University of Gdańsk

Subject card

Subject name and code	Sociology of Intercultural Communication, PG_00166599		
Field of study	Cultural Communication		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Humanistic-social subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	English
Semester of study	1	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Magdalena Brzezińska	
	Teachers	dr Magdalena Brzezińska	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30
E-learning hours included: 0.0						

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	30	2.0	43.0	75

Subject objectives

To impart knowledge and understanding of intercultural communication processes, its various forms and functions in the contemporary world of global flows, communication and mobility. To gain knowledge on cultural diversity and its dimensions, depending on the cultural background of ethnic, national, regional and continental cultural groups. To develop competencies in the field of intercultural communication.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[CCL3_K04] The graduate is ready to engage in social and professional life, including undertaking and co-organizing activities for the benefit of the social environment, also using the knowledge and skills of intercultural communication	Is ready to engage in social and professional life, including undertaking and co-organising activities for the benefit of the social environment, using his knowledge and skills in the field of sociology of intercultural communication	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.	Is ready to critically assess the scope of their knowledge and skills in sociology in relation to intercultural dialogue.	[SK2] presentation/project/paper/ report
[CCL3_U07] The graduate is able to use knowledge of selected issues in the social sciences in the fields of intercultural communication and management of cultural projects and organizations.	Can use knowledge of selected issues in sociology of intercultural communication	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[CCL3_W17] The graduate knows and understands selected issues in the social sciences in relation to intercultural communication and management of cultural projects and organizations	Knows and understands selected issues in sociology in relation to intercultural communication	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[CCL3_W18] The graduate knows and understands the fundamental dilemmas of modern civilization in the context of issues related to contemporary culture and intercultural dialogue.	Knows and understands the fundamental dilemmas of contemporary civilisation in the context of issues related to sociology in an intercultural perspective.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[CCL3_U10] The graduate is able to communicate in English selected issues in the social sciences on intercultural communication and management of cultural projects and organizations.	Can communicate in English on selected topics in sociology related to intercultural communication.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents	1. Introduction to intercultural communication the perspective of sociology and anthropology 2. Cultural diversity, ethnocentrism and relativism 3. Culture shock and acculturation: adaptation, integration, assimilation 4. How to pay for food? Case study (Guinea-Bissau) - analysis. 5. Individualism / collectivism in African cultures 6. Migration, transnationalism and collectivism 7. The dark side of collectivism: Witchcraft 8. Beliefs, Values, and Cultural Universals 9. Non-verbal aspects of communication: proxemics, body, space (Hall) 10. Social Categorization, Stereotyping, and Discrimination 11. Love and sex in different cultures: Polyamory in Guinea-Bissau 12. Gender and Gender Inequality. Polygamy as an African culture? Privilege and sexual entitlement 13. Communication styles (Gesteland, Hall) 14. Conversation codes and behaviour codes: the example of the English culture (Fox) 15. Summary and conclusions
Prerequisites and co-requisites	English level B1
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Written/ oral exam	51.0%	70.0%
Presentation/ project work	51.0%	30.0%

Recommended reading	Basic literature	Ahrndt, Shannon, 2020. Intercultural Communication, University of Missouri-St. Louis. Open Educational Resources Collection. 24. Available at: https://irl.umsl.edu/oer/24 Rings, Guido; Sebastian Rasinger, 2020, The Cambridge Handbook of InterculturalCommunication, Cambridge University Press: Cambridge. Fox, Kate, 2014. Watching the English: the hidden rules of English behaviour, Nicholas Brealey Publishing: Boston, Hodder & Stoughton: London, chapters: Grooming-talk, Pub-talk. Brzezińska, Magdalena. 2021. Transcontinental polygyny, migration and hegemonic masculinity in Guinea-Bissau and the Gambia. The Australian Journal of Anthropology, 32(3), 257-271. DOI:10.1111/taja.12417 (56) W cieniu europejskiej twierdzy. Obrazy Zachodu w dyskursach mieszkańców Gwinei Bissau [In the Shadow of the European Fortress. Image of the West among Africans in Guinea Bissau] | Magdalena Brzezinska - Academia.edu https://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/ https://www.hofstede-insights.com/product/compare-countries/

	Supplementary literature	Benedict, Ruth, 2002, Wzory kultury, Warszawskie Wydawnictwo Literackie MUZA SA, Warszawa tłum. Jerzy Prokopiuk - rozdział Nauka o zwyczajach 78-99 i Różnorodność kultur, s. 100-125. Besta, Tomasz & Kosakowska-Berezecka, Natasza, 2017, Między grupami. Przewodnik po relacjach z ludźmi, którzy się od nas różnią, Smak Słowa, Sopot. Brislin R., Cushner K., Cherrie, C., Yong, M. (1995) Intercultural interactions. A practical guide. Sage Publications. Brzezińska, Magdalena, 2024. Emigration is Luck: Destiny, Witchcraft and Uncertainty in Migratory Journeys from the Gambia and Guinea-Bissau. Ethnos, Vol. 89, Issue 2, pp. 114. https://doi.org/10.1080/00141844.2024.2327982 Brzezińska, Magdalena, 2012, Ja i chłopak mojej dziewczyny: analiza wielopartnerskich związków kobiet i mężczyzn w Gwinei Bissau, [w:] Aneta Chybicka, Natasza Kosakowska-Berezecka, Paulina Pawlicka (red.), 'Podróże przez kobiecość i męskość', Oficyna Wydawnicza Impuls, Kraków 2012, s. 225250. Brzezińska, Magdalena, 2017, Brzezińska, W cieniu europejskiej twierdzy. Obraz Zachodu wśród Afrykanów w Gwinei Bissau, Wydawnictwa Uniwersytetu Warszawskiego, Warszawa 2017, rozdz. Indywidualizm, kolektywizm, s. 151-157, rozdz. 'Amor. Miłość oczami Gwinejczyków', s. 157-166. Hall, Edward T., 1966, The Hidden Dimension, Anchor Books: New York. Hofstede, Dimensions of Cultural Difference: 'The 6-D model of national culture' (websites links below) Lipińska, Marzena 2008 (red.) Warsztaty kompetencji międzykulturowych podręcznik dla trenerów, Inicjatywa Wspólnotowa EQUAL, Międzykulturowe Centrum Adaptacji Zawodowej, Instytut Profilaktyki Społecznej i Resocjalizacji Uniwersytet Warszawski, Warszawa.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Find examples of cultural communication incidents in the media or social media and discuss them in your group with references to the concepts presented in lectures (e.g. acculturation: adaptation, integration, assimilation).	
Work placement	Not applicable	

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