

Syllabus Course Program



Cross-cultural communications

Specialty

054 - sociology

Educational program

Sociological support of economic activity

Level of education

Master's level

Semester

2

Institute

ESI of Social and Humanitarian Technologies

Department

Sociology and public administration (305))

Course type

Special (professional), Elective

Language of instruction

English,

Lecturers and course developers



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Candidate of Sociological Sciences, Associate Professor of the Department of Sociology and Public Administration.

The author of more than 60 scientific and educational and methodical publications. Leading lecturer on the courses "Sociology of management", "Theoretical sociology of the 21st century", "Cross-cultural communications", "Sociology of language", "Sociology of personality and deviant behavior", "Methodology and methods of working with personnel", "Philosophy of economic activity"

More information about the teacher on the website of the department

<https://web.kpi.kharkov.ua/sp/>

General information

Summary

The educational discipline is aimed at developing students' tolerant attitude towards representatives of different cultures, overcoming barriers and forming business cooperation skills in a cross-cultural environment. The ability to cross-cultural communication ensures the effectiveness of its practical application in wide areas: from learning foreign languages to diplomatic and economic international activities.

Course objectives and goals

The formation of a tolerant attitude of sociologists towards representatives of different cultures, the development of business cooperation skills in a cross-cultural environment, the ability to find a common language and create communication links in the conditions of the European integration of Ukraine.

Format of classes

. Lectures, practical classes, independent work, consultations. The final control is an credit test.

Competencies

GC03. Ability to communicate with representatives of other professional groups of different levels (with experts in other fields of knowledge / types of economic activities).

GC04. Ability to work in the international context.

SC02. Ability to detect, diagnose and interpret social problems of Ukrainian society and the global community.

SC06. Ability to adhere in one's professional activities to a sociologist's ethics professional norms and be guided by human values.

SC08. Ability to cooperate with European and Euro-Atlantic institutions.

Learning outcomes

PR02. To perform diagnostics and interpretation of social problems of Ukrainian society and the global community, of the causes for their arising and their consequences.

PR03. To develop and implement social and interdisciplinary projects with accounting for social, economic, legal, environmental, and other aspects of social life.

PR07. To solve ethical dilemmas in accordance with the norms of a sociologist's ethics and human values.

PR08. To deliver in a clear and unambiguous way one's own conclusions and argumentation concerning sociology and adjacent fields of knowledge to specialists and non-specialists, particularly to students.

Student workload

The total volume of the discipline is 120 hours. (4 ECTS credits): lectures – 32 hours, practical classes – 16 hours, independent work – 72 hours.

Course prerequisites

History of sociology, Modern sociological theories, Sociology of culture

Features of the course, teaching and learning methods, and technologies

During the teaching of the course, multimedia tools, project and teamwork are used.

A project approach is used in practical classes, independent development of models of intercultural communication in various social situations is planned.

Program of the course

Topics of the lectures

TOPIC 1. Cross-cultural communications and their role in modern society

The concept of "cross-cultural" in modern science, the relationship between the concepts of culture and communication. Types of cross-cultural communication: social, ethnic, religious, economic, political, etc.

TOPIC 2. Defining the concept of culture in the modern world

The essence, features of culture, the structure of culture and its main elements, functions, levels.

TOPIC 3. Perception of culture by members of society

Cultural ethnocentrism, cultural relativism, globalization of the world community. Cross-cultural shock.

TOPIC 4. Levels of studying culture

Methodological principles and sources of studying culture as a social process. Personal boundaries in communication and boundaries of intimacy. Corporate ethics and corporate culture in various cross-cultural dialogues.

TOPIC 5. Theoretical foundations of cross-cultural communication

The essence of intercultural communication, linear and non-linear models of communication. Forms and types of intercultural communication.

