

INTERCULTURAL COMMUNICATION THEORY

Diploma: International Master in Business Studies, 1st year

Description: This course is designed to make students reflect on

- 1) their own media use and its links to culture
- 2) the influence of culture on mediated communication and collaboration

Program:

1. Introduction to the links between the media and culture
2. Collective Analysis and discussion of media use survey: international comparison
3. Case Studies: Culture and online learning, ARTE, TV Series, "refugee crisis"
4. Cultural impact on collaborative (mediated) work and communication
5. Written evaluation.

Hours: 12

ECTS: 2

Level: intermediate

Code UE (to mark on the learning agreement): 3AEMCD