

Educational Institution “Belarus State Economic University”

APPROVED:

Rector for Educational Institution

«Belarus State Economic University»

 A.V. Yegorov

19.12. 2024

Reg. № Y116457-24/academic

## **THEORY AND PRACTICE OF INTERCULTURAL COMMUNICATION**

The curriculum of the educational institution for the specialty:  
6-05-0231-03 “Linguistic support of intercultural communication (specifying the  
languages)”

The curriculum is based on the In-depth Higher Education Standard OCBO 6-05-0231-03-2023, the educational plan of the university for the specialty 6-05-0231-03 “Linguistic support of intercultural communication (specifying the languages)”.

**COMPILED BY:**

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**RECOMMENDED FOR APPROVAL:**

Department of Business English, Belarus State Economic University (Minutes № 4 dated 27.11.2024);

Methodical Committee for the specialty “Linguistic Support for Intercultural Communications (majors in)”, “Linguistic Support for Intercultural Communication (specifying the languages)”, “Marketing” profilization “Event Marketing” (in English) (Minutes № 2 dated 02.12.2024);

Scientific and Methodological Council, Belarus State Economic University (Minutes №. 2 dated 18.12.2024).

## EXPLANATORY NOTE

**The relevance** of the discipline follows from the necessity of possessing knowledge, skills, and abilities in the field of cross-cultural communication, caused by the development and strengthening of interstate, political, economic, and cultural ties of the Republic of Belarus with the world community.

A graduate student (major: 6-05-0231-03 “Linguistic support of intercultural communication (in directions)”) must be profoundly and fully proficient in intercultural communication to be able to apply knowledge in solving practical problems in the field of foreign economic relations and communication technologies in business, as well as possess academic, socio-personal, and professional competencies.

The **purpose** of teaching the discipline "Theory and practice of intercultural communication" is presentation of the theoretical and practical foundations of oral and written international communication with communicants from different cultures in certain speech situations and taking into account the English-speaking business environment.

To achieve the goal, teaching the discipline pursues the following **objectives**:

- formation of analytical, critical thinking and creative approach to the implementation of the process of intercultural business communication;
- developing skills in using tools of intercultural economic communication;
- formation, development and improvement of professional linguistic and cultural competence, allowing for the effective use of oral and written communication tools in the business environment.

As a result of studying the discipline “Theory and practice of intercultural communication” the following **competence** is developed:

- to implement interlingual and intercultural interaction taking into account cultural values, norms, and stereotypes of speech behavior.

As a result of studying the discipline the students are:

**to know:**

- theoretical foundations of oral and written intercultural communication with communicants from different cultures in certain speech situations in the English-speaking business environment;
- differentiation of cultures and subcultures;
- mechanisms of causal attribution and typology of attributive errors;
- typology of social acculturation;
- basic ideas about secondary linguistic personality formation;
- the essence of "culture shock" phenomenon and the characteristics of the factors conditioning,

**to be able to:**

- apply the skills of effective intercultural communication across cultures;
- distinguish linguistic, psychological, sociological and semiotic components of the intercultural communication theory;

- classify different cultures according to the factors of high/low context, different types of power distance;
- identify attributive errors in an intercultural context;
- operate with acculturation strategies when considering intercultural interactions at the individual and group level;
- project possible scenarios for the development of acculturation stress and prevent negative consequences;

***to possess:***

- the tools for establishing, developing and restoring / completing oral and written communication in a business environment across cultures;
- the methods of interaction in an intercultural context;
- the ways of conflict-free communication with representatives of various social groups and nationalities;
- the ways of intercultural communication in different situations;
- business conversation;
- the rules for conducting business negotiations with official delegations;
- the methods for identifying attributive errors.

Within the framework of this course students are to gain the theoretical and practical knowledge and skills, to develop both their moral, personal and spiritual potential as well as to cultivate the virtues of a true citizen and patriot who is able to actively participate in the economic, social and cultural life of the nation.

**The place of the discipline** in the system of training a specialist with a higher education: the academic discipline “Theory and practice of intercultural communication” belongs to Module «Intercultural Communication» of the government component.

**Connection with other academic disciplines:** the discipline “Theory and practice of intercultural communication” is based on the knowledge and skills acquired by the students while studying such disciplines as «Introduction to Communication Theory», «Strategies of Communicative Behavior».

