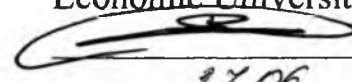
Institution of Education "Belarus State Economic University"

APPROVED:
First Vice-Rector,
Institution of Education "Belarus State Economic University"

E.F. Kireeva
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Registration № 5232-22/уч.

THEORY AND PRACTICE OF CROSS-CULTURAL COMMUNICATION

Curriculum for the major:
1-23 01 02 "Linguistic support of intercultural communication (in directions)"

2022

The curriculum is based on the Typical Curriculum for the specialty 1-23 01 02 *Linguistic support of intercultural communications (by directions)* dated 30.06.2021, per. No. E 23-1-010 / cur.-typ.

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RECOMMENDED FOR APPROVAL BY:

Department of Business English, Institution of Education "Belarus State Economic University" (Minutes № 9 on 28.04.2022);

Scholarly-methodological council, Institution of Education "Belarus State Economic University" (Minutes № on 2022).

EXPLANATORY NOTE

The relevance of the discipline follows from the necessity of possessing knowledge, skills, and abilities in the field of cross-cultural communication, caused by the development and strengthening of interstate, political, economic, and cultural ties of the Republic of Belarus with the world community.

A graduate student (major: 1-23 01 02 "Linguistic support of intercultural communication (in directions)", specialization 1-23 01 02-05 02 "Communication technologies in business") must be profoundly and fully proficient in cross-cultural communication to be able to apply knowledge in solving practical problems in the field of foreign economic relations and communication technologies in business, as well as possess academic, socio-personal, and professional competencies.

The goals of the discipline are as follows:

- systemic teaching problem aspects of cross-cultural communication, as well as mastering major concepts and terminology;
- developing cultural awareness and capability of appropriate interpretation of the communicative behavior in business sphere of various cultures.

The practical goal is to form students' cognitive skills in the field of cross-cultural communication, which includes basic knowledge in this field of science, knowledge of the terminological apparatus and the main methods of conducting research on problems related to cross-cultural communication. Intercultural and communicative competence is the ability to apply acquired knowledge in practice in cross-cultural communication. Educational and cognitive competence provides for the further development of general and special training skills; familiarization with the available methods and techniques of self-study features of cross-cultural communication in business.

During the training, **a basic professional competence (BPC)** should be formed, which provides for the "implementation interlingual and intercultural interaction, taking into account cultural values, norms and stereotypes of speech behavior".

Requirements to the level of the educational discipline acquisition

As a result of studying the course "Theory and practice of cross-cultural communication" a graduate student must

know:

- the sources and prerequisites for the emergence of "Cross-cultural communication": a place in the system of communication science and other sciences;
- differentiation of cultures and subcultures;
- mechanisms of causal attribution and typology of attributive errors; typology of social acculturation;
- basic ideas about secondary linguistic personality formation;

- the essence of "culture shock" phenomenon and the characteristics of the factors conditioning,

be able to:

- distinguish linguistic, psychological, sociological and semiotic components of the intercultural communication theory;
- classify different cultures according to the factors of high/low context, different types of power distance;
- identify attributive errors in an intercultural context;
- operate with acculturation strategies when considering intercultural interactions at the individual and group level;
- project possible scenarios for the development of acculturation stress and prevent negative consequences,

to master:

- the methods of interaction in an intercultural context;
- the ways of conflict-free communication with representatives of various social groups and nationalities;
- the ways of intercultural communication in different situations;
- business conversation;
- the rules for conducting business negotiations with official delegations;
- the methods for identifying attributive errors.

Interdisciplinary connections:

The curriculum uses information from other related disciplines (Introduction to the theory of communication; Communication behavior strategies; Cultural context of professional communication), without duplicating them.

Form of higher education - full-time.

Forms of control

The main forms of control are as follows:
- interactive questions/answers,
- presentations on certain themes,
- checking practical tasks;
- current and final tests.

