Educational Establishment
"Belarusian State University of Culture and Arts"

CROSS-CULTURAL COMMUNICATIONS

*The syllabus of the academic discipline for the specialty
of the II stage of higher education
1-21 80 13 Culturology*

2019

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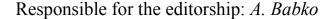
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EXPLANATORY NOTE

Cross-cultural communication is an integral part of the development of culture. The relationship between cultures and their representatives have the difficult, sometimes dramatic and tragic character, they contain significant risks and may be sent in a destructive direction. It is extremely important to prevent such course of events. A detailed study of cross-cultural interactions belongs to important preconditions of preventing the negative effects of them.

Under the conditions of the globalized world the place, role and significance of cross-cultural communications in spiritual life of man and society become increasingly important. In order to be genuine professionals the yang scientists preparing themselves to the serious research activities in the sphere of culturology must have deep knowledge about this phenomenon and skills of its analysis. Moreover, their research and educational activities must include the cross-cultural relations (they are already included in the learning activities of students). It's evident that these circumstances claim from them special training.

Thus, the discipline "Cross-cultural communications" is an integral part of training the future researchers of culture. It systematizes knowledge about cross-cultural relations, furthers the deepening knowledge about socio-cultural communications at all, generates the special knowledge and competences which are needed by culturology masters to accomplish their professional research and educational activities.

In the course of studying the discipline "Cross-cultural communications", undergraduates form the following universal and in-depth professional competencies:

UC-3. Speak a foreign language for communication in an interdisciplinary and scientific environment, in various forms of international cooperation, research and innovation activities;

APC-1. Possess the communicative knowledge and skills to work in an interdisciplinary and international environment;

APC-2. Be able to participate in various forms of cultural and educational activities.

The purpose of the discipline is to deepen the training of graduate students in the theory and methodology of culture, as well as in practical terms - for productive activities in situations of cross-cultural interactions.

The objectives of the discipline are :

• to form the theoretical and methodological foundations for an independent study by post-graduate students of cross-cultural communication and communication processes in total;

• to create skills of successful participation in cross-cultural relations;

• to ensure the mastering by post-graduate students the system of concepts necessary for fruitful theoretical and practical activities in the area of cross-cultural communication;

•to generate the academic competence needed by master students to perform research and innovation in the field of culturalogy;

• to facilitate the acquisition of skills of conducting research in a cultural sphere in general and in this direction it in particular;

• to foster scientific creativity and innovative thinking that is based on the value of science/

As a result of studying the course masters ***need to know***:

• the major culurological approaches to the study of cross-cultural communication;

• the main problems relating to cross-cultural communication that are discussed in modern science;

• inter-disciplinary and trans-disciplinary aspects of the study of cross-cultural interactions;

• the essential characteristics of cross-cultural relations;

• peculiar cross-cultural practices inherent to the Belarusian cultural space;

• the main results achieved by the Belarusian cultural theorists in studying cross-cultural communications.

As a result of studying the discipline masters ***must be able*** :

• to describe the main methodological approaches to the study of cross-cultural communication;

• to use the categorical apparatus communication and cross-cultural communication theories;

• to analyze the current theoretical and methodological problems of contemporary culturology (in general and in the context of the study of cross-cultural relations);

• to apply theoretical and methodological knowledge in the cross-communication practices.

Masters must possess:

• communication skills to work in an interdisciplinary and international environment.

The curriculum for the study of the deductible discipline provides a total of 108 hours, of which 72 hours are classroom sessions. Attached is the distribution of classroom hours by type of class: 28 hours-lectures, 14 hours-practical classes, 30 hours-seminars.

The recommended form of knowledge control for undergraduates is an exam.

THE CONTENT OF EDUCATIONAL MATERIAL

INTRODUCTION

The importance of discipline "Cross-cultural communication" in the preparation of cultural training. Subject, content, purpose and objectives of the course structure. Types of studies. Sources of information on the problems of discipline. Control forms.

THE CONCEPT OF CULTURE AND NATIONAL AND CULTURAL IDENTITY

The essence and structure of culture. The interrelationship between the concepts of "culture" and "civilization. "Relativism and ethnocentrism, the problem of cultural universals. Similarities and differences in the cultural development of the western and eastern civilizations in the post-industrial era. The peculiar features of value orientations of Western and Eastern cultures. The place and role of the Belarusian culture in the context of modernity.

Identity and culture. Personality traits across cultures. The concepts of difference, diversity and identity. The problem of the difference and identity in post-modern conceptions of culture. Identification strategies of the individual. National and cultural identity and its place in the spiritual life of man and society. Patriotism and cosmopolitanism as the principles of self-identification of individual and collective actors in socio-cultural sphere: history and modernity.

