

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Communication III.
Name of the subject in English:	Communication III.
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-COMMU3-03-EA
Classification of the subject:	Obligatory
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:	Lecture, 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:

The aim of the course unit is to provide a comprehensive overview of the theoretical and practical aspects of intercultural communication, cross-cultural communication and international communication, including its major periods of development, scientific statements and the knowledge applicable in the everyday human interactions in intercultural context. The course gives an introduction into the main notions of the discipline (the sociological and anthropological approaches to culture), discusses the main categories (e.g. stereotypes, cultural stereotypes, prejudice, discrimination, culture shock), models, theories, cultural dimensions (By Geert Hofstede and E.T. Hall).

The course includes a student team work, namely the preparation of an intercultural project by the students in teams. The results should be presented both in oral and written forms. The grades for the project compose 50 percent of the final grade.

The course provides the students a fundamental knowledge about how the representatives of different cultures communicate within their cultures and outside their cultures, and prepares the students for the professional, context-based usage of basic intercultural competencies and skills. These ideas, competences and skills are necessary for the students to acquire the essential knowledge in their profession by the end of the course.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course provides a general introduction to the sociological and anthropological approaches to culture. It discusses the history of intercultural communication, the main categories, models, theories, the cultural dimensions. The course includes an intercultural project in team work by the students.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The students actively participate in the lectures, the instructor motivates the students for being interactive and for forming individual opinion. The instructor aims at developing the creative and critical thinking of the students, the cooperation between the students and the instructor, and the presentation skills of the students.

EVALUATION OF THE SUBJECT:

Written examination. The students are supposed to deliver power-point presentations based on intercultural projects elaborated by teams of 3—4 students. The project-based team presentations are evaluated accordingly and form 50 percent of the final grade. (The participation in the project work is not mandatory).

Grading scale:
1—20 points= 1

20-25 points= 2

26-30 points= 3

31-35 points= 4

36-40 points= 5

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Jandt, Fred E.: *An introduction to intercultural communication*. Sage Publications, 2004
- Croucher S.M.: *Global Perspectives on Intercultural Communication*, Routledge, 2017.

RECOMMENDED READING LIST:

- *Intercultural and international communication for our global community*. Századvég K., 2008