

| Media Communication in Multicultural Environment | |
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| Author | Lidia Pokrzycka |
| LAIS code | |
| Form of evaluation | Exam |
| Credit points (ECTS credit points) | 4 KP (4 ECTS) |
| Prerequisites | - |
| Course group | B |
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| Objective | |
| <p>As part of this course, students learn about the theory of social communication and media, the functioning of the media and other organizations in the intercultural environment. They will learn to analyze and create newspapers and other media (including television and radio) with content tailored to the multicultural specifics.</p> | |
| Learning outcomes | |
| <p>Students get to know the work of a journalist and editor specializing in general but also multicultural matters; independently conduct media analysis, write articles related to problems in a multicultural environment themselves. They will analyze the specificity of conducting public relations in multicultural organizations / international corporations, develop a strategy for functioning in crisis situations.</p> <p>They will develop ethical codes for journalists, taking into account the specificity of intercultural / multicultural communication.</p> | |
| Organization mode of students` individual assignment | |
| Preparation for seminars by researching topic for discussion, preparation of presentation of chosen topic. | |
| Evaluation of learning outcomes | |
| <ol style="list-style-type: none"> 1. Active participation in seminars and discussions. 2. Passing mark for prepared report and presentation. 3. Passing mark on the final exam. | |
| Course content | |
| <ol style="list-style-type: none"> 1. Media communication 2. Professional journalism in multicultural environment 3. PR in multicultural organisations | |
| Calendar plan of the study course | |
| 1. | Media in theory |
| 2. | Economy, culture and media |
| 3. | Public relations |
| 4. | Journalist work |
| 5. | Design Thinking in the practice of Multicultural Environment |

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| 6. | Tabloidisation |
| 7. | Media Corporations |
| 8. | Crisis Communication |
| 9. | Media Relations, Science Journalism |
| 10. | Analysis of the knowledge and preparation for the exam. |
| Basic literature | |
| <p>1. A. Rasul, Journalistic norms in multicultural societies: A critical evaluation of the social construction of realities, “Pakistan Vision”, Vol. 15, No.2, http://pu.edu.pk/images/journal/studies/PDF-FILES/Artical-2_v15_no2_14.pdf</p> <p>2. Thinking Forward, Making the media more diverse, http://www.miramedia.nl/media/files/guide_for_change_agents.pdf</p> <p>3. Shafaat Hussain, Managing Communication Challenges in Multicultural Organizations, International Journal of Media, Journalism and Mass Communications (IJMJMC, Volume 4, Issue 2, 2018, pp. 44-49.</p> <p>4. Penny Singh and Renitha Rampersad, Communication challenges in a multicultural learning environment, Durban University of Technology, Durban, South Africa https://www.immi.se/intercultural/nr23/singh.htm</p> <p>5. Furisch, E. (2002). How can Global Journalists Represents the Other? “Journalism”, 3 (1), 57-84.</p> | |
| Additional literature | <ul style="list-style-type: none"> • Fraser, H., Shalley, A.C. (2009). Communicating about Communication: Intercultural Competence as as Factor in the Success of Interdisciplinary Collaboration. Australian Journal of Linguistics, Vol 29 No 1, 135-155. • Furnham, A. (2010). Culture Shock: Literature Review, Personal Statement and Relevance for the South Pacific. Journal of Pacific Rim Psychology, Special Section: Cultural Diversity Across The Pacific, Volume 4, Issue 2, 87–94. • Spitzberg, B.H. (2000). What is good communication? Journal of the Association for Communication Administration, 29, 103–119. |

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| | <ul style="list-style-type: none"> • Lieberman,D.A, Gamst, G.(2015).Intercultural communication competence revisited:Linking the intercultural and multicultural fields. International Journal of Intercultural Relations, 48, 17-19. • Glasser, T. L., Awad. I. Kim, J. W. (2006). The Claims of Multiculturalism and Journalism’s Promise of University, San Francisco. • Glasser, T. L. (1992), Professionalism and the Derision of Diversity: The Case of the Education of Journalists, „Journal of Communications” 42(2), 131-140. |
| Other sources of information | |
| Materials prepared by the course teacher. | |
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