

Yanka Kupala State University of Grodno (YKSUG)

Intercultural, business and personal communications

Faculty: Mathematics and Informatics	Amount of student effort (hours): 120
Department: Advanced Programming Technologies	Class contact time (hours): 32
Level: MA, Year 1	Term period(s): Sem. 2
Language of instruction: Russian/English	Course status: Mandatory core
Course leader: Svetlana Gorskaya	Entry requirements: At least 30 ECTS studies of the first degree in the field of programming, data processing, data base, data analysis, systems design, information architecture and usability, interface design have been completed.
ECTS: 3	Contact: gorskaya_s_a@mail.ru

Course outline:

In modern conditions, for competitiveness in the labor market and successful professional growth, it is necessary to have speech competencies, the skills of a mature communicative personality. The course "Intercultural, business and personal communications" is designed to improve the communication skills of students and help them define their public communication style. Students receive modern knowledge of the theoretical foundations of communication: different points of view on the communication process, its models, forms. The course allows students to broaden their horizons, see a holistic picture of processes, understand the role of language and communication at different stages of the development of human society, the functions of the literary language. A special place is given to the characteristics of modern communication on the Internet; distinctive features of speech behavior due to gender differences. The course instills practical skills in modern business communication (from communication management, neuro-linguistic programming to the culture of oral and written business speech), teaches to see the causes of conflict situations and find ways to resolve them. Attention is paid to intercultural communication, comparing Russian communicative behavior with the behavior of other peoples and fostering tolerance. Based on the knowledge gained, each student develops his own public presentations, creates oral and written texts of various genres of business communication.

Learning Objectives:

- develop skills of effective communicating;
- teach students how to publish oral and written texts of various genres of business speech correctly;
- build skills and competencies for plan and structure development of public presentations and speeches;
- acquire theoretical and practical knowledge on conflict resolution;
- develop general approaches to developing scientific presentations;
- choose the optimal models of cultural and intercultural communication;

Course content

No	Sections and topics	Content of topics
Lectures		
1	Communication theory in the humanities. Models of communication and speech act.	The main classes of sign systems in nature and society. The middle position and the mediating ("translation") role of natural language in the biological-social continuum of semiotics. Modeling communication in different sciences. Forms of communication. Types of communication (interpersonal, group, mass, intercultural). Communicative environment and communication spheres. Communication functions.
2	Literary language and its norms	Communication and languages at different stages of development of human society. The property of "literary" (normative) language as a result of long-term collective metalinguistic reflection of speakers. Leading norms of the Russian literary language. Typical types of violations of norms and work to correct them.
3	Information technologies and their impact on languages and communication.	"Information revolutions" in the history of communication. Communication technology in machine-based formations. The emergence of mass communication and mass culture. The third information revolution and diversification of mass communication. Communication on the Internet: genres and communicative originality.
4	Linguistic and communicative personality.	The concept of "linguistic personality". Language personality models. The levels of a linguistic personality (according to Yu.N. Karaulov): 1) verbal-semantic, 2) linguo-cognitive and 3) motivational. The ratio of linguistic and communicative personality. Communicative personality parameters: motivational, cognitive, functional. Assessment of a communicative personality as a social phenomenon. Sociability and charisma. Communicative style.
5	Interpersonal communication. Group and mass communication.	Interpersonal relationships and interpersonal communication. Factors affecting interpersonal communication. Communication conditions (anonymous, functional-role, personal, or intimate). Multichannel interpersonal communication. Forms of interpersonal communication. Communication functions. Conditions conducive to the success of interpersonal communication. Group concept,

		group roles, group leadership. Types of groups. Features of communication in different groups. Organization: structure, relationships, communication flows. Grammar of intragroup communication. Specificity of mass communication and its functions.
6	Gender differences in communication.	The main characteristics of the verbal behavior of men and women (differences in the understanding of goals and the task of communication, regulation of communicative initiative, modeling of relations with an interlocutor, the content and form of speech, verbal behavior in a situation of discussion or conflict, non-verbal means of communication). Fostering a tolerant attitude towards the interlocutor, taking into account his gender characteristics.
7	Fundamentals of conflict management	The subject of conflict management. Conflict concept. Personal elements of conflict. Causes of conflicts. Types of conflicts. Ways to resolve conflicts.
8	Modern business communication	Communication management. Communication in decision making. Administrative construction of communication. Negotiating in the modern management system. Techniques and technologies of business communication: communication style, communication barriers, neurolinguistic programming, competitive information advantage.
9	Intercultural communication. The main features of the Russian mentality that determine the communicative behavior of the people.	National mentality and similar concepts. The main communicatively relevant features of the Russian mentality. A situational model for describing Russian communicative behavior. Verbal communicative behavior of Russians in comparison with other peoples. Non-verbal communicative behavior of Russians in comparison with other peoples.
Practical classes and exercises		
10	Leading norms of the Russian literary language (training)	Practical work with dictionaries and manuals: speech norms, grammatical norms. Typical types of violations of norms and work to correct them. Inaccuracy of word usage. Violation of the collocation of words. Speech redundancy: tautology, pleonasm. Speech impairment. Alogism. Substitution of the concept. Morphological norms. Syntactic norms.
11	Linguistic and communicative personality (work in groups)	Analysis of aspects of the chosen linguistic and communicative personality according to the scheme of Yu.N. Karaulov (on the example of leading politicians, scientists, public figures). Determination of the effectiveness of the strategy chosen by a particular language personality.

