

Subject card

Subject name and code	Cross-cultural communication, PG_00147769						
Field of study	Romance Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		French		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Romance Linguistics -> Institute of Romance Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Barbara Brzezicka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of the course is to familiarize students with the most important issues of communication between cultures with particular emphasis on French-speaking countries, as well as to improve practical skills in analyzing and interpreting cultural communication texts.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FRL3_K02] Is ready to cooperate and work in a group, assuming various roles in it, shows motivation for an engaged social life, is characterised by pro-social attitudes and sense of responsibility.	Is characterized by openness to cultural otherness and respect for every person.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[FRL3_W13] Has general knowledge of cultural institutions and orientation in contemporary literary and cultural life in French-speaking countries, knows the economic, legal and diplomatic realities of France and French-speaking countries, knows the basic principles of the creation and development of various forms of entrepreneurship.	Knows the socio-economic realities of French-speaking countries and is familiar with their cultural life.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[FRL3_W12] Has deep knowledge of the diversity of information sources, the complexity of the nature of language, and the historical variability of meanings in French and other Romance languages.	Is aware of the cultural context of the information message.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[FRL3_K05] He is aware of the responsibility for preserving and promoting the cultural heritage of Europe and French-speaking countries, and is aware of the importance of this heritage for understanding social, cultural, economic and legal events.	Is aware of the importance of the heritage of the colonial era for understanding current social, cultural and economic developments.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[FRL3_W15] Has general knowledge of humanistic and social thought in the countries of the Romance language areas.	Has a general knowledge of intercultural communication, especially in the context of French-speaking countries.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[FRL3_K04] Correctly identifies and resolves dilemmas related to the performance of the profession, understands the ethical issues related to the responsibility for the accuracy and reliability of the information provided.	Correctly identifies and resolves dilemmas related to intercultural communication, primarily in the post-colonial context.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[FRL3_W06] Has advanced knowledge of the relationship of Romance philology with other fields and disciplines of the humanities and related sciences, including legal sciences, has basic knowledge of participants in cultural and economic activity, knows the basic principles of creation and development of various forms of entrepreneurship.	Knows and understands the social science tools used in intercultural communication.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[FRL3_U10] Is able to use specialised language and communicate accurately and coherently in French with specialists in the humanities, social and economic sciences using various communication channels and techniques, is able to interact with others in teamwork, including interdisciplinary work.	Is able to speak in French orally and in writing on topics related to intercultural communication.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[FRL3_U15] Is able to make observations and interpret socio-cultural, economic and legal phenomena, analyze their connections with various fields and disciplines of the humanities.	Can interpret the problems of intercultural communication in the context of business cooperation and in the broader socio-political context.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
Subject contents	Intercultural communication from the perspective of the humanities. Basic concepts of intercultural communication. Differences between cultures. Postcolonialism and the peculiarities of French colonialism. Chosen cultural differences between France and Poland.		

Prerequisites and co-requisites	A prerequisite for participation in the class is the selection of a specialization in business-culture-media. In exceptional cases, the class instructor may waive this rule.Knowledge of French at the B1+ level.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	90.0%
	active participation	51.0%	10.0%
Recommended reading	Basic literature	Sowa. M (red.): L'interculturel en pratique, Lublin Werset, 2011. Young, R.: Postkolonializm: wprowadzenie, przeł. M. Król, Kraków, WUJ, 2012. Hofstede G., Cultural Constraints in Management Theories, Academy of Management Executive, vol 7, nr 1, 1993. Trompenaars F., Hampden-Turner C., Siedem wymiarów kultury, Oficyna Ekonomiczna 2002. Szopski M., Komunikowanie międzykulturowe, WSiP, 2005. Matsili B., Francophonie et communication interculturelle en Afrique, Częstochowa: Wydaw. Wyższej Szkoły Pedagogicznej, 2002. Noutchié N., Civilisation progressive de la francophonie : avec 500 activités: niveau intermédiaire, Paris, CLE International, 2003.	
	Supplementary literature	Charaudeau P., L'interculturel entre mythe et réalité, revue Le français dans le monde n°230, Paris: Hachette 1990. Kaczorowski, B. (red.): Obyczaje, języki, ludy świata, Warszawa, PWN, 2007. Duszak, A.: Tekst, dyskurs, komunikacja międzykulturowa, Warszawa, PWN, 1998. Kapciak, A. et alii (red.): Komunikacja międzykulturowa: antologia tekstów, Warszawa, Insytytut Kultury, 1996. Haidt J., Prawy umysł. Dlaczego dobrych ludzi dzieli religia i polityka?, Smak Słowa 2014. Mikułowski Pomorski J., Jak narody porozumiewają się między sobą w komunikacji międzykulturowej i komunikowaniu medialnym?, Universitas 2012. Borowczyk P., Teoria skoposu a rola tłumacza-dialogisty w filmach dubbingowanych, Rocznik przekładoznawczy, nr 9, 2014, s. 49-60. Ciecuch J., Pomiar wartości w zmodyfikowanym modelu Shaloma Schwartz, Psychologia społeczna, 2013, tom 8, nr 1 (24). Żurko, J., (red): Komunikacja międzykulturowa, wewnątrz-kulturowa, społeczna: szkice socjologiczne, Toruń. 2009. Gandhi, L.: Teoria postkolonialna: wprowadzenie krytyczne, przeł. J. Serwański, Poznań, Wyd. Poznańskie, 2008.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Present the three dimensions of culture as described by Geert Hofstede. Explain the differences he describes and illustrate with examples from specific cultures. Give an example of cultural conflict arising from attitudes toward nature. Does the constitution of India define the borders of this country?		
Work placement	Not applicable		

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