

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Komuniciranje v medkulturnem okolju
<b>Course title:</b>	Communication in the Intercultural Environment

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1., 2.	1., 2.
Strategic Communication, second level	The programme has no field	1st, 2nd	1st, 2nd

**Vrsta predmeta / Course type**

Izbirni / Optional

**Univerzitetna koda predmeta / University course code:**

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20	-	15	-	-	145	6

**Nosilec predmeta / Lecturer:**

prof. dr. Mateja Rek / Prof. Mateja Rek, PhD

**Jeziki /**

**Languages:**

**Predavanja /**

**Lectures:**

slovensko, angleško / Slovenian, English

**Vaje / Tutorial:**

slovensko, angleško / Slovenian, English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

Poznavanje osnov komunikacije, ki jih študent pridobi v okviru študija na prvi (bolonjski) stopnji.

**Prerequisites:**

Knowledge of the basics concepts of communication acquired by the student in the course of study at the first (Bologna) level.

**Vsebina:**

- kultura in komuniciranje;
- razumevanje fenomena kulture (kulturne dimenzije, vrednote, norm in vedenja);
- medkulturna komunikacija: implicitni in eksplicitni vidiki komuniciranja, verbalno in neverbalno komuniciranje, pomen ustreznih načinov komuniciranja;

**Content (Syllabus outline):**

- Culture and communication;
- Understanding culture (cultural dimensions, values, norms and behaviour);
- Intercultural communication: implicit and explicit communication aspects, verbal and nonverbal communication, the importance of appropriate communication methods;

- izzivi medkulturnega komuniciranja: najpogostejše napake v komuniciranju z akterji iz drugih kulturnih okolij, razlogi zanje in načini njihovega preprečevanja;
- ključne veščine, ki omogočajo uspešno in ustrezno medkulturno komunikacijo, različni tipi komunikacijskih strategij (kognitivni, afektivni, vedenjski);
- primeri uporabnosti veščin medkulturnega komuniciranja: pogajanja med akterji iz različnih okolij, trženje v medkulturnem okolju etc.

- Challenges in intercultural communication: the most frequent errors in communication with other cultures, the reasons and possibilities for preventing them;
- Key skills that enable successful and suitable intercultural communication, different types of communication strategies (cognitive, affective, behavioral);
- Examples of skills in intercultural communication: negotiation and marketing in the intercultural environment etc.

### **Temeljni literatura in viri / Readings:**

- Rek, Mateja. 2019. *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega.
- Jelovac, Dejan in Rek, Mateja. 2010. *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega.
- Neuliep, W. James. 2021. *Intercultural Communication: A Contextual Approach*, 3th edition. London: SAGE Publications.
- Jackson, Jane. 2020. *The Routledge Handbook of Language and Intercultural Communication*. Routledge.

### **Cilji in kompetence:**

Cilj predmeta je, da študenti osvojijo znanja in kompetence povezane s komuniciranjem v različnih medkulturnih kontekstih. Študenti pri predmetu spoznajo in razumejo ključne vidike medkulturnega komuniciranja, razvijejo sposobnost identifikacije, analize in evalvacije komunikacijskih procesov v medkulturnem okolju. Študenti se pričnejo zavedati pomena in posledic medkulturnega komuniciranja za uspešnost organizacije, institucije ali družbe kot celote in pridobijo poglobljeno razumevanje kulturnih in družbenih procesov ter sposobnost njihove kompleksne analize.

#### Splošne kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;

### **Objectives and competences:**

The objective of the course is for students to acquire knowledge and competences related to communication in different intercultural contexts. Students learn and understand the key aspects of intercultural communication, develop the ability to identify, analyze and evaluate communication processes in an intercultural environment. Students become aware of the importance and implications of intercultural communication for the success of an organization, institution or society as a whole and gain in-depth knowledge understanding of cultural and social processes and the ability to analyze them complexly.

#### General competences:

- ability to analyze complex cultural and social processes;

- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturalnosti;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju.

Predmetno-specifične kompetence:

- razumevanje vloge in funkcij komunikacije za ohranjanje in razvoj medsebojnih odnosov, še posebno za razvoj kulture dialoga;
- sposobnost za reševanje raziskovalnih problemov na področju strateškega komuniciranja;
- sposobnost komuniciranja v različnih kulturnih okoljih;
- razumevanje, zakaj identiteta posameznikov – podobno kot sam kontekst – ni vnaprej dana, ampak je aktivno formirana skozi govor oziroma skozi sam proces komuniciranja;
- poznavanje in razumevanje mehanizmov ideološke interpelacije in subjektivacije; sposobnost analizirati procese, v katerih pride do posameznikovega umeščanja v tej ali oni identiteti.

