

ISSS Intercultural Communication

Contact hours

13

credit points

1

Lecturer

Prof. Dr. Joachim Bach
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Topics

learning outcomes:

- critically discuss the fundamental principles and topics in intercultural communication from an interdisciplinary perspective
- perceive different cultural perspectives and values and appreciate cultural diversity
- analyse communication between people from different racial, ethnic and cultural backgrounds in both national and international settings
- put intercultural communication theory into practice, and to become acquainted with different intercultural learning methods, especially those that involve situated learning or experiential learning
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outline:

1. Definition of culture and contributory factors (geographical, historical, religious, political, linguistic,..)
2. Stereotypes and prejudices and how they develop
3. General Introduction to theories on intercultural communication
4. Practical application of the theories through a detailed look at the social and business differences between selected countries in four major global areas: Europe, the Arab world, Asia and Latin America.
5. Conclusion

References

All reading material will be distributed in class.

Teaching methods

- lectures

	<ul style="list-style-type: none">• discussions• small group workshops with exercises• case studies
Grading	written exam (60 minutes)
Teaching language	English