



UNIVERSITY OF
APPLIED SCIENCES IN NYSA

International Summer Programme

UAS Nysa 2026



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TITLE OF THE COURSE

Cross-Cultural Communication

COURSE DESCRIPTION

In an increasingly globalized world, understanding how to communicate effectively across cultures is essential. This course will explore the complexities of cross-cultural communication, focusing on the ways cultural differences shape communication styles, behaviors, and perceptions. Students will gain insight into the theoretical foundations of intercultural communication, while also developing practical skills to navigate and bridge cultural gaps in both professional and personal contexts. The course will cover topics such as non-verbal communication, communication in diverse teams, culture-specific communication strategies, and the impact of globalization on intercultural interactions.

HOST PROFESSORS

Anna Opałka, Msc., UAS in Nysa

Head of the External Relations Department and Institutional Erasmus+ Coordinator at the University of Applied Sciences in Nysa, Poland. With extensive experience in managing international partnerships and mobility programmes, she has worked with universities and organisations across Europe, Asia, Africa, and the Americas. As a lecturer and guest professor at international universities, her expertise focuses on cross-cultural communication, international cooperation, Global marketing, leadership, strategic and global management. Her doctoral research examines the role of internationalisation in higher education development

Dr Tanja Vesala-Varttala, Haaga-Helia University of Applied Sciences

Principal Lecturer in Marketing and Communication, teaches international marketing and works as a researcher and project manager in European-funded projects. Her expertise includes multicultural business communication, international cooperation, sustainability marketing, digital storytelling, and stakeholder collaboration. She has extensive experience in Erasmus+ projects and international higher education networks.

Course Level

Mixed-level: Suitable for students from various disciplines, including social sciences, business, humanities, and international relations.

Language of Instruction: English

Duration: June 22 – July 03, 2026

Working Time (Lesson Hours – 45 min/day): 4 hours per day

Number of ECTS Credits: 4

Teaching Method: Lectures, interactive case studies, group discussions, role plays, and final presentations



COURSE OBJECTIVES

This course will be particularly relevant for students who:

1. Are interested in the dynamics of intercultural communication and how cultural differences influence communication in a global context.
2. Want to develop practical communication skills that can be applied in diverse cultural settings, including in international teams and global organizations.
3. Seek to understand the impact of culture on non-verbal communication, communication styles, and language use in both personal and professional interactions.
4. Wish to explore how global business practices, technology, and media are changing cross-cultural communication.
5. Want to deepen their understanding of cultural identity, power dynamics, and conflict resolution strategies in cross-cultural exchanges.
6. Are considering careers in international business, diplomacy, education, or any field requiring effective communication across cultures.
7. Wish to improve their ability to work and communicate effectively with people from diverse cultural backgrounds.
8. Are interested in fostering intercultural understanding and promoting diversity and inclusion in global contexts.

The course aims to attract students eager to enhance their cross-cultural competencies and be prepared to navigate a multicultural world, both personally and professionally.

COURSE CONTENT

1. **Introduction to Cross-Cultural Communication**
 - Defining culture and communication
 - The role of language in cultural identity and communication
 - Key theories of intercultural communication (e.g., Hall's High-Context vs. Low-Context Cultures, Hofstede's Dimensions of Culture)
2. **Communication Styles Across Cultures**
 - Verbal and non-verbal communication in different cultures
 - Cultural influences on body language, gestures, eye contact, and proxemics
 - Understanding direct vs. indirect communication styles
3. **Cultural Identity and Communication**
 - The role of cultural identity in shaping communication behaviors
 - Intersectionality: navigating multiple identities in global interactions
 - The impact of cultural norms on decision-making, authority, and hierarchy in communication



4. **Globalization and Cross-Cultural Communication**
 - How globalization affects communication across borders
 - The role of technology, social media, and digital communication in connecting cultures
 - The challenges and opportunities of virtual cross-cultural communication
5. **Intercultural Communication in Professional Settings**
 - Communicating effectively in multicultural teams and organizations
 - Conflict resolution strategies in cross-cultural contexts
 - Business etiquette, negotiations, and leadership styles in different cultures
6. **Practical Workshop: Cross-Cultural Role-Playing**
 - Group exercises focused on real-life intercultural communication scenarios
 - Role-playing activities to practice strategies for overcoming communication barriers
 - Analysis and discussion of case studies from international businesses or diplomatic settings
7. **Closing Session: Presentations and Feedback**
 - Final presentations on key learnings and strategies for effective cross-cultural communication
 - Constructive feedback and discussion on applying course concepts in real-world situations

VERIFICATION OF LEARNING OUTCOMES

- Class Attendance and Active Participation: 20%
- Workshop Performance and Group Discussions: 40%
- Final Group Project Presentation: 40%

PREREQUISITES

- Proficiency in English (B2 or higher)
- No prior knowledge of cross-cultural communication is required, although an interest in cultural studies or international relations is recommended

SUGGESTED LITERATURE

1. **Gudykunst, William B. (2004).***Bridging Differences: Effective Intergroup Communication*. SAGE Publications.
A comprehensive guide on understanding communication across cultural boundaries.
2. **Hofstede, Geert (2001).***Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations*. SAGE Publications.
In-depth analysis of how cultural differences influence workplace behaviors and interactions globally.
3. **Hall, Edward T. (1976).***Beyond Culture*. Doubleday.
A foundational text on how high-context and low-context communication styles differ across cultures.



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International
**Summer
Programme**
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The logo for the International Summer Programme, featuring the text 'International Summer Programme' in a mix of script and bold sans-serif fonts, with 'UAS Nysa 2026' below it. A red airplane icon is shown flying within a red circular orbit.

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4. **Ting-Toomey, Stella (1999).***Communicating Across Cultures*. Guilford Press.
A look at the impact of cultural identity and context on communication strategies and interactions.
5. **Bennett, Milton J. (2013).***Basic Concepts of Intercultural Communication: Paradigms, Principles, and Practices*. Intercultural Press.
Offers an overview of the key principles in intercultural communication, useful for both beginners and advanced learners.