smaller, traditional societies manage social concerns as compared to megacities. It examines the distribution of poverty and wealth, as the world's rift between haves and have-nots grows ever wider.
Social Welfare Issues in the UK	○	○	○		Through this course, students develop a recognition of the social, cultural and historical context of social welfare, and of how approaches and attitudes towards welfare politically, socially and culturally constructed and maintained. They develop an understanding of critical theories of welfare, citizenship and the community. Students develop a critical understanding of the potential for contribution of non-dominant groups and recognition of their role, power and privilege, within fields of study, as well as recognition of issues of social justice at global, regional and national levels. Students become aware of ethical implications of personal choice and governmental action, with a heightened awareness of civic and social responsibilities at local and global levels. Students develop their understanding, appreciation of and empathy towards diverse cultures and identities, with a continued engagement in cross-cultural and multicultural communication.

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Sporting London: Studying British Identity & Culture through the Olympic Games	o	o	o	o	This course explores sport in a British and global context against a backdrop of the Olympics. In doing so, it examines the social structures, cultural trends and historical context influencing sports participation and consumption. The negotiation of power in the construction of sport and the Olympic Games is critiqued, with reference to gender, class, race, ability and nationality. Student involvement in co-curricular activities includes participant observation of sporting practices and sporting institutions which develop an understanding of diverse cultural practices. The globalisation of modern sport is considered through cross-cultural engagement with sociological examples and sport media analysis. An awareness of competing ideologies and ethical implications for sport are exemplified at local, national and global levels. Competing examples of olympism and commercialisation in sport are debated. The course also examines the environmental impact of London 2012 Olympic Games and Paralympic Games. This includes critical engagement of the Legacy Action Plan and examination of initiatives which implement key objectives such as sustainability.
Strategic Brand Management	o	o	o	o	The course unpacks FIE's articulated brand values as differentiating equity in the global 'Study Abroad' marketplace. Students identify 'knowledge and inclusivity', 'ethics and human rights', 'social and cultural reflection and action' and 'commitment to the environment' as core values that frame a holistic, quality education experience across FIE programs. Using established academic theory and industry models, students perform an FIE 'brand audit' to assess the relevance of these core values and their potential as marketable teaching and learning extensions into students' personal and professional development.
The Economic Integration of the EU	o	o	o	o	The course provides a comprehensive examination of the European economy and of the processes of European economic integration, as well as a critical analysis of EU policies in their broader political and economic context. The course aims to develop students understanding of EU developments such as the Single Market and Economic and Monetary Union. In this context, the causes and consequences of the EU Sovereign Debt crisis will be examined, as will the different intellectual approaches which condition our approach to economics and economic integration. Furthermore, the course covers EU common policies such as the Common Agricultural policy, Industrial and Competition policies, and Regional and Social Policies including an examination of 'social market economy'.

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The Nature of Story: Creative Writing	o	o	o		This course surveys theories of narrative, literature and creativity in particular exploring the individual response to literature and creative writing. The course utilises both readings, practical exercises and discussion based classes and explores the reception and social function of literature, as well as examining the nature of consciousness, social and cultural contexts and communication.
Transnational Studies: Global Diasporas	o	o	o		With half of all ethnic minority Britons living in London, the primary area examined involves London as a "global city", where the transnational processes and the movement of people in the global era have come to be identified as global diasporas. The analysis involves a critical examination of important contemporary social theory which deals with issues of migration, diaspora, and social justice in multicultural London. Grounded in historical issues, the appreciation of and empathy towards diverse cultures is explored in relation to identity and experience.
Understanding Art Through London's Collections	o	o	o		From the invention of photography to the revolutionary late paintings of Turner and the emerging crisis of the institution of classical art, the 19th century remains one of the most contradictory and fascinating periods in the history of art. This course looks at the socio-historical reality that triggered the emergence of realism in painting, its relationship to photography, the dramatic socio-historical changes brought by industrial revolution and imperialism, the forming of the Barbizon School and the birth of the Pre-Raphaelite Brotherhood leading to the rise of Impressionism in Paris. Baudelaire's idea of the flâneur will be key to the discussion of the 'modern gaze' and its newly developed artistic syntax. The course will then focus on the fragmented artistic realities presented by Post-Impressionism, paying particular attention to the influences of Primitive and Orientalist tendencies in the art of Cezanne, Seurat and Gauguin which marked the Fin-de-Siècle interrelations between cultural production, social, economic and political forces. Thereafter the course focuses on modern and contemporary international developments through discussion of complex issues which bring students to reflect on their own ethical and moral positioning within society. Emphasis on encouraging visual interpretation and understanding of works of art which will be facilitated through knowledge of the wider historical context of modernist theory, history, practice and reception plays a key role in this class.

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Understanding Civilisations: Islam & West	○	○	○		Through selected readings this course explores the changing locus and significance of the "cultural other" in the constructions of Islam and the West in the contemporary world. This course addresses and analyses the implications of these powerful discursive constructions on politics as well as the role and function of the notion of inter-cultural dialogue. The task is to de-construct commonly assumed ideas about the other and to look at the historical development within the specific context of abstract ideas like secularity, religiosity, gender, human rights, freedom, and many more.