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|---|---|---|---|
| **Title of the Course** | **CROSS-CULTURAL COMMUNICATION** | | |
| Amount in credit points/ ECTS) | 2/3 | Volume (in hours) | 80 |
| Prior knowledge | - | | |
| Science Sector | Social sciences | | |
| Science Subsector | Entrepreneurship management | | |

| Summary of academic hours | Amount (academic hours) |
|---|---|
| Distance learning | 40 |
| Contact hours / video lessons | 8 |
| Exercises, self – assessment questions and tests | 8 |
| Individual work/ discussions in distance | 16 |
| Exams/tests | 8 |

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| **1st level professional study programme** | Business Logistics |
| **Author(s) of the course** | Dr.paed. Liesma Ose |
| **Lecturer(s) of the course** | Dr.paed. Liesma Ose |
| **Goal of the course:** | To develop students' understanding about the meaning of communication at the level of community and cross-culture. To develop competences in work with people of different cultural backgrounds. To improve cross-cultural communication and management skills. |
| **Requirements for obtaining credit points (structure of course evaluation):** | The final evaluation is calculated:<br>Moodle discussion/tasks – 40%<br>Test – 60%<br>*For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.*<br>*Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities* |

**Study Results**

1. *Knowledge*:
    1.1. A student describes theories about communication and names their application in the research of communication process viewed from different cultures and communities.
    1.2. A student describes cross-cultural dialogue in the field of multi-culturism and sub-culturism.
    1.3. A student illustrates theoretical views and empirical research in the connection of cross-cultural communication with ethics, religion, language and domestic norms, as well as verbal and non-verbal interaction ways of different cultures, which had created stereotypes.
2. *Skills:*
    2.1. A student can apply the gained knowledge in the development of scientific research and communication process;
    2.2. A student analyses communication differences of various cultures and communities based on the theoretical and practical knowledge, as well as models specific communication situations.
3. *Competences*:
    3.1. A student critically assesses and uses one's competency of communicative culture for

solving communication problems within multi-cultural society.
3.2. A student analyses and manages communication process in groups, represented by different cultures and communities.

**Content of the Course**

| No. | Subjects | Contact hours, video, audio lessons | Distance learning | Exercises, self-assessment questions and tests | Individual task – remote discussion. Description of the individual task is available in the E-studies | Test |
|---|---|---|---|---|---|---|
| 1. | Dimension of culture in cross-cultural communication. Context of cross-culturalism and culture dialogue. | | 4 | 1 | 2 | |
| 2. | Understanding of culture differences. Manifestation of multiculturalism in cross-cultural communication. | | 6 | 1 | 2 | |
| 3. | Theoretical aspects of cross-culture communication: notion, actual development, problematic issues. | | 6 | 1 | 2 | |
| 4. | Technologies of cross-cultural communication. Communication technologies of majority and minority groups. | 8 | 6 | 1 | 2 | |
| 5. | Barriers of cross-cultural communication. Categorization, prejudice and stereotypes. Strategies of fostering tolerance. | | 4 | 1 | 2 | |
| 6. | Cross-culture conflicts. Technologies of conflict solutions at the level of cross-cultural community. | | 6 | 1 | 2 | |
| 7. | Approach to improving cross-cultural communication. Cross-cultural communicative competence. Culture | | 4 | 1 | 2 | |

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|---|---|---|---|---|---|---|
| | competences and difference training. | | | | | |
| 8. | Cross-cultural communication in Latvia's society. Policy development of cross-cultural communication in Latvia and EU | | 4 | 1 | 2 | |
| **TOTAL:** | | 8 | 40 | 8 | 14 | 8 |
| | | **80** | | | | |
| | | | | | | |

**Mastering the course and successfully passing examination, student is capable of** *(knowledge, skills and competencies)*

| Study Results: | Evaluation Criteria | | |
|---|---|---|---|
| | *(40-69%)* | *(70-89%)* | *(90-100%)* |
| **Knowledge** | Define cross-cultural communication, development stages, theorists | Good knowledge of cross-cultural communication problems and tendencies | Independently carry out an scientific analysis on situation dynamics in cross-cultural communication |
| **Skills** | Recognize prejudice, good knowledge of stereotypes and culture myths | Describe psychological and social factors influencing professional action and behaviour of individual person | Analyse and interpret communication peculiarities of different culture representatives, map and anticipate behaviour models |
| **Competences** | Assesse the causes of problem situations in cross-cultural communication, discuss different identification and identifies priorities of Latvia's residents | Form and present culture-programme research in connection with theoretical materials on cross-cultural communication | Understand and does reflection on the culture-sensitive professional practice |