TOPIC 6. Verbal and non-verbal communication in the context of cultures

Peculiarities of verbal communication. Classification of non-verbal means of communication and features of their use. Contradiction of perception of verbal and non-verbal means of communication

TOPIC 7. Culture parameters determining cross-cultural communication

Time and space. The attitude towards nature in the perception of representatives of different cultures, the concept of social distance and means of its determination. Emotional and neutral cultures

TOPIC 8. Methodological difficulties of cross-cultural research

Content of the method of cross-cultural analysis. Features of the study of cross-cultural communications from the point of view of sociology, psychology, sociolinguistics.

TOPIC 9. Cross-cultural communications in the field of economy and business

The specificity of cross-cultural communications in the economic sphere. Cross-cultural management as the ability to manage different views, cultures, religions and habits of people to achieve the best results in business.

Topic 10 Ethics of conducting business negotiations.

Negotiations as a communicative process. Conducting negotiations with partners. Types of business meetings: informal, official business meeting. Features of modern business etiquette. Basic ethical principles of business protocol. Business communication: concepts, features. Functions and levels of business communication. Public performance. Speech in front of the audience as a communicative process.

Topic 11 Cross-cultural competence, ways of its formation

The essence of cross-cultural competence. Components and levels of cross-cultural competence. Ways and means of forming cross-cultural competence

Topic 12. Potential problems of cross-cultural communications, ways and possibilities of their optimization.

Conflicts in cross-cultural communications and means of their resolution. Classification of conflicts: ethnic, religious, intergroup, business, interpersonal, global. The influence of the development of information technologies on the flow of cross-cultural communications and conflicts

Topics of the workshops

TOPIC 1. Cross-cultural communications and their role in modern society

Study of the concept of "cross-cultural" in modern science, types of cross-cultural communication: social, ethnic, religious, economic, political, etc., their role in modern social processes.

TOPIC 2, 3 Definition of the concept of culture in the modern world. Perception of culture by members of society

Definition of culture and its elements. Language as the main factor in the formation of consciousness and culture, language personality, language and speech behavior. Cultural ethnocentrism, cultural relativism, globalization of the world community. Cross-cultural shock.

TOPIC 4, 5. Levels of studying culture

Methodological principles and sources of studying culture as a social process. Personal boundaries in communication and boundaries of intimacy. Corporate ethics and corporate culture in various cross-cultural dialogues. Theoretical foundations of cross-cultural communication. The essence of intercultural communication, linear and non-linear models of communication. Forms and types of intercultural communication.

TOPIC 6, 7. Verbal and non-verbal communication in the context of cultures. Parameters of culture that determine cross-cultural communication.

Peculiarities of verbal communication. Classification of non-verbal means of communication and features of their use. Contradiction of perception of verbal and non-verbal means of communication. Time and space. The attitude towards nature in the perception of representatives of different cultures, the concept of social distance and means of its determination. Emotional and neutral cultures

TOPIC 8. Methodological difficulties of cross-cultural research

Content of the method of cross-cultural analysis. Features of the study of cross-cultural communications from the point of view of sociology, psychology, sociolinguistics.

TOPIC 9, 10. Cross-cultural communications in the field of economy and business. Ethics of conducting business negotiations

The specificity of cross-cultural communications in the economic sphere. Cross-cultural management as the ability to manage different views, cultures, religions and habits of people to achieve the best results in business. Negotiations as a communicative process. Conducting negotiations with partners. Types of business meetings: informal, official business meeting. Features of modern business etiquette. Basic ethical principles of business protocol. Business communication: concepts, features. Functions and levels of business communication. Public performance. Speech in front of the audience as a communicative process.

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The essence of cross-cultural competence. Components and levels of cross-cultural competence. Ways and means of forming cross-cultural competence

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Topics of the laboratory classes

Laboratory work is not provided.

Self-study

Independent work involves the preparation of a project for modeling a specific problem situation in cross-cultural communication and teaching the means of solving it. Assessment takes place during the defense of work in the form of a report and presentation during a practical session. It is also provided for writing essays on current topics of cross-cultural communication in the world. Students are provided with materials of modern scientific research for independent familiarization and discussion in a practical session.

