

### Entitlement

Communication

### Prerequisites

Not required

### Main aim

To develop the skills of correct professional language, public speaking and communication in a multicultural environment.

### Summary

The module consists of intercultural communication (TK), speciality language (SK) and public speaking (VK) parts: TK classifies cultural classification models, peculiarities of communication and cooperation with representatives of different cultures; VK teaches how to prepare a public speech, to say it persuasively, to manage the audience's attention and their anxiety; SK reviews professional terms, the most common written and spoken language errors and their correction sources, as well as the peculiarities of writing a scientific specialty text.

### Learning Outcomes

1. Understand intercultural peculiarities in conflict resolution
2. Apply the principles of correct communication with other cultures based on different cultural models
3. Evaluate the techniques of public speaking
4. Prepare and deliver a compelling public speech by effectively managing the audience's attention
5. Recognize the most common lexical, word formation, morphological and syntax errors, be able to correct them using e-sources; correctly stress the terms and specialty text
6. Prepare a scientific text using specialty language in accordance with the requirements for the preparation of an academic text

### Syllabus

1. Main culture classification models. Hofstede culture classification dimensions
2. Time and attitude towards environment concepts in according to R.D. Lewis The most recent culture classification dimensions
3. Intercultural communication barriers
4. Stereotypes, formation of stereotypes, culture shock and its stages

5. Multicultural dimension of CSR
6. Aspects of meetings and negotiations with representatives of different cultures
7. Communication process. The concept of public speaking, history. Types of public speeches
8. Stages of the pre - communication phase. Audience analysis. Sources of material. Language planning
9. Pre-communicative and communicative phases. Application of non-verbal means of communication. Anxiety coping strategies
10. Communication phase. Focus, retention, audience management
11. Communication and post-communication phases. Content delivery capabilities. Rhetorical measures. Humor. Visual material
12. State language, goals of state language policy. The relationship of a specialty language to a common language. Regulatory publications
13. The most common business language vocabulary and word formation problems. Specialty language terms. Ways of making terms
14. Normative and non-normative variants of morphology, syntax
15. Pronunciation, accentuation of specialty terms, accentuation of place names
16. Peculiarities of scientific text writing - introduction, defining the problem, goals and objectives; summary and conclusions, summary writing; footnotes, references, citations. Capitalization in business documents

#### **Evaluation procedure of knowledge and abilities**

Ten grade and gathered evaluation system is applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing the products.