- strategic orientation, i.e. ability to anticipate events, ability to offer solutions to improve the situation;
- ethical reflection and commitment to professional ethics in the social environment by respecting the principles of non-discrimination and multiculturalism;
- development of communication abilities and skills for communicating at different levels in an intercultural environment.

Subject-specific competences:

- understanding the role and functions of communication for maintaining and developing interpersonal relationships, especially for developing a culture of dialogue;
- ability to solve research problems in the field of strategic communication;
- ability to communicate in different cultural environments;
- understanding why the identity of individuals - similar to the context itself - is not given in advance, but is actively formed through speech or through the very process of communication;
- knowledge and understanding of the mechanisms of ideological interpellation and subjectivation; ability to analyze the processes in which the individual is placed in this or that identity.

**Predvideni študijski rezultati:**

Študent:

- osvoji znanja in kompetence povezane s komuniciranjem v različnih medkulturnih kontekstih;
- razume ključne vidike medkulturnega komuniciranja;
- razvije sposobnost identifikacije, analize in evalvacije komunikacijskih procesov v medkulturnem okolju;
- se zaveda pomena in posledice medkulturnega komuniciranja za uspešnost organizacije, institucije ali drube kot celote;
- obvlada tehnike in veščine, potrebne za uspešno komuniciranje v medkulturnem okolju;
- je sposoben uporabe metod in tehnik učinkovitega komuniciranja v specifičnih družbenih kontekstih.

**Intended learning outcomes:**

Students:

- Acquire basic communication knowledge and competences in different intercultural contexts;
- Understand the key aspects of intercultural communication;
- Develop the ability to identify, analyze and evaluate communication processes in intercultural environment;
- Understand the importance and consequences of intercultural communication for the success of an organisation, institution or society as a whole;
- Master the techniques and skills needed for successful communication in intercultural environment;
- Are able to use the methods and techniques of effective communication in specific social contexts.

**Metode poučevanja in učenja:**

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- eksperimentalne vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);

**Learning and teaching methods:**

- Lectures with students' active participation (lecture, discussion, questions, examples, problem solving exercises);
- Tutorials with assignment (self-reflection, project work, team work, methods of critical thinking, discussion, feedback, practice);
- Experimental exercises based on experiential, cooperative and problem-oriented learning (independent studying, discussion, explanation, observation, role plays, case studies, critical reading and writing methods, portfolio, evaluation and self-evaluation);
- Individual and group consultations (discussion, additional explanation, dealing with specific questions);

<ul style="list-style-type: none"> <li>• oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);</li> <li>• uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.</li> </ul>		<ul style="list-style-type: none"> <li>• Portfolio design and study (motivating, directing, self-observation, self-managing, reflection, self-evaluation);</li> <li>• Use of online classroom or other contemporary ICT tools.</li> </ul>	
<b>Načini ocenjevanja:</b>		<b>Assessment:</b>	
Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):	
Pisni/ustni izpit	80%	Written/oral exam	
Obveznosti vaj	20%	Individual assignment with written reports	
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.	

**Reference nosilca / Lecturer's references:**

REK, Mateja. *Umetnost komuniciranja v kontekstu pozne moderne*. 1. izd. Ljubljana: Vega, 2019.

REK, Mateja, GORJUP, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*. 2019, vol. 12, no. 1, str. 6-25.

REK, Mateja, MAKAROVIC, Matej, ŠKABAR, Matjaž. Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. *European Journal of Science and Theology*, ISSN 1841-0464, feb. 2017, vol. 13, no. 1, str. 173-188.

REK, Mateja, MAKAROVIC, Matej, ŠKABAR, Matjaž. (Un)certainty in the knowledge society. *Comparative sociology*, 2015, ISSN 1569-1322, vol. 14, iss. 5, str. 613-634

JELOVAC, Dejan, REK, Mateja. *Komuniciranje v medkulturnem okolju*. Ljubljana: Vega, 2010.

REK, Mateja. Economic culture in Slovenia: research results from the Dioscuri research project. *Research in social change*, 2009, issue 3, no. 1, str. 3-21.

ADAM, Frane, JELOVAC, Dejan, REK, Mateja. Economic cultural (in)compatibility: old and new EU members in comparison. V: Podmenik, Darka (ur.). *Sociokulturni in organizacijski vidiki prenosa znanja*. Ljubljana: Inštitut za razvojne in strateške analize, 2008.

TOMŠIČ, Matevž, REK, Mateja. Kulturni vidiki ekonomskega in političnega razvoja: stare in nove članice EU v primerjalni perspektivi. *Organizacija: revija za management, informatiko in kadre*, 2006, letn. 36, št. 1, str. 28-34.