



COURSE SYLLABUS

Intercultural Communication

Credits: 6 ECTS

Course Load: 30 hours of lectures, 30 hours of seminars

Year / Semester: Year I, Semester I

Course Type: Mandatory course

Study Program: Master of Science in *Trilingual Intercultural and Touristic Communication*

Code of Ethics: UT Code of Ethics (Articles 4, 6, 7, 9)

COURSE SUMMARY AND LEARNING OUTCOMES

General Course Objectives: To build and develop the student's intercultural competence by fostering reflection and tolerance towards other cultures in a globalized world. To equip the student with both theoretical and practical knowledge of intercultural communication, focusing on concepts such as culture, identity, diversity, acculturation, and cultural transformation. To encourage a critical and integrative approach to contemporary cultural realities, promoting intercultural interaction as a condition for coexistence, social development, and mutual respect.

Specific Course Objectives:

1. To identify and analyze the fundamental concepts of culture and intercultural communication, including notions such as stereotypes, ethnocentrism, cultural relativism, cultural identity, and linguistic and symbolic interaction.
2. To develop the ability to apply appropriate communication strategies in real intercultural contexts, taking into account behavior codes, cultural expectations, and the professional environments in which interactions with representatives of Culture B occur.
3. To cultivate a reflective and critical approach to the challenges of intercultural communication by analyzing specific cases from personal experience, media, or from the context of tourism and international interactions.

Expected Learning Outcomes:

1. Understand the debates surrounding intercultural communication.
2. Become aware of the importance of intercultural communication.
3. Understand that the classical ethnocentric worldview has been surpassed.
4. Analyze Albanian culture in relation to European culture.