Course materials and recommended reading

1	Shavkun I.G., Dybchynska Ya.S. Cross-cultural communication in international business: a synopsis of lectures for higher education master's degree holders in the specialty "Management" of the educational and professional program "Management of foreign economic activity". Zaporizhzhia: ZNU, 2019. – 107 p.
2	Verkhovod L. I. Sociology of culture and intercultural communication: teaching method. manual for students' day and extramural forms of education special "Sociology" / L. I. Verkhovod; Govt. closing "Luhan. national Taras Shevchenko University". – Starobilsk: Publication of the Taras Shevchenko LNU, 2018. – 263 p.
3	Horlach V. V. Organizational and pedagogical conditions for the formation of cross-cultural communication skills in future service professionals / V. V. Horlach // Wschodnioeuropejskie Czasopismo Naukowe. – 2020. – No. 2, Part 1. – P. 9–14.
4	Manakin V.M. Language and intercultural communication / V.M. Manakin. – Kyiv: TsUL, 2012. – 288 p.
5	B. Glinkovska. Cross-cultural business communications: educational methodical guide for master's students / B. Glinkovska, E. Chebotaryov, V. Chebotaryov; Govt. closing "Luhan. national Taras Shevchenko University". – Starobilsk, 2018. – 120 p.

Supporting literature

6	Yu. Azarova. Multiculturalism and modern models of intercultural communication / Yu. Azarova // Scientific notes of the National University "Ostroh Academy". Series: Culturology. - 2016. - Issue 17. - P. 13-19. – Access mode: http://nbuv.gov.ua/UJRN/Nznuoakl_2016_17_
7	Burak O.S. Cross-cultural communication because of globalization cross-cultural contacts, 2012. URL: http://www.nbuv.gov.ua/old_jrn/Soc_Gum/Grani/2012_5/27.pdf
8	Holovakha E., Horbachyk A., Panina N. Ukraine and Europe: results of an international comparative sociological study. - Kyiv: Institute of Sociology of the National Academy of Sciences

	<i>of Ukraine, 2006. - 142 p.</i>
9	<i>Saitarly I.A. Culture of interpersonal relations: Teaching manual/ I.A. Saitarly. - K: Akademvydav, 2010. - 240 p.</i>
10	<i>Koch N.V. Intercultural communication: study guide. Mykolaiv: Publishing House "ChP Rumyantseva A.V.", 2017. - 200 p.</i>
11	<i>Communicative trends of international relations. Monograph / Makarenko E. A., Ryzhkov M. M., Pipchenko N. O., Moskalenko T. V., Pohorska I. I., Belousova N. B., Kuchmiy O. P., Serbina N. F., Serbina K. Yu., Frolova O. M., Shevchenko O. V. – K.: Center of the Free Press, 2016. – 614 p.</i>
12	<i>Stegnii, O. G. Methodological difficulties of cross-cultural research/ O. G. Stegnii// Ukrainian Society. 2013. No. 2(45) P.99 – 111.</i>
13	<i>Shchedinina L.V. The essence of cross-cultural competence: from theory to practice /L. V. Shchedinina, S. G. Rudakova // Electronic scientific publication "Efficient Economy". – 2017. – No. 4. – Access mode: http://www.economy.nayka.com.ua/?op=1&z=5537</i>

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% of the final grade consists of results in the form of ongoing assessment in the form of test control papers (40%), assessment of work in practical classes - 30%, performance of individual tasks - 10% and projects (abstracts) - 20%.

Grading scale

<i>Total points</i>	<i>National</i>	<i>ECTS</i>
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.


Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature

Head of Department
Volodymyr MOROZ

28/06/24 

Date, signature

Guarantor OP
Nadiia SHANIDZE

27/08/2024 