

*National Research
Tomsk Polytechnic
University*

**INTERCULTURAL
COMMUNICATION**

(Module Description)



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Content

1. Relevance of the Module
2. Place of the Module in the Degree Curriculum
3. Learning Objectives
4. Learning Outcomes
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1. Relevance of the Module:

- Contact between cultures is of prime economic and socio-cultural importance in our increasingly global world, and well-qualified people are needed to deal successfully with intercultural interaction.



2. Place of the Module in the Degree Curriculum:

- The Module is designed for international and Russian students of TPU.
- **Methods:** brainstorming, team-work, discussion, case-studies, role game.

3. Learning objectives:

- 1) To become familiar with Intercultural Communication as a field of study;
- 2) To demonstrate the relevance and usefulness of intercultural communication knowledge to real business and professional situations;



3. Learning objectives:

- 3) To form empathy with other people and tolerance towards cultural peculiarities of different countries;
- 4) To learn more about Russian communication style.



4. Learning Outcomes:

At the end of the Module students are expected to have the following competencies:

- 1) Understand how cultural differences impact on human interaction in both the workplace and social context;
- 2) Compare and contrast communication styles between cultures, for example American, Asian, Russian, European, Middle Eastern;

4. Learning Outcomes:



- 3) Be able to compare cultures of different countries in order to find out and correctly interpret their specific features;
- 4) Suggest a new understanding of similarities as well as differences across cultures;
- 5) Develop student's individual intercultural communicative competence.

5. The structure of the Module:

1. Introduction to Intercultural Communication
2. Theories of Intercultural Communication
3. Verbal and Nonverbal Communication among Cultures
4. Culture Shock and Adaptation
5. Stereotypes, Prejudice and Discrimination
6. Barriers to Successful Intercultural Communication
7. Cultural Differences in Business and Management

6. Key Terms

Intercultural Communication	Intercultural Conflict
Identity	Individualism/Collectivism
Culture Shock	Ethnocentrism
Stereotyping	Similarities and Differences
Cultural Background	Cross-cultural management
Discrimination	Intercultural competence

7. References:

- 1) **Hofstede G.** Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations (SAGE Publications, 2001, 616 p.)
- 2) **Richard Lewis.** When Cultures Collide: Leading across Cultures (Nicholas Brealey International, 2006)
- 3) **Charles M., Trompenaars F.** Building Cross-Cultural Competence: How to Create Wealth from Conflicting Values (Yale University Press, 2000)

Conclusion

- Today knowing how to navigate cultural differences is an increasingly valuable skill for any person.





Thanks for your attention!