

Course description, course requirements, introduction.

Culture and communication. Definitions and models of culture. Cultural briefing.

Communication, culture interaction and cultural stereotypes.

Trends in comparative cultural research. Cultural metaphors.

Dimension-based research I.: E.T. Hall. The concept of facework.

Dimension-based research II: G. Hofstede & F. Trompenaars.

Culture standards. Critical interactional incidents.

Comparison of dimension-based and culture standard research. Benefits and drawbacks – possible sources of bias in quantitative and qualitative examinations.

Large-scale surveys: the Globe, World Values Survey, European Values Survey.

Verbal and non-verbal communication patterns.

Organising oral messages to other cultures.

Organising written messages to other cultures.

Intercultural negotiations.

Course evaluation

Course evaluation

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Minimum requirements of the course (signature):

Each student should elaborate a project, submit an assignment and give an oral presentation of 10-15 minutes on a topic previously approved of by the course instructor (cut-and-paste, lack of original ideas and appropriate references, failure to reform, refine and synthesise the obtained information are not accepted). There is an end-of-term test on the theories covered on the lectures.

Examination

Students need to take a written examination during the examination period. The examination includes the testing of the theoretical knowledge covered during the course as well as students' ability to apply this knowledge in practice (e.g. the analysis of case studies).

There is an opportunity for students to obtain a mark without taking an exam provided they attend the lectures, actively take part in them, give a good presentation and write an end-of term test with a result over 70%..

Evaluation

0 - 50 %	insufficient
51 - 65 %	sufficient
66 - 80 %	satisfactory
81 - 90 %	good

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**Compulsory readings:**

- Handouts/PPP slides provided by the lecturer
- Polyák I. 2004. *Cross-cultural communication*. Budapest: Perfekt

Recommended readings:

- Beamer, L. & Varner, I. 2008. *Intercultural Communication in the Global Workplace*. McGraw-Hill.
- Hofstede, G. & Hofstede, G. J. 2005. *Cultures and Organisations: Software of the mind*. McGraw-Hill
- Samovar, L. A., Porter, R. E. & McDaniel, E.R. 2007. *Communication between Cultures*. Thomson.