



## **SUBJECT DATASHEET**

**Cross-Cultural Communication – Developing self-awareness through  
examples from the arts**

**BMEGT43YYYY**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Cross-Cultural Communication – Developing self-awareness through examples from the arts

### ID (subject code)

BMEGT43YYYY

### Type of subject

class

### Course types and lessons

<i>Type</i>	<i>Lessons</i>	<u>Type of assessment</u>	<u>Number of credits</u>
Lecture	0	term mark	
Practice	2		
Laboratory	0		2

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Gács Anna	associate professor	gacs.anna@gtk.bme.hu
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### Educational organisational unit for the subject

Department of Sociology and Communication

### Subject website

<https://edu.gtk.bme.hu>

### Language of the subject

English - EN

### Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme from 2021/22/Term 1**

Subject Role: **Elective**

Recommended semester: **0**

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Programme: **MA in Communication and Media Studies**

Subject Role: **Elective**

Recommended semester: **0**

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### Direct prerequisites

**Strong** None

**Weak** None

**Parallel** None

**Exclusion** None

### Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580466/11/2025registration number. Valid from: 2025.06.25.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

● Explore cultural self-awareness and other-culture awareness. ● Develop critical understanding of the connections between local and global issues, as well as past and present cultural issues, by examining the historical, political, and economic dimensions of intercultural communication. ● Learn about how socially constructed systems of exploitation and exclusion are rooted in history and perpetuated today, and how our attitudes and actions can work to challenge traditional systems of exclusion and oppression. ● Practice identifying, analyzing, and discussing intercultural conflicts, especially in the realm of the arts.

### Academic results

#### Knowledge

1. Reliable and sound knowledge of the connections between the disciplinary fields of social science.
2. Basic knowledge of social institutions (law, language, religion, etc.)
3. Solid knowledge of the most important social science conceptualizations needed to study the communication phenomena

#### Skills

1. Skills of using professional competencies in detecting conflicts and problems in fields related to communication and media.
2. Openness to acquire new sectors of knowledge and ability to effectively acquire them
3. Ability to make judgements in practical tasks, ability to make independent decisions

#### Attitude

1. Being unbiased and being free from prejudice
2. Critical self-reflections and eagerness to learn
3. Awareness of the historical and social embeddedness of cultural processes and institutions

#### Independence and responsibility

1. Readiness to help one's social environment to develop from a historical and political coherent world view.
2. Responsible, professionally based social presence
3. Independence

### Teaching methodology

Lectures, class discussions, site visits

### Materials supporting learning

- ● DiAngelo (2016) "What does it mean to be white in a society that proclaims race meaningless" Presented by Dr. Robin DiAngelo during Highline College's MLK Week, January, 2016. [https://www.youtube.com/watch?v=\\_A-pZH-S4jk](https://www.youtube.com/watch?v=_A-pZH-S4jk)
- ● Dr. Bryan C. Keene (2022),
- ● Fetters, A. (2019). "The Widespread Suspicion of Opposite Sex Friendships." The Atlantic. <https://www.theatlantic.com/family/archive/2019/08/mistrust-opposite-sex-friendships/596437/>
- ● Garland-Thompson (2016), "Becoming Disabled". <https://www.nytimes.com/2016/08/21/opinion/sunday/becoming-disabled.html>
- ● Harvard IAT Test. <https://implicit.harvard.edu/implicit/iatdetails.html>
- ● Kaufman, Judith S., Powell David A. (2014) "The Meaning of Sexual Identity in the Twenty-First Century", Cambridge Scholars Publishing.
- ● Langmuir, M. (2018). "Donald Trump is Destroying my Marriage" New York Magazine. <http://nymag.com/intelligencer/2018/11/donald-trump-is-destroying-my-marriage.html>
- ● Martin, Judith N., and Thomas K. Nakayama. (2013). "Intercultural Communication in Contexts." 6th ed. Boston: McGraw-Hill, 2013.
- ● Meyer E. (2014) "The Culture Map: Breaking Through the Invisible Boundaries of Global Business" PublicAffairs.
- ● Pethes N., (2019), "Cultural Memory Studies: An Introduction", Cambridge Scholars Publishing.
- ● Pickett, E. M.A. "Putting Intercultural Communication Into Practice: Part 1-3" (2021). <https://www.linkedin.com/pulse/putting-intercultural-communication-practice-part-1-emily-pickett/>
- ● <https://www.linkedin.com/pulse/putting-intercultural-communication-practice-part-2-emily-pickett/?trackingId=QAxXFI7YSAevI9ktnR>
- ● <https://www.linkedin.com/pulse/putting-intercultural-communication-practice-part-3-emily-pickett/>
- ● Rawlins, W.K. (2012). Hearing voices/learning questions. In: Clair, R. P. (Ed.). (2012). Expressions of ethnography: Novel approaches to qualitative methods. SUNY Press.
- ● Sorrells K.(2016.) "Intercultural Communication Globalization and Social Justice". Second Edition, SAGE Publications.
- ● Tomar, N. (2017) "Influence of culture on gender identities and sexual practices" Medium.
- ● Treasure J (2011), "5 ways to listen better", TEDGlobal 2011. [https://www.ted.com/talks/julian\\_treasure\\_5\\_ways\\_to\\_listen\\_better](https://www.ted.com/talks/julian_treasure_5_ways_to_listen_better)

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

Participation is mandatory. No more than 3 missed classes.

#### Performance assessment methods

Assesment of class activity, homework and creative production

#### Percentage of performance assessments, conducted during the study period, within the rating

- Participation: 20
- Homework: 40
- Creative performance: 40
- sum: 100

#### Percentage of exam elements within the rating

#### Conditions for obtaining a signature, validity of the signature

Participation

#### Issuing grades

Excellent	97
Very good	90-96
Good	80-89
Satisfactory	70-79
Pass	60-69
Fail	0-59

#### Retake and late completion

Retake and make-up test options are defined by the valid regulations of the University's Code on Education and Examination.

#### Coursework required for the completion of the subject

classwork	28
homework	14
Preparations ofr the final creative production	18
sum	60

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 02.06.2024.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

We live in a world that is increasingly diverse and interconnected. Communication across cultural groups can be complex at times, often

leading to misunderstandings and conflicts in our global world. In the culturally diverse contemporary arts scene, improving literacy in this area is a necessity, not an option. In this class, you will learn about the ways we are shaped by cultural identities, power relations, forms of inclusion and exclusion, and actions aiming at social justice. We will focus on self-reflection and cultural exploration

as the most important aspects of intercultural communication. You will gain knowledge and learn skills to heighten awareness of your own cultural groundings. Your convictions will be challenged by the perspectives of artists from a wide range of cultures. The course will cover topics such as identity, perception, cultural heritage, linguistic differences, stereotyping, and intercultural communication. Discussing these topics and analyzing the examples will increase students' awareness of and appreciation for the complexity of cross-cultural

communication skills in everyday life, and in the world of the arts.

- 1 ● Cross-cultural communication theory, concepts, and patterns
- 2 ● Cultural values and identities, challenges, and opportunities
- 3 ● Ethnocentrism, bias, stereotyping, culture shock, assimilation, cultural relativism
- 4 ● Verbal and nonverbal communication as related to culture in art
- 5 ● Cross-Cultural Challenges in Art
- 6 ● Ethical intercultural communication
- 7 ● Non-western forms of conflict resolution
- 8 ● Managing cross-cultural conflict using different communication strategies

### Additional lecturers

### Approval and validity of subject requirements