

University of Łódź

Faculty of International Studies and Political Science

Specialization: **Intercultural Communication**

Intercultural Communication is a Bachelor program hosted by the Faculty of International Studies and Political at the University of Łódź, Poland. This new program is a part of the International Cultural Studies degree, and it is taught exclusively in English. It has been designed for people who are interested both in contemporary societies world-wide and in cultural diversity management in the workplace. It offers a comprehensive inter-cultural, interdisciplinary education as well as practical knowledge of how to promote recognition and respect for individual differences found among people of different races, religions, sexual orientations and gender background. It teaches new Human Resources strategies aimed at making employees comfortable with cultural diversity and at creating and maintaining a positive workplace environment, free of conflict and geared towards the attainment of common goals and objectives. The broad range of subjects examine from theoretical perspective complex relationships between individuals and their societies and analyze multiple facets of that relationship such as interculturalism, globalization, migration, mass media, literature, popular culture, politics and law. At a more practical level the inter-cultural management courses intend to enhance cultural competency which will allow the alumni to interact effectively with people from diverse cultures and solve problems resulting from inadequate cultural interaction. Becoming culturally competent means learning and understanding customs, rules, ideas, values, worldviews, religion, symbols, gender roles, history, and language of other cultures. The aim of this program is to teach students how use this knowledge productively at work to cope with cross-cultural and multi-national challenges. The subjects also explore relations between diverse societies and cultural groups at a global level. Students will be introduced to research methods and strategies within cultural studies, literary studies and sociology. They will also be encouraged to engage in areas of specialist interests within cultural policy and Human Resources management, communication and mass media studies. Other areas covered by the curriculum include:

- Theater and Performance Studies,
- Philosophy and Religion,
- Aesthetics and Art,

- Theory of Communication,
- Film Studies,
- New Media Studies,
- Sociology of culture,
- Gender and feminist theory,
- Race and ethnicity studies.

The program ends with a research-based dissertation, which may become a pilot study towards a MA.

Intercultural Communication alumni will be experts at multicultural diversity management. They will be prepared to work as counselors in multinational and multicultural corporations and cultural institutions in the global market environment. They will also be able to seek employment in research centers, media (press, radio and television), publishing houses, advertising agencies etc.

Bachelor's degree curriculum

Semester 1

No.	Subject	Teaching hours	Type of classes	Final Test (T) Exam (E)	ECTS
1.	Philosophy	30+15	L ¹ C ²	T	4
2.	Legacy of Antiquity in modern times	30	C	T	3
3.	International Media	30 + 15	L C	E	5
4.	Social	15+15	L C	T	4

¹ Lectures

² Conversation class

	communication				
5.	Cultural aspects of marketing	30	L	T	3
6.	Literary studies: introduction	30 + 30	E C	E	5
7.	Theatre in the world: survey	30+30	L	T	5
8.	Multiculturalism: world-wide approaches	30	C	E	4
9.	Physical Education	30			1

Semester 2

No.	Subject	Teaching hours	Type of classes	Final Test (T) Exam (E)	ECTS
1.	Humanities, anthropology and social sciences: methodology	30	L	E	5
2.	Aesthetics and beauty canon	30	L	Z	4

3.	Youth cultures	30	C	T	3
4.	Introduction to multimedia technology	30	L	T	3
5.	Modern culture: theories	30+15	L	E	5
6.	Foreign language	30	C	T	3
7.	Optional subject	30	C	T	3

Semester 3

No.	Subject	Teaching hours	Type of Classes	Final Test (T) Exam E	ECTS
1.	Political, economic and civilisational geography	30	L	T	3
2.	Political systems	30	L	T	3
3.	International Political Relations	30	L	E	4
4.	Performance studies: international approaches	30	C	T	3
5.	World's religions	30	C	E	4

	and philosophical systems				
6.	Global and regional identities	30	C	T	3
7.	Academic writing in English	30	C	T	3
8.	Foreign language	30	C	T	3
9.	Optional subject	30	C	T	3
10.	Sociology	30+15	L C	T	4

Semester 4

No.	Subject	Teaching hours	Type of Classes	Final Test (T) Exam E	ECTS
1.	International cultural relations	30	L	E	4
2.	Masterpieces of world literature	30	L	E	5
3.	Visual culture	30	C	T	3
4.	Film adaptations of world literature	30	C	T	3

5.	Intellectual property rights	10	C	T	1
6.	B.A. seminar	30	S	T	5
7.	Optional subject	30	C	T	3
8.	Internship				2

Semester 5

No.	Subject	Teaching hours	Type of Classes	Final Test (T) Exam	ECTS
1.	New Media	30	C	T	3
2.	Cultural management	30 + 30	L C	E	4
3.	Modern Cinema in the World	30	C	T	3
4.	Internet journalism workshop	30	C	T	3
5.	B.A. seminar	30	S	S ³	10
6.	World's art tendencies	30+15	LC	T	4

³ Seminar

7.	Gender and culture: global overview	30	L	E	4
8.	Bible and Quran: the World and the Human Being	30	C	T	3

Semester 6

No.	Subject	Teaching hours	Type of Classes	Final Test (T) Exam E	ECTS
1.	Cultural institutions	30	C	T	4
2.	Diasporic cultures	30	C	T	4
3.	Traditional cultures: global overview	30	C	E	5
4.	B.A. seminar and thesis preparation	30	S	T	15
5.	Shakespeare's Hamlet, or Sex, Lies and YouTube	30	S	E	4