LANGUAGE AND LINGUISTIC WORLDVIEW

The concept and basic characteristics of language. Language and culture, the concept of linguoculture. Linguistic discourse in the Belarusian cultural space. The concept of world view. A variety of world views, their socio-cultural conditioning. Language picture of the world and its place in the spiritual life of man and society. The specificity of the language picture of the world in the context of diverse forms of human relation to reality. The problem of correlation of general and special in language pictures of the world (the concept of linguistic relativity - Sapir-Whorf hypothesis). Hermeneutic conception of language picture of the world as a universal (H. G.Gadamer).

THE PHENOMENON OF COMMUNICATION. VARIETY OF SOCIAL COMMUNICATIONS

Communication concept. The interrelationship of the concepts of "communication" and "dialogue" .The classification of dialogues (according to their goals and objectives, character of the used tools, the status and role of participants). Structural organization of communication processes. Cultural conditioning of communicative practices. The man in the social communication system. The problem of the relationship to the other(s) in the spiritual life of the individual. The phenomenon of love in the context of social communications. The

peculiar features of communication processes in various spheres of public life. The theory of communicative action (Habermas) and its significance in the modern world.

THE NOTION OF CROSS-CULTURAL COMMUNICATION. THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE STUDY OF CROSS-CULTURAL COMMUNICATION

The essence of cross-cultural communication. The diversity of cross-cultural interactions. The interrelationship of the terms "cross-cultural" and "intercultural communications". The hazards and risks of cross-cultural communication, acculturation as their possible result. Cross-cultural communication as an object of cultural studies: history and modernity. The need for an interdisciplinary approach to the study of cross-cultural communications. Intercultural philosophy and its significance in the context of the study of cross-cultural communication. The concept of transculturality (W. Welsch) as a theoretical and methodological basis of the study of cross-cultural communications. Post-colonial studies and their role in the context of the study of cross-cultural relations. The fundamental significance of the hermeneutic tradition in the context of the study of cross-cultural communications.

THE PREREQUISITESOF EFFECTIVE CROSS-CULTURAL COMMUNICATION

The most important factors influencing the effectiveness of cross-cultural communication (social, cultural, psychological).The need for a strong motivation for the participants of cross-communicative relationship. The great importance of the principle of tolerance for the effective deployment of cross-cultural communications. Cross-cultural competence as a prerequisite for effective cross-cultural communication. The notion of cross-cultural competence, ways and methods of their formation. Basic model of cross-cultural competence (M. Bennett, D. Deardorff, B. Spittsberg).The main obstacles to effective cross-cultural communication (ethnic and cultural stereotypes, prejudices and discriminatory practices).Basic models of overcoming prejudices and stereotypes in cross-cultural relations (information model, contact model, the psychodynamic model). The need for special organizational work aimed at the effective deployment of cross-cultural relations.

CROSS-CULTURAL INTERACTIONS IN THE CONTEXT OF GLOBALIZATION

The essence of the phenomenon of globalization. Intensification of cross-cultural interactions under the conditions of globalization processes. The enrichment of means and methods of cross-cultural interactions. Strengthening trends in the multicultural fabric of society and cross-cultural communication. The peculiarity of cross-cultural interactions in the virtual space. Positive and negative

aspects of the influence of globalization processes on the cross-cultural contacts. The trend towards unification and the problem of preservation of national cultures as the basis for cross-cultural relations. The linguistic dimension of cross-cultural communication in a globalized world: the phenomenon of "lingua franca".

LINEAR AND NONLINEAR APPROACHES TOMODELING THE CROSS-CULTURAL INTERACTIONS

Theoretical and practical importance of modeling cross-cultural communications. The essence of the approach to the linear modeling. The terms of use of the linear approach (relatively stable cultural environment, close to the equilibrium state of cultural traditions involved in cross-cultural relations). The essence of the nonlinear approach and its application conditions (such as unstable, chaotic culture medium, the far from equilibrium state of interaction participants).The open nature of the nonlinear cross-cultural interactions passing and related features of their modeling.

BELARUSIAN CULTURE IN THE CONTEXT OF CROSS-CULTURAL INTERACTION

The importance of cross-cultural relations for the development of the Belarusian culture. The historical aspect of cross-cultural relationships of the Belarusians with the representatives of other cultures. "The struggle for recognition" (Hegel) in the history of cross-cultural practices of the Belarusian people. The main forms of cross-cultural relations involved in the historical development of the Belarusian culture and its modern stage. Belarusian culture as a subject of cross-cultural interactions in the context of globalization. A study of cross-cultural communication in the Belarusian culturology: the main approaches and results.

