



## **Б1.О.01 Теория и практика межкультурной коммуникации / Theory and Practice of Cross Cultural Communication**

**Discipline goal** is to develop systematic knowledge and practical skills in the field of theory and practice of cross-cultural communication for effective professional and personal interaction in a multicultural environment.

### **Discipline objectives:**

1. to study the main theoretical approaches and models of cross cultural communication.
2. to analyze the impact of cultural differences on communication processes in various fields (business, education, international relations).
3. to develop students' skills of critical thinking and analysis of cross cultural situations.
4. to develop the skills of applying methods and techniques of effective cross cultural communication in practice.
5. to prepare for self-study of current issues of intercultural interaction.

## CONTENT AND STRUCTURE OF THE DISCIPLINE

**This discipline consists** of 4 credit units, or 144 hours including 17 hours for an exam.

Of these, 82 hours are taught using e-learning and distance learning technologies.

Of these, 18 hours are practical training.

**Midterm assessment form:** 1st term – exam.

**Discipline content, structured by topic, indicating the types of classes and the number of academic hours allocated to them**

№	Section of the discipline / topic	term	Total number of academic hours	Practical training (in hours)	Types of studies, Including student's independent work, classroom hours and studies intensity ( in academic hours)				Forms of ongoing progress monitoring; midterm assessment form (by semester)
					Contact work between the lecturer and the student			Student's independent work (including extracurricular work, and its control)	
					Lectures	Classroom studies	Consultations		
1	2	3	4	5	6	7	8	9	10
1	Cross-cultural Communication as a Science and Academic Discipline.	1	14,1		2	2	0,1	10	Oral Survey
2	The Role of Cross-cultural Communication in Post-Industrial Society.	1	14,1		2	2	0,1	10	Oral Survey Discussion Presentations
3	Cross-cultural Communication in International	1	14,2		2	2	0,2	10	Oral Survey

	Cultural Exchange.								Reports Presentations
<b>4</b>	Using the Fundamentals of Cross-cultural Psychology for Effective Cross-cultural Communication.	<b>1</b>	<b>14,1</b>		<b>2</b>	<b>2</b>	<b>0,1</b>	<b>10</b>	Oral Survey Case Study
<b>5</b>	Business Communication in Different Cultures.	<b>1</b>	<b>14,1</b>		<b>2</b>	<b>2</b>	<b>0,1</b>	<b>10</b>	Oral Survey Business Letter Reports
<b>6</b>	Cross-cultural Communication Etiquette.	<b>1</b>	<b>14,1</b>		<b>2</b>	<b>2</b>	<b>0,1</b>	<b>10</b>	Oral Survey Reports
<b>7</b>	Features of Different Types of Teaching and Learning in a Cross-Cultural Environment.	<b>1</b>	<b>14,2</b>		<b>2</b>	<b>2</b>	<b>0,2</b>	<b>10</b>	Oral Survey Case Study
<b>8</b>	Problems and Prospects of International Cultural Cooperation in XXI Century.	<b>1</b>	<b>18,1</b>		<b>2</b>	<b>4</b>	<b>0,1</b>	<b>12</b>	Oral Survey Final Test
		<b>1</b>	<b>10 (KO)</b>						<b>Oral exam</b>
	<b>Total number of academic hours in 1<sup>st</sup> term: 144</b>	<b>1</b>	<b>144</b>		<b>16</b>	<b>18</b>	<b>1</b>	<b>82</b>	<b>17</b>

## **Contents of Educational Material**

### **SECTION 1. Cross-cultural Communication as a Science and Academic Discipline.**

- 1.1. The concept of culture and cross-cultural communication.
- 1.2. The development of cross-cultural communication as a scientific discipline.

### **SECTION 2. The Role of Cross-cultural Communication in Post-Industrial Society.**

- 2.1. Definition of the concept of culture.
- 2.2. Dialogue of cultures.
- 2.3. National cultural stereotypes.
- 2.4. The problem of correlation between language and culture.
- 2.5. The concept of cultural shock, its stages and meaning.

### **SECTION 3. Cross-cultural Communication in International Cultural Exchange.**

- 3.1. Images and stereotypes in international cultural exchange.
- 3.2. The foreign policy image of the state.
- 3.3. Branding and brand companies.
- 3.4. International organizations and their role in the development of cultural exchange.

### **SECTION 4. Using the Fundamentals of Cross-cultural Psychology for Effective Cross-cultural Communication.**

- 4.1. The cognitive picture of the world in different cultural groups.
- 4.2. The specifics of mental processes in different cultural groups.
- 4.3. Non-verbal behavior features in different cultural groups.
- 4.4. The specifics of space and time perception in different cultural groups.

### **SECTION 5. Business Communication in Different Cultures.**

- 5.1. Communication models in different cultures.
- 5.2. Features of business letters in different business traditions.
- 5.3. Invariant and culture-bound components of a business telephone conversation.

