

CULTURAL COMMUNICATION

Electives 2021/22 summer semester

Please choose **ONE** of the courses below

dr Olga Aleksandrowska

BUSINESS ENGLISH FOR INTERCULTURAL COMMUNICATION

The aim of the course is to discuss various phenomena taking place in an intercultural business environment. Students are expected to further develop their language skills in the field of specialised Business English as well as understand the nuances involved in working cross culturally based on research from social science. The course also raises students' cultural and linguistic awareness for the purpose of more effective functioning in the multicultural work environment.

Students will explore the following topics: working in ethnically diverse teams, business etiquette in different cultures, customer service in the global perspective, international assignments and secondments abroad, emotional intelligence in business, marketing and advertising across cultures, verbal and non-verbal communication in cross-cultural teams, business trips and presentations, cultural misunderstandings and hostilities in business situations, negotiations, etc. Much of each class session will be devoted to the discussion and analysis of actual business cases, newspaper articles, academic papers, videos, film clips or other relevant materials.

dr Karolina Janczukowicz

COLLECTIVE MEMORY IN THE CONTEXT OF INTERCULTURAL COMMUNICATION

The course discusses the phenomenon of an intercultural contact from the point of view of various aspects of collective memory, especially **historical**, **cultural** and **linguistic**. The aim of the course is to broaden students' knowledge in the context of their development within the **cognitive**, **creative domains** as well as the **domain of coexistence** between and within communities.

The following texts will be referred to during the course:

- Bodnar, John (1992). *Remaking America: Public Memory, Commemoration, and Patriotism in the Twentieth Century*.
- Bruner, Jerome S. (1990). *Acts of Meaning*.
- Gardiner, J. M. (2008). "Remembering and Knowing". In: Menzel, Randolph, John H. Byrne (eds.) *Learning and Memory. A Comprehensive Reference* (vol. 2), 285-305.
- Janczukowicz, Karolina, Ryszard Wenzel (2021). *The Phenomenon of Consciousness. Educational Perspective*.
- McLuhan, Marshall (1962). *The Gutenberg Galaxy. The Making of Typographic Man*.
- Wertsch, James V. (2008). "Collective memory". In: Menzel, Randolph, John H. Byrne (eds.). *Learning and Memory. A Comprehensive Reference* (vol. 2), 927-939.