

Multilingual and Intercultural Communication Studies (A703300)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time** 90 h **Contact hrs** 30.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	lecture	7.5 h
			online lecture	22.5 h

Lecturers in academic year 2020-2021

Van Praet, Ellen	LW22	lecturer-in-charge
De Wilde, July	LW22	co-lecturer

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Teaching in Languages (main subject Applied Language Studies)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, French)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Turkish)	3	A

Teaching languages

Dutch

Keywords

Multilingualism; intercultural competences; globalisation; identity

Position of the course

The course unit 'Multilingual and intercultural communication studies' (A4MC) presents

an overview of prevailing models that are used to study cultural diversity and multilingualism. The knowledge acquired in this course unit is applied in the language-specific course units that form part of the master 'Multilingual Communication'. Students learn how to interpret and contextualise the expressions of different cultures, which enables them to deal with expressions of their own and other cultures in a more conscious and effective manner. Moreover, insight into, and familiarity with, multilingualism (and the related theories) will make them aware of the close link between culture and language and of the impact of multilingualism on culture.

Contents

The course addresses, among other things, the concepts of culture, interculturality, multilingualism, nationalism, stereotyping, inclusion / exclusion and their role in today's globalized society. We define basic concepts from anthropology, social psychology, sociology, communication sciences and linguistics. We thoroughly explain these basic concepts on the basis of research that was carried out in various sectors (educational institutions, companies, healthcare institutions, etc.).

Initial competences

The general competences that may be expected from an academic bachelor, preferably in a course-related discipline.

Final competences

- 1 Having advanced knowledge of the cultural and institutional backgrounds of the relevant language areas and based on that knowledge, critically reflecting on social developments in the relevant language areas and on aspects of intercultural communication with the relevant language areas. [MC.1.2. assessed]
- 2 Independently contributing to scientific research relating to one or more specialisms within, or connected to, the topics of communication, multilingualism and intercultural aspects. [MC.2.1 evaluation]
- 3 Having a critical understanding of international specialist literature in the field of intercultural and multilingual communication, with an eye for new trends and different methodologies. [MC. 2.2 evaluation]
- 4 Having a critical understanding of international specialist literature in the field of intercultural and multilingual communication, with an eye for new trends and different methodologies. [MC 2.4 evaluation]
- 5 Actively following new developments both within the discipline of communication in organisations and multilingual, intercultural contexts, and within the general context of language and culture, reflecting on these critically and placing them in a broad social and intercultural context. [MC 3.1 evaluation]
- 6 Underpinning their views in a scientifically justified manner and sharing these with both lay people and colleagues in a coherent and clear manner. [MC 3.2 evaluation]
- 7 Integrating language and culture sensitivity and respect for diversity into scientific work, the professional environment and the social debate. [MC 5.2 met evaluation]
- 8 During the communication process, making adequate use of an advanced level of encyclopaedic, topical and cultural expertise and of an advanced understanding of intercultural aspects. [MC 6.5 evaluation]

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

Teaching methods

Lecture, online lecture

Learning materials and price

Course book: Piller, Ingrid (2017). *Intercultural communication. A critical introduction*. Edinburgh University Press. ISBN 978-1-4744-1291-9. 2nd edition. The book is free downloadable from UGent library.

Digital learning platform; Reader; PPT slides; Hand-outs guest speakers

References

-Blommaert, J. (2012). Lookalike language. *English Today*, 28 (2), 62-64.

-De Wilde, J., Van Hoof, S. Decock, S., Rilof, P. & Van Praet, E. (2019). Shifting multilingual strategies in a Flemish public healthcare service. *Multilingua-Journal of Cross Cultural and Interlanguage Communication*, 37(4), p. 377-401.

-Taylor, M. (2000). Cultural variance as a challenge to global public relations: a case study of the coca-cola scare in Europe. *Public Relations Review*, 26 (3), 277-293.

Course content-related study coaching

Consultation by appointment; Supervision via digital learning platform

Evaluation methods

end-of-term evaluation

Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions

Examination methods in case of periodic evaluation during the second examination period

Written examination with open questions

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

not applicable

Extra information on the examination methods

-Periodic: written exam

Calculation of the examination mark

-100% periodic evaluation: written examination

Facilities for Working Students

-Possibility of exemption from attendance for part of the lessons. If this is the case, a substitute assignment will be given, in consultation with the lecturer.

-Optional alternative exam at a different time in the academic year.

-Possibility of feedback on appointment with the lecturer.

Addendum

A4MC