

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Cross-cultural Communication
Name of the subject in English:	Crosscultural Communication
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-CRCUCO-04-GY
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Media Studies
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

In the course of this subject, first the theoretical description of culture, communication and their theoretical background is going to be identified. Then, based on the composition of the group, we are going to identify the specific characteristics and requirements within selected countries. Following presentations prepared by the students, the role and characteristics of culture and communication will be discussed in various societies, in international context and during negotiations, visits and meetings. Communication strategies will be practiced and suggested for the processes. Studies will be made based on historical, geographical, artistic (film, literature, art), social and personal experiences. Options and solutions for overcoming problems will be dealt with as well.

### SUMMARY OF THE CONTENT OF THE SUBJECT

After the definition of cultural components, their historical theories and development as well as verbal and non-verbal communication ways, we will discuss national characteristics as well as their importance in international communication.

National characteristics will include local traditions, their origin, geographical, historical development, art and gastronomy etc. The specialities of communication will be investigated in various social layers, professions and various activities.

Communication methodologies are changing channels structure that will be examined in verbal communication related to different languages both in oral/written communication, as well as in non-verbal ones like visual - dress codes, body language, customs, social traditions. The changes in time will also be treated regarding globalisation effects.

Site of cultural acts and their presence is investigated (clothing, speech, movements, language, literature, art),

including communication differences, their recognition, bridging, their solutions, techniques, the tools, rules, options for them. How to be foreigner in a foreign country – live, study, work, tourism.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The first 2-3 lessons (depending on the students composition and qualifications) is partly frontal presentation followed by group works: discussions, role playing, making them acquainted with each other. The majority of the lessons afterwards are "held" by the students: they - either individually or in pairs - they undertake the presentation of given/selected countries of the prescribed continent following pre-set viewpoints. Then - like during a conference - Q&A, and discussion, commenting of the presentations take place. The presentations (after corrections and supplementing) will become the learning materials.

Depending on the number of students, they may undertake several presentations. They may write written comments, stories related to each subject or each continent.

#### **EVALUATION OF THE SUBJECT:**

The students may (it is optional but appreciated) make one paragraph comments on the subject of each week's lesson and submit it to the teacher.

Each student is to make at least one 10 minute presentation of (at least) one country individually or in group (2-3) persons together.

The students are to be active and present on the lessons (max. 3 absences are tolerated).

Their final evaluation is based on their written successful end term paper (5-8 questions to be answered based on materials (presentations) put on coospace).

If someone is writing many home works, participates actively in the lessons and has got at least one prominent presentation, can receive an offered mark without writing the end term paper.

#### **OBLIGATORY READING LIST:**

- *Intercultural and international communication for our global community*. BKF, 2008
- Hofstede, Geert: *Cultures and organizations : software of the mind, intercultural cooperation and its importance fo*. HarperCollinsBusiness, 1994

#### **RECOMMENDED READING LIST:**

- Trompenaars, Alfons: *Riding the waves of culture : understanding cultural diversity in business*. Nivholas Brealey, cop. 2012