

Lesson Plans MCD 2008

Lecturer's Name	Activity Title	Theoretical Contents	Duration	Practical Contents	Duration
Agnes Dus, Corvinus University of Budapest, Hungary	Do you know how to say "hello"?	1) Introduction to the importance of getting first impressions right when meeting a person: <ul style="list-style-type: none"> - Greeting - Gestures - Introducing ourselves or a third person - Conversation starters and taboo topics 	5 min	2) Situational game: students sit grouped as their nationalities are, and the moderator selects two from different countries. They get a situation written on a card and have to play it out as it would be normal in their country.	10 min
	Intercultural first aid kit for getting in touch with foreigners	3) Evaluation of the experiences gained by the game, and brainstorming on other such experiences we have had in our lives. (examples include non-present countries)	15 min		
		5) Intercultural dating - evaluation of the questionnaire and sharing our thoughts. Emphases on cultural differences and misunderstandings	10 min	4) Intercultural dating - Anonymous questionnaire	5 min
		6) Conclusion		5 min	
Dainora Maumevičienė Kaunas University of Technology, Lithuania	Communication Models	A brief introduction of main types of communication models that are used while communicating, seeking to understand how this impacts intercultural communication. Students will be introduced to the idea of main factors that influence intercultural communication and will try to analyze the examples presented.	30-45 min	Students will analyze practical examples of communication models, applying theoretical background and will try to find out why the dialogue between two partners was not successful. Students will be asked to share their personal experience, seeking to find out how they speak with people of different age, sex, cultural background etc.	30 - 45 min

<p>Dr. Marlén Izquierdo, Universidad Cantabria, Spain</p>	<p>Cultural Clashes: what we can learn from them</p>	<p>Introduction to the activity. Key ideas about what culture is. Some comments related to the various exercises to be done.</p>	<p>10 min</p>	<p>Brainstorming of the notion of culture, all together.</p> <p>Analysis of the idea of Cultural Clash working with the metaphor of an illness which has causes, symptoms or pains, requires treatment and has after-effects.</p> <p>In groups of 4-5; analysis of situations of cultural clash. Students will comment on what has happened and why. This will let them think of the cultural factor that has triggered the cultural clash. What happens later? What can be learnt from such a situation? Each group works on one cultural clash situation, then all groups introduce their situation and their comments to the rest of the class</p> <p>To conclude, students will observe a couple of pictures, both of which illustrate a cultural clash situation. They have to find out the difference between them</p>	<p>10 min</p> <p>20 min</p> <p>30 min</p> <p>10 min</p>
<p>Reka Jablonkai, Corvinus University of Budapest, Hungary</p>	<p>Perception in Communication</p>	<p>Starting with a brief theoretical introduction on what factors influence our perception of other people and situations, how this perception leads to evaluation of others and how difficult it is to view the world around us from multiple perspectives. The concept of critical incidents will also be explained with a few examples.</p>	<p>30 min</p>	<p>Students will work in groups of 3-4. First they will analyze a few critical incidents. Next they will be asked to recall incidents in their own lives where differences in perspectives and culture caused problems or misunderstandings.</p>	<p>45 min</p>

<p>Dr. Scott De Francesco, University of Worcester, United Kingdom</p>	<p>Global Advertising: A Case for Cultural Diversity</p>	<p>A brief theoretical (with applicable examples) discussion of advertising and marketing in the global context. Students will be asked to think about the strategies employed when marketing a product, brand or idea to diverse cultural audiences.</p>	<p>20 min</p>	<p>A practical, hands-on workshop where students are asked to consider the selling of a particular product to a culturally diverse group either as a 'global' promotion (general) or a 'local' promotion (culture-specific).</p>	<p>30 min</p>
<p>Dr. Dorothy Ai-wan Yen, University of Worcester, United Kingdom</p>	<p>Relationships in the Chinese Context</p>	<p>A brief theoretical introduction about relationships (guanxi) in the Chinese cultural context. The notion and the significance of guanxi will be explained and discussed. Also some practical advice will be given on the approaches that can be used to establish better relationships with Chinese business partners (i.e. suppliers, buyers, employees, clients & agents).</p>	<p>15 to 20 min</p>	<p>Group Discussion: the exact topic & questions will be confirmed at a later date. Students will need to work in groups of four to conduct a group discussion and feedback their answers to the whole class.</p>	<p>30 min</p>
<p>Thomas Berger, Inter Research e.V. Fulda, Germany</p>	<p>Intercultural Aims and Objectives</p>	<p>Introduction to the concept of "Intercultural Competence". Discussion of potential attainment levels of intercultural competence and how to develop intercultural competence.</p>	<p>15 min</p>	<p>Workshop on personal strategies to develop intercultural competence abroad and to document achievements in this area for later job applications. Students will work in groups (of 4) and discuss a competence development strategy (which aims they want to achieve, which objectives they plan to complete, how to formulate plans and how they plan to document it). Each group will be asked to give a short presentation of one aspect of their group work.</p>	<p>45</p>

<p>Arnold Schenk, Fachhochschule Koblenz/ Inter Research e.V. Fulda, Germany</p>	<p>Intercultural Photo Stories</p>	<p>On the basis of the concept of photo stories, students will create intercultural awareness from different points of view by identifying common and specific stereotypes, customs and misunderstandings.</p>	<p>15 min</p>	<p>Group work and Presentation:</p> <p>Students will discuss about stereotypes and misunderstandings in a workplace situation, where people from different cultures are working together. Afterwards they will create their own Photo Story in a culturally mixed group. At the end, each group will present their results in a role play.</p>	<p>1h</p>
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