

## **Tárgytematika / Course Description**

### **Intercultural Communication /Foreign Language III.**

**AKNB\_NKTA002**

**Tárgyfelelős neve /**

**Teacher's name:** dr. Tompos Anikó

**Félév / Semester:** 2018/19/1

**Beszámolási forma /**

**Assesment:** Beszámoló (ötfokozatú)

**Tárgy heti óraszám /**

**Teaching hours(week):** 0/2/0

**Tárgy féléves óraszám /**

**Teaching hours(sem.):** 0/0/0

---

### **OKTATÁS CÉLJA / AIM OF THE COURSE**

The course aims to equip students with skills necessary for successful communication in an international context. Building on the theories and models studied in the Intercultural Communication course, students apply the theories in practice through the discussion of stereotypes, culture shock, presentations and case studies in order to be able to describe their own culture relative to other cultures. The course also aims to support diversity awareness and tolerance towards cultural differences and is taught in two languages: French and German.

---

### **TANTÁRGY TARTALMA / DESCRIPTION**

Week 1: Course description, course requirements

Week 2: Culture as a community-creating universal point of reference. Stereotypes.

Week 3: The development and stages of culture shock. Examples.

Week 4: How to learn about and develop intercultural and social competence?

Week 5: Revision of intercultural models 1: Cross-cultural differences in relating to space, time, communication and nature.

Week 6: Revision of intercultural models 2: Cross-cultural differences in relating to the individual/group, power, uncertainty, rules, private and workphere.

Week 7: Analysis of case studies

Week 8: Cross-cultural differences in speaking and writing.

Week 9: The analysis of texts written by different cultures in the light of dichotomous models.

Week 10: Student presentations, discussion, evaluation.

Week 11: Student presentations, discussion, evaluation.

Week 12: Student presentations, discussion, evaluation.

Week 13: End-of-term test.

Week 14: Course evaluation.

## SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Prerequisite for end-of-term signature: Presentation and end-of-term test

Coursework: 20 marks

Home assignments: 5 marks

Presentation: 15 marks

End-of-term test: 10 marks

0 – 50% fail (1)

51 – 63% pass (2)

64 – 76% satisfactory (3)

77 – 89% good (4)

90 – 100% excellent (5)

---

### KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory readings

French:

Ildikó Lázár et Efrosyni Tofaridou (2003) Miroirs et fenêtres Manuel de communication interculturelle Martina Huber-Kriegler, Ildikó Lázár et John Strange Adaptation française: Graz, Centre européen pour les langues vivantes, Graz Editions du Conseil de l'Europe

[https://archive.ecml.at/documents/pub123aF2005\\_HuberKriegler.pdf](https://archive.ecml.at/documents/pub123aF2005_HuberKriegler.pdf)

German:

Geert Hofstede/Gert Jan Hofstede (2006) Lokales Denken, globales Handeln. Interkulturelle Zusammenarbeit und globales Management. München: Deutschen Taschenbuchverlag (given chapters)

Recommended readings

German:

Fons Trompenaars/Peter Wooliams (2004) Business weltweit. Der Weg zum interkulturellen Management. Hamburg: Murmann; Jürgen Bolten (2003) Interkulturelle Kompetenz. Tübingen: Landeszentrale für politische Bildung; Richard R. Gesteland (1999) Global Business Behaviour. Zürich: Orell Füssli Verlag