**Acknowledgement of the obtained study results**

| Study Results<br><br>Evaluation Method | **1.** | **2.** | **3.** |
|---|---|---|---|
| Moodle discussions/tasks | X | X | X |

| Test | | X | X | X |
|---|---|---|---|---|

| **Core Literature** | |
|---|---|
| 1. | Lazda – Mazula, I., Ose, L. , Viša , K. Apmācību kursa *Starpkultūru komunikācija* rokasgrāmata, Rīga, SIF, 2012. |
| 2. | Smits E. *Nacionālā identitāte*. – Rīga, AGB, 2001 |
| 3. | Muižnieks, N. ( red.) Nacionālo minoritāšu konvencija – diskriminācijas novēršana un identitātes saglabāšana Latvijā. , LU Akadēmiskais apgāds, Rīga , 2007. |
| 4. | Ceļvedis starpkultūru izglītībā, ĪUMSILS, Rīga, 2004 |
| 5. | Breslavs, G. ( red.) Vai mēs esam iecietīgi? . SALUS, Rīga, 2008 |
| 6. | Integrācijas rokasgrāmata politikas veidotājiem un integrācijas speciālistiem. Eiropas Kopienas, 2007. ( trešais izdevums pieejams latviešu valodā tiešsaistē http://www.migpolgroup.com/public/docs/173.Integration_Handbook_III_15.04.10_LV.pdf ) |
| 7. | Trickett, E., Watts, R., Birman, D. ( eds.) (1994). *Human Diversity.* San Francisco, Ca: Jossey-Bass Publishers. |
| 8. | Diller, J.V. ( 2004). *Cultural Diversity*. Belmont: Thomson /Brooks Cole. |
| 9. | Fong, R., Futuro, S. ( 2001). *Culturally Competent Practice: Skills, Interventions, and Evaluations*. Boston: Allyn&Bacon. |
| 10. | Berry, J.W. ( 1994). *An Ecological Perspective on Cultural and Ethnic Psychology*, in Trickett, E. J. , Birman, D. ( eds.). *Human Diversity.* Jossey – Bass Publishers, San Francisko. |
| 11. | Jones, J. M. ( 1991*). Our Similarities are Different. : Toward a Psychology of Affirmative Diversity*. ( 27 – 49), in Trickett, E. J. , Birman, D. ( eds.). *Human Diversity.* Jossey – Bass Publishers, San FranciskoOtten M.,Geppert J., Mapping the Landscape of Qualitative Research on Intercultural Communication. A Hitchhiker's Guide to the Methodological Galaxy , FQS Forum: Qualitative Social Research, Volume 10 No1, January 2009 |
| 12. | Lazda – Mazula, I., Ose, L., Viša, K. Starpkultūru komunikācija II ( 2. Līmenis), Rīga, SIF, 2014. |

| **Additional Literature** | |
|---|---|
| 1. | Apine I., Volkovs V. Latvijas krievu identitāte: vēsturisks un socioloģisks apcerējums. – Rīga: Latvijas Universitāte, 2007. – 213. lpp. |
| 2. | Zepa B., Šupule I., Krastiņa L. Integration Practices and Perspectives. – Rīga: Baltic Institute of Social Sciences, 2006. – P. 23. |
| 3. | Davidov, E., Schmidt, P., Billiet, J., & Meuleman, B. (2018). Cross-cultural analysis: Methods and applications. Routledge. |
| 4. | Ting-Toomey, S. (2018). Communicating Across Cultures. New York: Guilford Press. |
| 5. | Mills Dž. S. ( 2007), *Par brīvību*, Rīga, Tapals. |
| 6. | Aluffi – Pentini A., Lorenz W. ( ed.) *Anti – Racist Work with Young People*//Russel House Publishing, 2002 |

| **Recommended Periodicals** | |
|---|---|
| 1. | Paud savu viedokli! Atbilde ikdienas aizspriedumiem. *Brian WILLOUGHBY, Jennifer HOLLADAY u.c.* http://www.iecietiba.lv/article.php?s=400&id=1638&lang=2 |
| 2. | Pētījums «Iecietība pret seksuālajām minoritātēm: dimensijas un |

«temperatūra»//http://www.iecietiba.lv/article.php?id=1641&t=0&rub=4&la=2Osis, J. Ose, L. ( 2006) Pētījumos balstītas stratēģijas tolerances veicināšanai. http://www.dialogi.lv/article.php?id=2556&t=8&rub=0&la=2