

Subject card

Subject name and code	Beyond stereotypes - introduction to multicultural communication, PG_00210078						
Field of study	Biology						
Date of commencement of studies	October 2024		Academic year of realisation of subject				
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		e-learning		
Year of study	3		Language of instruction		Polish Language of the lecture - polish		
Semester of study	6		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Michalina Ahmad				
	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: 30.0						
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		0.0		20.0	50
Subject objectives	The aim of the course is to familiarize students with issues related to intercultural communication, thereby counteracting stereotypical perceptions of individuals and groups from other cultures. The content has been selected to support the principles of inclusive communication, open society and tolerance.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
			As a result of the education, the student should be able to correctly define the concept of intercultural communication, understand the specificity of communication in intercultural conditions, identify communication that excludes people from other cultural circles and formulate messages that take into account the postulate of inclusive society.		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report		
Subject contents	1. Introduction to intercultural communication. 2. About prejudices, stereotypes, and media clichés. 3. Culture is not just personal thing - a scientific perspective on the study of national cultures. 4. About differences in thinking, worldview, and communication, without judging. 5. Empathy is necessary to understand the phenomenon of cultural adaptation.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	preparation of a work in written, visual, audio or audio-video form on one of the given topics	70.0%	70.0%
	active participation	50.0%	30.0%
Recommended reading	Basic literature	Hofstede G., Hofstede G.J., Cultures and Organizations: Programming the Mind, Warsaw 2011. (or earlier editions) Nowak T. ed., Intercultural Communication Through Time, Space, and Culture, Krakow 2023. Glandys D., Bednarczyk M., Intercultural Communication, or Better Not Leave Home, Krakow 2020.	
	Supplementary literature	Grac L., Ostrowska I., Rosa G., Słupińska, Intercultural communication in business, Kraków 2018.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Interpret one of three selected proverbs: 1) Fellow believers love each other, but businessmen distrust each other. (Chinese proverb). 2) You can call an ostrich a cow, but it won't make butter. (Arabic proverb). 3) Even if you wanted to, you can't take two pumpkins with one hand. (Persian proverb). Prepare your work in your chosen format: written - an essay taking into account your personal perspective on the proverb; visual (poster - not generated by AI) with a description of the symbols used; audio - a podcast using your own voice, not generated by AI; audio-video - not in the form of animation, using real human voices and characters (not generated by AI).		
Work placement	Not applicable		

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