



# UNIVERSITY OF BIAŁYSTOK

## FACULTY OF EDUCATION

### ACADEMIC YEAR 2021/2022

<b>Course: Intercultural communication</b>	<b>ECTS Points: 2</b>
<b>Course Code:</b>	
<b>Language: English</b>	
<b>Course description:</b> The classes introduce issues of interculturalism through the analysis of theories and concepts of coexistence of different cultural systems, the dynamics of their interpenetration and the construction of the so-called "third way". Analyses of semiotic theories and work with Gudykunst's theory introduce students to the issue of intercultural communication. The content of the course is the study of principles and rules that guide communication when the factor of cultural difference is introduced. Students will become acquainted with the basics of semiotic theory and Barthes' method, which allows them to analyze communication from an intercultural perspective.	
<b>Lecturer: dr hab. Dorota Misiejuk prof UwB</b>	
<b>Semester: summer</b>	<b>Number of hours: 15</b>
	<b>Lecture:</b>
	<b>Classes: 15</b>
<b><u>Substantive content:</u></b> 1. Intercultural communication subject and problems: semiotic and sociopsychological tradition. 2. Intercultural communication as a social practice. Issues of disorders of intercultural communication: ethnocentrism, ethnorelativism; stereotypes. 3. Intercultural communication as a social practice: tradition, canon, individual disposition - interpretations of the sign/symbol 4. Culture as communication: the importance of the process of interpretation in the reception and transmission of the social world. Basic assumptions of symbolic interactionism: G.H. Mead, J.Cooley, H.Blumer. 6. Theory of meaning, exchange of symbolic meanings and connected actions, role of symbol in communication process. 7. Theory of self in the light of collectivism and individualism of culture 8. Interpersonal cross-cultural communication. W. Gudykunst's uncertainty/anxiety control theory.	
<b><u>Teaching methods:</u></b> desk research: training interpretation of cultural artifacts according Barthes' method; active learning and teaching: simulation, role playing	

**Literature:**

Gudykunst W.B., Young Y.K., Communicating with Strangers. An Approach to Intercultural Communication, New York 1997 (third edition)

Murzyn M.A., Purchla J., (ed.) Cultural Heritage in the 21st Century. Opportunities and Challenges, Kraków 2007

Shore B., Culture in Mind, New York, 1997

Wierzbicka A., Semantics, Culture and Cognition, New York 1992

Agar M., Language Shock. Understanding culture of conversation, New York 1993

**Forms and conditions of credit:** write a paper: analyses of given cultural artifacts from the intercultural perspective