The form of the higher education degree program is full-time.

According to the educational plan, the number of hours are the following:

the total number of academic hours – 90, in-class hours – 34 including lectures – 20, seminars – 14.

Self-study – 56.

The labor input accounts to 3 credits.

Exam is used as the form of the midterm assessment.

## Course content

### Module 1

#### ***Theme 1.***

##### ***Subject and meaning of cross-cultural communication.***

"Cross-cultural communication" definition. Relevance of cross-cultural communication problems. History of cross-cultural communication formation and development. The object and subject of the cross-cultural communication theory. The interdisciplinary value of the cross-cultural communication theory. The main research objectives in cross-cultural communication.

#### ***Theme 2.***

##### ***Culture in cross-cultural communication.***

The main approaches to the definition of "culture": epistemological, axiological, anthropocentric. Main characteristics of culture as a universal phenomenon of human life. Cultural values and cultural norms. Their role in cross-cultural communication. The essence of ethnocentrism and its role in cross-cultural communication.

#### ***Theme 3.***

##### ***Development of culture. Identity.***

The concepts of "socialization" and "inculturation". The stages of inculturation. Ways of transferring information in the inculturation process. Dialectical approach to understanding identity. Identity types (gender, class, racial and ethnic, cultural, personal).

#### ***Theme 4.***

##### ***The main characteristics of communication. Dialectical approach to understanding culture and communication.***

Characteristics of communicative activity (continuity, discreteness, symbolism, consistency). Communication process models: linear, transactional, interactive. R. Lewis' cross-cultural communication model. Communication functions. Types of communication by the number of participants. Correlation between culture and communication (E. Hall, F. Hinnenkamp).

#### ***Theme 5.***

##### ***Diversity (typology) of cultures.***

Categorization of culture according to E. Hall. Time as a category of culture (monochronous and polychronic cultures). Space as a category of culture. Cultural context (low-context and high-context cultures). Information flows. Categorization of culture according to Geert Hofstede. The concept of "mental programs": power distance, individualism - collectivism, masculinity - femininity, uncertainty avoidance.

**Theme 6.*****Identity, stereotypes, and prejudices in cross-cultural communication***

A dialectical approach to identity. Types of identity (gender, age, social, racial, ethnic, national, regional, and personal). Identity and communication. Stereotypes and problems for cross-cultural communication. Prejudices and ways of their manifestation. Overcoming stereotypes and prejudices.

**Module 2****Theme 7.*****Language and cross-cultural communication.***

Cultural and natural aspects in language. The influence of culture on language. Universal cultural component in linguistic semantics. Cultural identity reflection in vocabulary. National and cultural specificity in speech behavior. Language influence on culture. Nominalist aspect. Relativistic aspect. E. Sapir and B. Whorf's linguistic relativity hypothesis. Experimental tests in linguistic determinism. Equivalence in translation. The role of an interpreter in the cross-cultural communication process. Language politics.

**Theme 8.*****National character.***

Definition of national character. Factors affecting the national character formation (geographical, historical, religious). The role of vocabulary and grammar in the personality and national character formation. Mysterious souls of the Russian and English-speaking world. Emotionality. Attitude towards common sense. Attitude towards wealth. Russians in cross-cultural contacts. Word in cross-cultural communication. Abstract names and key concepts of culture. Syntactic phraseological units. The concept "language picture of the world".

**Theme 9.*****Verbal and non-verbal communication in the context of cultures.***

Significant nature of information. Sign types. Biological and social parts of nonverbal communication. The specifics of non-verbal communication in comparison with verbal. Classification of non-verbal elements in communication. Non-verbal communication components meaning in cross-cultural communication.

**Theme 10.*****Problems of cross-cultural communication for migrants***

Types of migrants. Culture shock. The concept and essence of acculturation. The relationship between migrants and the host country (assimilation, separation, marginalization, integration, combination of models). Cultural adaptation. Cultural adaptation models. M. Bennett's model of mastering a foreign culture. Acculturation and adaptation.

**Theme 11.*****Culture, communication and conflict***

Basic approaches to the conflict definition. Causes of conflicts (personal, social, organizational). Types of conflicts. Strategy and tactics of behavior in conflict situations. Conflict resolution styles. The characteristics of intercultural conflicts. Smile as a conflict of cultures.