The total amount of hours is 90, of which:
Classroom hours – 34 (Lectures – 20, seminars - 14)
Form of control: an exam

Content of the Teaching Materials
"Theory and practice of cross-cultural communication"

Module 1

Theme 1.
Subject and meaning of cross-cultural communication.
"Cross-cultural communication" definition. Relevance of cross-cultural communication problems. History of cross-cultural communication formation and development. The object and subject of the cross-cultural communication theory. The interdisciplinary value of the cross-cultural communication theory. The main research objectives in cross-cultural communication.

Theme 2.
Culture in cross-cultural communication.
The main approaches to the definition of "culture": epistemological, axiological, anthropocentric. Main characteristics of culture as a universal phenomenon of human life. Cultural values and cultural norms. Their role in cross-cultural communication. The essence of ethnocentrism and its role in cross-cultural communication.

Theme 3.
Development of culture. Identity.
The concepts of "socialization" and "inculturation". The stages of inculturation. Ways of transferring information in the inculturation process. Dialectical approach to understanding identity. Identity types (gender, class, racial and ethnic, cultural, personal).

Theme 4.
The main characteristics of communication. Dialectical approach to understanding culture and communication.
Characteristics of communicative activity (continuity, discreteness, symbolism, consistency). Communication process models: linear, transactional, interactive. R. Lewis' cross-cultural communication model. Communication functions. Types of communication by the number of participants. Correlation between culture and communication (E. Hall, F. Hinnenkamp).

Theme 5.
Diversity (typology) of cultures.
Categorization of culture according to E. Hall. Time as a category of culture (monochronous and polychronic cultures). Space as a category of culture. Cultural context (low-context and high-context cultures). Information flows. Categorization of culture according to Geert Hofstede. The concept of "mental programs": power

distance, individualism - collectivism, masculinity - femininity, uncertainty avoidance.

Theme 6.
Identity, stereotypes, and prejudices in cross-cultural communication
A dialectical approach to identity. Types of identity (gender, age, social, racial, ethnic, national, regional, and personal). Identity and communication. Stereotypes and problems for cross-cultural communication. Prejudices and ways of their manifestation. Overcoming stereotypes and prejudices.

Module 2

Theme 7.
Language and cross-cultural communication.
Cultural and natural aspects in language. The influence of culture on language. Universal cultural component in linguistic semantics. Cultural identity reflection in vocabulary. National and cultural specificity in speech behavior. Language influence on culture. Nominalist aspect. Relativistic aspect. E. Sapir and B. Whorf's linguistic relativity hypothesis. Experimental tests in linguistic determinism. Equivalence in translation. The role of an interpreter in the cross-cultural communication process. Language politics.

Theme 8.
National character.
Definition of national character. Factors affecting the national character formation (geographical, historical, religious). The role of vocabulary and grammar in the personality and national character formation. Mysterious souls of the Russian and English-speaking world. Emotionality. Attitude towards common sense. Attitude towards wealth. Russians in cross-cultural contacts. Word in cross-cultural communication. Abstract names and key concepts of culture. Syntactic phraseological units. The concept "language picture of the world".

Theme 9.
Verbal and non-verbal communication in the context of cultures.
Significant nature of information. Sign types. Biological and social parts of nonverbal communication. The specifics of non-verbal communication in comparison with verbal. Classification of non-verbal elements in communication. Non-verbal communication components meaning in cross-cultural communication.

Theme 10.
Problems of cross-cultural communication for migrants
Types of migrants. Culture shock. The concept and essence of acculturation.

The relationship between migrants and the host country (assimilation, separation, marginalization, integration, combination of models). Cultural adaptation. Cultural adaptation models.
M. Bennett's model of mastering a foreign culture. Acculturation and adaptation.

Theme 11.
Culture, communication and conflict
Basic approaches to the conflict definition. Causes of conflicts (personal, social, organizational). Types of conflicts. Strategy and tactics of behavior in conflict situations. Conflict resolution styles. The characteristics of intercultural conflicts. Smile as a conflict of cultures.

Module 3

Theme 12.
The influence of religion on culture and communication
People and religions on the world map. The supra-ethnic character of the religious consciousness. Language, religion and folk mentality. The impact of religious and confessional factors on culture and communication. Tolerance as the main condition for interfaith communication.