EDUCATIONAL AND METHODICAL MAP
OF EDUCATIONAL DISCIPLINE

Chapter, topic number	Chapter, topic titles	Time for classroom work		Number of hours of managed student work	Assessment
		Lectures	Seminars		
1	2	3	4	5	6
1.	Introduction	1			
2.	Topic 1. The concept of culture and national and cultural identity	1	2	6	sww
3.	Topic 2.Language and linguistic worldview	1	2	4	ppt
4.	Topic 3the phenomenon of communication. variety of social communications	1	2	6	sww
5.	Topic4. The notion of cross-cultural communication. Theoretical and methodological foundations of the study of cross-cultural communication	2	2	6	ppt
6.	Topic 5.The prerequisites of effective cross-cultural communication	1	2	6	sww
7.	Topic 6.Cross-cultural interactions in the context of globalization	1	2	6	Testing
8.	Topic 7.Linear and nonlinear approaches to the modelling cross-cultural interaction		2	6	Testing
9.	Topic 8. Belarusian culture in the context of cross-cultural interaction	2	2	4	Colloquium
	Altogether …	10	18	44	

INFORMATION AND METHODOLOGICAL PART

Literature

The main source

https://www.beyondintractability.org/essay/cross-cultural_communication
https://www.communicationtheory.org/cross-cultural-communication/
https://study.com/academy/lesson/cross-cultural-communication-definition-strategies-examples.html

Further reading

Davies, I. Cross-cultural studies and beyond / I. Davies. – New York: Routledge, 1995. – 203 p.

Ramakrishna Rao, K. Consciousness Studies: Cross-Cultural Perspectives / K. Ramakrishna Rao. – Jefferson, NS and London: McFarland &C, 2002. – VII, 367 p.

https://en.wikipedia.org/wiki/Cross-cultural_communication
https://trainingindustry.com/blog/performance-management/strategies-for-effective-cross-cultural-communication-within-the-workplace/
https://www.hofstede-insights.com/product/cross-cultural-communication/
http://www.pbs.org/ampu/crosscult.html

THE DIAGNOSTICS MEANS OF LEARNING OUTCOME

The most effective teaching methods and technologies that contribute to the search for and using by students the culturological knowledge, acquisition of independent research experience with respect to cultural processes and phenomena are:

- problem-modular training technology;
- teaching and research activities technology;
- design technology;
- communication technologies;
- gaming technology;
- case method.

To manage the training process and the organization of the control and evaluation activities for teachers it is recommended to use the rating, the credit-modular system of evaluation of master students' educational and research activities, variable models of led by the teacher self-study, educational complexes.

To create the necessary social and personal, social and professional competence of the masters a participatory approach to learning, discussion forms should be adopted in the practice of holding seminars. It is recommended to use the criterion-oriented tests as an element of educational achievements of students. They are a set of tests in a closed shape with one or more embodiments of correct answers; tasks which suggest to establish a correspondence between elements of two variants with different number of ratios and the same or a different number of elements and versions; the test tasks which have the open form claiming a formalized answers; tasks to establish the correct sequence. To determine compliance of educational achievements of students with the requirements of the educational standard it is also possible to use a problem, creative tasks involving heuristic activities and non-formalized answers.

GUIDELINES ON THE ORGANIZATION OF INDEPENDENT WORK OF STUDENTS

The role and place of individual work in the educational process of the university is determined by the current requirements to the graduates, the need to improve the quality of education and at the same time shift the time, energy and labor costs of the teacher and the student to prepare for the traditional lectures, seminars, practical and other activities, requirements connected with the entry into world educational space. All this affects the determination of the status of students' independent work as a compulsory basic element of professional training of social and cultural sphere. To improve the efficiency of students' independent work, in our opinion, it is necessary to adhere to the following guidelines:
- to determine at the beginning of the semester the key themes of the fundamental culturology that foster personal and professional competence of the specialist;
- to organize independent work

- to carry out systematic monitoring of the intersessional students' independent work and its menagement;
- to create favorable conditions for its execution;
- to recommend the necessary educational, scientific literature, periodicals of culturological profile;
- to carry out, if necessary, counseling and correcting students' mistakes made in the process of independent study of certain topics;
- to sum up the results of mastering by students the certain issues by using various forms of control (tests, colloquiums, short written work, presentations, etc..).