**Module 3****Theme 12.*****The influence of religion on culture and communication***

People and religions on the world map. The supra-ethnic character of the religious consciousness. Language, religion and folk mentality. The impact of religious and confessional factors on culture and communication. Tolerance as the main condition for interfaith communication.

**Theme 13.*****Cross-cultural communication in business***

Culture and business environment. International business and management. Comparative analysis of business cultures. European, Asian and Latin American management styles. Business protocol and etiquette. Negotiation. Negotiation styles. Degree of adherence to local customs in international business.

**Theme 14.*****Transformation of mass culture in the digital environment: intercultural aspect***

Massovization as a factor and consequence of the development of the digital environment. Interrelation of mass culture with mass communication. Digital mass culture as a set of elements, practices and values that emerge throughout the world and distributed via a single Internet network. Participatory culture of the American culturologist Henry Jenkins. Digital mass culture as a means of broadcasting cultural codes from online to real life and vice versa.

**Theme 15.*****Cross-cultural communication in education***

Culture and education. Interrelation of culture and education. Factors affecting the development of the education system. General development trends of education systems in different countries. National cultural traditions in education. Multicultural education. Various styles in multicultural education.

**Theme 16.*****Corporate culture and cross-cultural communication***

The history of corporate culture. Main attributes of corporate culture. Groups, dominant culture and subcultures in organizations. Levels of corporate culture.

Cultural diversity in multinational corporations. Howard Giles' theory of communicative adaptation: concepts of convergence and divergence.

***Theme 17.***

***Cross-cultural competence. Prospects for development.***

Cross-cultural competence and its components (language competence, communication competence, cultural competence). Intercultural training as a way to form cross-cultural competence. Behavioral techniques and skills necessary for successful performance in area of cross-cultural communication. The future of cross-cultural communication. Three approaches to cross-cultural communication (social, interpretive, critical).



**EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE**  
**“The theory and practice of intercultural communication”**

Section number, topic	Section title, topics	Amount of classroom hours					Other	Knowledge control
		Lectures	Seminars	Practical classes	Laboratory Exercises	Guided independent work		
1	2	3	4	5	6	7	8	9
1	<b>Module 1</b>							test
1.1	Subject and meaning of cross-cultural communication.	1					[1,3,5, 6]	Frontal interview
1.2	Culture in cross-cultural communication.	1					[2, 4, 7]	Frontal interview
1.3	Development of culture. Identity.	2					[1,2,5]	Frontal interview
1.4	The main characteristics of communication. Dialectical approach to understanding culture and communication.	2					[1,3,10]	Frontal interview
1.5	Diversity (typology) of cultures.	2					[3, 5, 6]	Frontal interview
1.6	Identity, stereotypes, and prejudices in cross-cultural communication	2					[1,4, 6]	Frontal interview
2	<b>Module 2</b>							test
2.1	Language and cross-cultural communication	2					[2,4, 5]	Frontal interview
2.1	Language and cross-cultural communication		2				[2,4, 5]	Case-study

2.2	National character		2				[1,3,5, 6]	assignments
2.3	Verbal and non-verbal communication in the context of cultures.	2					[1,4,11]	Frontal interview
2.4	Problems of cross-cultural communication for migrants	2					[3, 5, 6]	Frontal interview
2.5	Culture, communication and conflict		2				[2, 4, 7]	assignments
3	<b>Module 3</b>							test
3.1	The influence of religion on culture and communication		2				[3, 5, 6]	assignments
3.2	Cross-cultural communication in business		2				[1,3,5, 8]	Case-study
3.3	Transformation of mass culture in the digital environment: intercultural aspect	2					[1,4, 6]	Frontal and individual interview
3.3	Transformation of mass culture in the digital environment: intercultural aspect		2				[1,4, 6]	Frontal and individual interview
3.4	Cross-cultural communication in education		2				[1,2, 6]	Case-study
3.5	Corporate culture and cross-cultural communication	1					[1,4,12]	Frontal and individual interview
3.6	Cross-cultural competence. Prospects for development.	1					[1,4, 10,11]	Frontal and individual interview
	<b>Total:</b>	<b>20</b>	<b>14</b>					Exam