### **SECTION 6. Cross-cultural Communication Etiquette.**

- 6.1. Gift etiquette peculiarities in different cultures.
- 6.2. Gastronomic etiquette peculiarities in a cross-cultural environment.

### **SECTION 7. Features of Different Types of Teaching and Learning in a Cross-Cultural Environment.**

- 7.1. Learning styles and teaching characteristics in different cultures.
- 7.2. Tutoring models in different countries.
- 7.3. Motivation and teamwork of students in different cultural groups.
- 7.4. Teaching methods and testing and assessment materials in different cultural groups.

### **SECTION 8. Problems and Prospects of International Cultural Cooperation in XXI Century.**

- 8.1. Cultural ties in contemporary states' international relations and foreign policies.
- 8.2. Institutionalization of international cultural exchange.
- 8.3. Current forms of international cultural cooperation at the beginning of the 21st century.

## REQUIREMENTS FOR DISCIPLINE ACHIEVEMENT

List of planned learning outcomes by discipline correlated with indicators of achievement

Competence	Indicators of achievement	Discipline outcomes
<p><b>УК-5</b> Able to analyze and account for cultural diversity in the process of intercultural interaction</p>	<p><b>ИДК<sub>УК5.1</sub></b> Analyzes and takes into account sociocultural characteristics in intercultural interaction with subjects of professional activity</p>	<p><b>Know:</b> key differences in values, norms, traditions, and behavioral patterns of representatives of different cultures; principles and strategies for taking into account cultural differences in professional communication. <b>Be able to:</b> adjust the style and content of communication taking into account cultural differences; develop recommendations for optimizing intercultural interaction in a professional environment. <b>Master:</b> the skills of effective intercultural communication, taking into account the socio-cultural characteristics of the subjects of activity; the methods of analyzing and interpreting cultural differences in professional practice; the technologies for building constructive dialogue and cooperation in a multicultural environment.</p>
	<p><b>ИДК<sub>УК5.2</sub></b> Creates a tolerant interaction environment when performing professional tasks</p>	<p><b>Know:</b> the basics of tolerance, principles and conditions for building a tolerant environment; factors influencing the development of intercultural and interpersonal understanding; ethical norms and professional standards that respect cultural and personal diversity. <b>Be able to:</b> identify and analyze the causes of intolerance and barriers to professional interaction; adapt professional tasks and processes taking into</p>

		<p>account the need to maintain a tolerant environment.</p> <p><b>Master:</b> the skills and techniques for creating a positive psychological climate and preventing discrimination; skills for teamwork based on the principles of tolerance.</p>
<p><b>ОПК-2</b> Able to take into account in practical activities the specific features of a foreign-language picture of the world and scientific discourse in Russian and foreign languages</p>	<p><b>ИДК<sub>ОПК2.1</sub></b> Takes into account in practical activities the specificity of the foreign-language scientific picture of the world and scientific discourse in Russian and foreign languages</p>	<p><b>Know:</b> the specific features of scientific discourse in Russian and foreign languages; the principles of intercultural scientific communication and the peculiarities of the presentation of scientific knowledge in various linguistic cultures.</p> <p><b>Be able to:</b> identify differences in logic, argumentation, and ways of presenting material in scientific publications in different languages; to adapt your own scientific texts and presentations, taking into account the specifics of the foreign scientific worldview.</p> <p><b>Master:</b> the skills and technologies for the preparation and presentation of scientific materials, taking into account the discursive characteristics of different linguistic cultures; methods of effective participation in scientific discussions and writing scientific papers in a foreign language that meet international standards.</p>
<p><b>ОПК-5</b> Is able to carry out cross-linguistic and intercultural interaction with speakers of the language studied, in accordance with the rules and traditions of cross-cultural professional communication,</p>	<p><b>ИДК<sub>ОПК5.1</sub></b> Carries out interlanguage and intercultural interaction in accordance with the rules of cross-cultural professional communication, speech communication in a foreign-language society</p>	<p><b>Know:</b> the basic rules and standards of cross-cultural professional communication in a foreign-speaking society; the specific features of professional discourse in various fields of activity (business, science,</p>

<p>as well as the rules of speech communication in a non-native society</p>		<p>education, etc.) in the target language.  <b>Be able to:</b>          apply knowledge about cultural and speech norms to build an effective professional dialogue in a foreign language; analyze and adjust their own communication strategies, taking into account the cross-cultural context.  <b>Master:</b>          the skills of conducting business correspondence, negotiations, presentations and other forms of professional communication in a foreign language; methods of self-assessment and correction of cross-cultural communicative competence.</p>
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**Разработчик:**

  
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 (подпись)

доцент кафедры европейских языков  
 (занимаемая должность)

Н. А. Паскова  
 (Ф.И.О.)

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Зав. кафедрой  \_\_\_\_\_ И. С. Шильникова

*Настоящая программа не может быть воспроизведена ни в какой форме без предварительного письменного разрешения кафедры–разработчика программы.*