

<b>General Information</b>			
<b>Course name</b>	<b>Intercultural Communication</b>	<b>ECTS Credits</b>	<b>4</b>
		<b>Semester</b>	winter
<b>Aims</b>			
<p>This intercultural communication course is aimed to learn students to appreciate, adjust to, and study or work in different cultures. By the end of the course students should recognize how their own culture affects communication and apply the principles of intercultural communication in a relevant context, with an emphasis on multicultural workplace. The aim is also improve intercultural competence of students, developing their attitudes and knowledge of the elements that are necessary for effective intercultural communication, including world view, individualism and collectivism, gender roles, power distance, perception of time in different cultures, context, conflict, and role of different barriers in communication.</p>			
<b>Contents</b>			
<ol style="list-style-type: none"> <li>1. Intercultural communication as a process, the importance of intercultural communication in the global community.</li> <li>2. Barriers of intercultural communication. Social biases: stereotypes, prejudices and in-group favoritism, and their impact on communication.</li> <li>3. Cultural and value orientation. The idea of dimensions of cultures and how is used to characterise different cultures (Hofstede's model of cultural values; Trompenaars' model; Hall's cultural dimensions, Schwartz's model of human values).</li> <li>4. Verbal communication and culture. Cultural variations in communication styles. Expression of politeness across cultures.</li> <li>5. Nonverbal communication and culture. Types of nonverbal communication. Influence of culture on nonverbal communication.</li> <li>6. Cultural specificities of members of selected national cultures (with focus on EU). Specifics of verbal and nonverbal communication, business protocol.</li> <li>7. Intercultural conflict management. Intercultural business negotiations.</li> <li>8. Intercultural communication in the workplace. Expatriates and cross-cultural adaptation.</li> <li>9. Immigration and acculturation. Attitudes towards immigrants and immigration.</li> <li>10. Cultural diversity and cities. How can cities and municipal organizations deal with cultural diversity?</li> <li>11. Intercultural communication competence and its development. Curiosity and intercultural relationships.</li> </ol>			
<b>Evaluation</b>			
<p>Active participation and discussion (20 %), group project + in-class presentation (80 %)</p> <p><b>Grading System:</b>  The University recognises the following six degrees for the evaluation of the study results:</p> <ol style="list-style-type: none"> <li>a) A – excellent (excellent results) (numerical value 1)</li> <li>b) B – very good (above average results) (1.5)</li> <li>c) C – good (average results) (2)</li> <li>d) D – satisfactory (acceptable results) (2.5)</li> <li>e) E – sufficient (results meet the minimum criteria) (3)</li> <li>f) FX –failed (requires further work) (4)</li> </ol>			

## Bibliography

### Textbook:

1. Samovar, L. A., Porter, R. E., McDaniel, E. R. (2010). *Communication Between Cultures*. 7<sup>th</sup> Ed. Belmont, CA: Wadsworth/Thomson Learning.

### Optional Additional Texts:

1. Commisceo Global. (2019). Country Guides to Culture, Customs and Etiquette. Available at: <https://www.commisceo-global.com/resources/country-guides>
2. Business Culture. (2014). Passport to Trade. Available at: <http://businessculture.org/business-culture/>
3. Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture, Unit 2*. Available at: <http://scholarworks.gvsu.edu/orpc/vol2/iss1/8>
4. Berry, J. W. (1997). Immigration, Acculturation, and Adaptation. *Applied Psychology: An International Review*, 46 (1), 5-68.
5. Martin, J. N., Nakayama, T. K. (2010). *Intercultural Communication in Context*. 5<sup>th</sup> Ed. McGraw Hill.
6. White, B. W. (2018). *Intercultural Cities: Policy and practice for a New Era*. Palgrave Macmillan.

