



INTERCULTURAL COMMUNICATION

Credit points:	3 CP
Study course annotation	<p>The aim of the study course</p> <p>is to provide an understanding of the principles and mechanisms of the communication process in a multicultural environment, paying attention to the practical and theoretical aspects of intercultural and intercommunity communication, developing students' competence to effectively communicate and coordinate work processes in a multicultural environment in accordance with the principles of intercultural communication.</p> <p>The tasks of the study course are as follows:</p> <ul style="list-style-type: none"> • to provide insight into modern research theories on intercultural and intercommunity communication; • to expand an understanding of the functions of intercultural communication in modern globalized world; • to develop the skills to analyze communicative practices in different cultural and social contexts; • to deepen understanding of the role of cultural and social stereotypes in intercultural communication; • to develop a tolerant attitude towards cultural diversity; • to use appropriate communicative strategies in practice when operating in a multicultural environment.
Study results	<p>Knowledge</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • understand the specifics of intercultural communication in different contexts; • know the main theoretical approaches in understanding intercultural and intercommunity communication; • identify differences in cultural norms, observe and connect them with different cultural traditions, models, patterns; • understand social, economic and other factors that influence the process of community formation and promote/impede inter-community communication.
	<p>Skills</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • analyze the communicative skills of representatives of different communities and different cultures, based on the understanding of the diversity of cultures, the difference in cultural norms and the ethics of intercultural dialogue; • apply the principles of ethically correct communication in a multicultural environment; • identify and analyze differences in behavioral patterns in the context of intercultural communication; • develop the skills to prevent conflict situations in a multicultural environment or to resolve them using relevant methods; • develop the skills to manage the communication process in a multicultural environment.



	<p>Competences</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • develop the competence of communicative culture; • reflect on her/his own stereotype/prejudices regarding representatives of other cultures/communities, consciously avoids stereotypical clichés. • critically analyze generalized stereotypical images about other communities and cultures accepted in society, develop a tolerant and open view of others. • develop the skills to communicate effectively in a multicultural environment, based on the principles of intercultural communication. 	
Study course plan:		
No.	Topics	
1.	Introduction. Culture and cultures. Dialogue of cultures. Community and intercommunity communication.	
2.	Multiculturalism as a phenomenon and political ideology.	
3.	Intercultural and intercommunity communication in the globalized world.	
4.	Intercultural communication and multiculturalism in the context of Latvia and the EU.	
5.	Cultural stereotypes and prejudices.	
6.	Theoretical aspects of intercultural communication research: current problems and conceptual approaches.	
7.	Potential conflicts and their resolution methods in a multicultural environment.	
8.	Cultural economy: forms of cultural capital. Cultural and creative industries.	
Form of final examination:		Written exam (argumentative essay I, II)
<p>Description of the study course acquisition results and assessment criteria:</p> <p>The completion of the study course is assessed on a 10-grade scale in accordance with the Regulations of the Cabinet of Ministers No. 141, No. 512, No. 240 and the “Regulations on Study Course Exams and Tests at the Baltic International Academy” approved by the BIA Senate. Decision No. 211 based on the following criteria: the volume and quality of knowledge acquired; skills acquired; acquired competence according to the planned learning outcomes (www.BIA.edu.lv)</p>		
Mandatory literature of the study course (in English):		
<ol style="list-style-type: none"> 1. Global Perspectives on Intercultural Communication. Edited by Stephen M. Croucher. New York; Abingdon: Routledge, Taylor & Francis Group, 2017. 2. Lan Ni, Qi Wang, Bey-Ling Sha. Intercultural Public Relations: theories for managing relationships and conflicts with strategic publics. New York; London: Routledge, 2018. The Routledge Handbook of Language and Intercultural Communication. Edited by Jane Jackson. Abingdon: Routledge, 2023. 		
Study course supplementary literature:		
<ol style="list-style-type: none"> 1. Angouri, Jo. Culture, discourse, and the workplace. Milton Park, Abingdon, Oxon; New York: Routledge, 2018. 2. Culture and crisis communication: transboundary cases from nonwestern perspectives. Edited by Amiso M. George, Kwamena Kwansah-Aidoo. Piscataway, NJ: IEEE Press ; Hoboken, New Jersey: Wiley, 2017. 		



3. Mediated intercultural communication in a digital age. Edited by Ahmet Atay and Margaret D'Silva. New York, NY: Routledge, 2019.
4. Page, Janis Teruggi, Duffy, Margaret. Visual communication insights and strategies. Hoboken, NJ: Wiley Blackwell, 2022.

Periodicals and other sources of information:

1. *Journal of intercultural communication* <https://immi.se/intercultural>
2. *Intercultural communication studies* <https://www.kent.edu/stark/ics-2022-vol-31-no-2>
3. *Projekts: KOPA / kopienu pārdomātā attīstība.* https://www.pierigaspartneriba.lv/wp-content/uploads/2022/04/KOPA_brosura_web-1.pdf

During the study process changes and additions to the program and the list of references are possible