Theme 13.
Cross-cultural communication in business
Culture and business environment. International business and management. Comparative analysis of business cultures. European, Asian and Latin American management styles. Business protocol and etiquette. Negotiation. Negotiation styles. Degree of adherence to local customs in international business.

Theme 14.
Transformation of mass culture in the digital environment: intercultural aspect
Massovization as a factor and consequence of the development of the digital environment. Interrelation of mass culture with mass communication. Digital mass culture as a set of elements, practices and values that emerge throughout the world and distributed via a single Internet network. Participatory culture of the American culturologist Henry Jenkins. Digital mass culture as a means of broadcasting cultural codes from online to real life and vice versa.

Theme 15.
Cross-cultural communication in education
Culture and education. Interrelation of culture and education. Factors affecting the development of the education system. General development trends of education systems in different countries. National cultural traditions in education. Multicultural education. Various styles in multicultural education.

Theme 16.

Corporate culture and cross-cultural communication

The history of corporate culture. Main attributes of corporate culture. Groups, dominant culture and subcultures in organizations. Levels of corporate culture. Cultural diversity in multinational corporations. Howard Giles' theory of communicative adaptation: concepts of convergence and divergence.

Theme 17.

Cross-cultural competence. Prospects for development.

Cross-cultural competence and its components (language competence, communication competence, cultural competence). Intercultural training as a way to form cross-cultural competence. Behavioral techniques and skills necessary for successful performance in area of cross-cultural communication. The future of cross-cultural communication. Three approaches to cross-cultural communication (social, interpretive, critical).

EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE
"The theory and practice of cross-cultural communication"

Section number, topic	Section title, topics	Amount of classroom hours					Other	Knowledge control
		Lectures	Seminars	Practical classes	Laboratory Exercises	Guided independent work		
1	2	3	4	5	6	7	8	9
1	**Module 1**							test
1.1	Subject and meaning of cross-cultural communication.	1					[1,3,5, 6]	
1.2	Culture in cross-cultural communication.	1					[2, 4, 7]	
1.3	Development of culture. Identity.	2					[1,2,5]	
1.4	The main characteristics of communication. Dialectical approach to understanding culture and communication.	2					[1,3,10]	
1.5	Diversity (typology) of cultures.	2					[3, 5, 6]	
1.6	Identity, stereotypes, and prejudices in cross-cultural communication	2					[1,4, 6]	
2	**Module 2**							test
2.1	Language and cross-cultural communication	2	2				[2,4, 5]	
2.2	National character		2				[1,3,5, 6]	
2.3	Verbal and non-verbal communication in the context of cultures.	2					[1,4,11]	
2.4	Problems of cross-cultural communication for migrants	2					[3, 5, 6]	

1	2	3	4	5	6	7	8	9
2.5	Culture, communication and conflict		2				[2, 4, 7]	
3	**Module 3**							test
3.1	The influence of religion on culture and communication		2				[3, 5, 6]	
3.2	Cross-cultural communication in business		2				[1,3,5, 8]	
3.3	Transformation of mass culture in the digital environment: intercultural aspect	2	2				[1,4, 6]	
3.4	Cross-cultural communication in education		2				[1,2, 6]	
3.5	Corporate culture and cross-cultural communication						[1,4,12]	
3.6	Cross-cultural competence. Prospects for development.	2					[1,4, 10,11]	
	Total:	**20**	**14**					Exam

INFORMATION-METHODOLOGICAL PART

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PROTOCOL
OF CURRICULUM COORDINATION

Name of the discipline related to the curriculum	Department	Changes proposed to the curriculum	Decision made by the department which developed the curriculum
Introduction to communication theory	Department of Intercultural economic communication	No significant shortcomings were noticed, I agree with the content of the curriculum	Approved at the department meeting min. № 9 on 28.04.2022

ADDITIONS AND CHANGES TO THE CURRICULUM

for_____/ _____ academic year

№	ADDITIONS AND CHANGES	Reason

The curriculum was revised and approved at the meeting of the Department of Business English (Min. №.____dated_____ 20___)

Head of Department V. Rudkouskaya
PhD

APPROVED