## INFORMATIONAL AND METHODOLOGICAL PART

### REFERENCES

#### Basic:

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3. Edwards, N. M. Interpretation of communicative behavior = Communicative Behaviors Interpretation : an educational and methodological guide / N. M. Edwards ; M-in education Rep. Belarus, Belarus. state economy. un-T. - Minsk : BSEU, 2019. - 149, [1] p. : ill. – (in English, Russian)
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#### Additional

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8. Calloway-Thomas, C. *Intercultural Communication. Roots and Routes* / C. Calloway-Thomas, P.J. Cooper, C. Blake. - Allyn and Bacon, 1999.
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11. Gudykunst, W.B. *Culture and Interpersonal Communication* / W.B. Gudykunst & S. Ting-Toomey. – Newbury Park, CA: Sage, 1998.
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**List of questions for the exam on the discipline  
"Theory and practice of intercultural communication"**

1. The importance of cross-cultural communication
2. Communication and culture
3. E. Hall's high-context and low-context orientation
4. G. Hofstede's value cultural dimensions: brief description and main points
5. High/low power distance: the main features and countries
6. Femininity/masculinity: the main features and countries
7. Individualism/collectivism: the main features and countries
8. Short/long term orientation: the main features and countries
9. High/low uncertainty avoidance: the main features and countries
10. A dialectical approach to identity
11. Types of identity
12. Developing cultural identity by minority and majority cultures
13. Communication problems caused by stereotypes
14. Prejudice and its negative impact
15. Overcoming stereotypes and prejudice
16. Verbal vs. nonverbal communication
17. Classification of nonverbal communication
18. Culture, communication and conflict. General overview
19. Three approaches to understanding conflict
20. Characteristics of intercultural conflict
21. Conflict as opportunity vs. conflict as destructive
22. Styles of managing conflict with regard to cross-cultural communication
23. Dealing with conflict
24. Making culture bound decisions in communication
25. Ethical consideration and intercultural ethic
26. A stakeholder approach and business ethics
27. The influence of corporate culture on communication

### **Methodical recommendations for self-study of students**

Self-study of students is very important stage in obtaining course knowledge. 56 hours are allocated for self-study of a full-time student.

The content of students' self-study includes all the discipline topics from the section "Course content".

Main components of self-study for students are the following:

- detailed review of sections, topics, certain issues, concepts;
- preparation for seminar classes, including the preparation of reports (including thematic reports), informational and visual materials, abstracts, presentations, essays, etc.;
- executing the specific tasks for diagnostic classes (flowcharts, memos, tables, etc.);
- work with educational, reference, analytical and other literature and materials;
- performing information search and compiling a thematic selection of references, including Internet sources.

## **Assessment procedures**

Assessment is carried out within the framework of monitoring and intermediate certification.

*Monitoring* tools are used during the term and include the following forms of assessment:

- frontal and individual interview;
- writing a report on a specific topic;
- drawing up a memo on a specific topic;
- completing the table on a specific topic;
- making flowcharts on a specific topic;
- assignments;
- case analysis.

The result of the monitoring during the term is estimated by a mark in points on a ten-point scale and is derived based on the marks put during the activities of the monitoring during the term.

Requirements for the student during the interim certification.

Students are allowed to undergo certification in the academic discipline on condition of successful completion of the monitoring certification (monitoring tools) in an academic discipline set out in the current term by this curriculum.

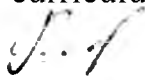
The interim certification is carried out in the form of an exam.

### **The methodology of forming a mark for an academic discipline**

*In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU students.*



**PROTOCOL OF THE CURRICULUM COORDINATION  
WITH OTHER ACADEMIC DISCIPLINES OF THE SPECIALTY**

<b>Name of the discipline to be coordinated</b>	<b>Name of the Department</b>	<b>Changes proposed to the curriculum</b>	<b>Decision made by the department which developed the curriculum</b>
Introduction to communication theory	Department of Intercultural economic communication	No significant shortcomings were noticed, I agree with the content of the curriculum 	Approved at the department meeting min. № 4 on 27.11.2024

## **ADDITIONS AND CHANGES TO THE CURRICULUM**

for \_\_\_\_ / \_\_\_\_ academic year

<b>№</b>	<b>ADDITIONS AND CHANGES</b>	<b>Explanatory notes</b>

The curriculum was revised and approved at the meeting of the Department of Business English (Min. №. \_\_\_\_ dated \_\_\_\_ 20\_\_ )

Head of Department  
PhD

V. Rudkouskaya

APPROVED