12	Analysis of conflict situations and ways to resolve them.	Consideration of various conflicts that arose among undergraduates' students (or on the basis of feature films) followed by discussion and joint development of ways to resolve them.
13	Culture of written business speech (training)	Drawing up documents of various genres of business speech: service letter, statement, protocol, characteristics.
14	Culture of written business speech (training)	Drawing up documents of various genres of business speech: business autobiography, resume, business card.
15	Culture of oral business speech (training)	Preparation of presentations on one of the lecture topics of the course (which is not a separate topic of laboratory classes) and a public introduction to the group.
16	Culture of oral business speech (training)	Business game: oral presentation with a parting speech, response word, toast, compliment.
17	Parametric description of Russian communicative behavior in comparison with the communicative behavior of individual peoples.	Analysis of the communicative behavior of representatives of different nations based on video recordings (feature films): Russian and American communicative behavior; Russian and English communicative behavior; Russian and German communicative behavior.
18	Parametric description of Russian communicative behavior in comparison with the communicative behavior of individual peoples.	Role-playing games: Russian and Turkmen, Chinese, Iraqi communicative behavior (depending on the composition of the trainees) in various communication situations.

Learning Outcomes:

Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Learning outcome		Assessment criteria			
1. learn the models of communication and speech act		1. understand the main classes of sign systems in nature and society, the middle position and the mediating ("translation") role of natural language in the biological-social continuum of semiotics.			
		2. handle main concepts of communication and speech act			
		3. set a goal and objectives of different forms and types of communication (interpersonal, group, mass, intercultural).			
2. learn the literary language and its norms		1. understand the essence			

	communication and languages at different stages of development of human society, the role of the literary language for a developed society	
	2. know the norms of Russian Literary language.	
	3. analyze and correct mistakes	
3. learn Information technologies and their impact on languages and communication	1. understand the essence "Information revolutions" in the history of communication,	
	2. know the communication technology in machine-based formations.	
	3. analyze the communication on the Internet: genres and communicative originality.	
4. analyze the linguistic and communicative personality	1. know the concept of "linguistic personality", language personality models, the levels of a linguistic personality.	
	2. analyze the communicative personality as a social phenomenon.	
	3. plan the own communication style	
	4. create presentations in Power Point	
5. analyze the types of communication (interpersonal, group, mass, intercultural)	1. know the forms of communication, communication functions, conditions conducive to the success of communication.	
	2. analyze the factors affecting interpersonal, group, mass, intercultural communication.	
	3. develop a strategy of the different communication forms.	
6. learn the fundamentals of conflict management	1. know types of conflicts.	
	2. analyze the causes of conflicts	
	3. plan the ways to resolve conflicts.	
7. analyze the gender differences in communication	1. know the main characteristics of the verbal behavior of men and women	
	2. analyze the features of female and male communicative behavior	
	3. plan the communication strategies in dealing with the opposite gender	
8. learn the modern business communication	1. know the techniques and technologies of business communication	
	2. choose the language means according situation	

	3. create oral presentation with a parting speech, response word, toast, compliment.	
	4. create documents of various genres of business speech: business autobiography, resume, business card.	
9. learn the Intercultural communication	1. know the main communicatively relevant features of the Russian mentality in comparison with the features of other peoples	
	2. analyze features of verbal and non-verbal behavior of people of a different culture	
	3. plan a communication strategy with people of other cultures	

Course methodology

Masters learn how to apply methods of scientific cognition (analysis, matching, systematization, abstraction, modeling, data validation, making decisions, etc.) during independent creative work on developing a scientific text: generation of innovative ideas, structuring and planning speeches, implementation of multimedia presentations, analysis of the results and their improvement. Allocation of complex causal links for structuring texts, creation of texts of different types for research, business, project and other goals, formation of self-presentation style and etc. involve using the following methods in the course: problem-based learning, searching method, research method, case-study method, experience-based learning.

Teaching and learning strategies

The educational process is organized in such a way that masters improve their knowledge of texts based on the specifics of their activities: scientific or practical orientation. In the course of training, considering the acquired knowledge, it is planned to create scientific, educational, and business texts in accordance with genre features. As a result, masters must submit their research texts on the chosen practice-oriented topic, followed by a demonstration, analysis, and correction.

Course Literature & References

Primary:

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Supplementary literature:

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