

Constantine 3 University Salah Boubnider
Faculty of communication and information and
audiovisual sciences



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WWW.finfocom.univ-constantine3.dz

contact@univ-constantine3.dz

Media and Intercultural Communication in a Digital Age

Course AIM:

This professional course will explore the contemporary concepts, practices, and processes of media and intercultural communication for media professionals and communicators in the digital environment and the world at large. The approach will take the form of examining, analyzing, and evaluating challenges and opportunities of engaging cultural differences in people's face-to-face and mediated communication interactions

Objectives:

- To help understand the practice and dynamic of media and intercultural communication in a digital age and fast-changing world
- To develop participants' skills for research, observe, and analyze dynamics of intercultural communication
- To be equipped with skills to become a competent communicator across contexts, diverse people and communities
- critically curate a variety of resources using digital tools to construct knowledge

Outcomes / Competence

- Demonstrate an awareness of differing cultural groups and their social processes, products and practices in a variety of settings
- Able to perceive the intercultural diversity of society in a socio-historical, ethical, and philosophical context
- Analyze the validity of individually held cultural beliefs, behaviours, and norms by contrasting and comparing them with others objectively.
- Demonstrate independence in the exploration of new cultural perspectives and skills in negotiating cultural differences
- Able to use the diversity of achievements of national and world culture in the process of creating media texts and (or) media products, and (or) communication products.

Course Areas & Instructors

- Understanding Intercultural Communication from different perspectives: The essence of Intercultural Communication, Evolution of Intercultural Communication; Technology and Intercultural Communication; Strategic Communication in the Digital Age
- Image Building in a Digital Age for Intercultural Interaction: Professional Branding, Personal Branding, Country Branding for Different Culture, Country Image
- Culture and Media Literacy: Understanding Media for Responsible Production and Consumption through Cultural Learning, Using Traditional and Social Media to Promote Cultural Directions, Storytelling

- **Participants:**
Students and young practitioners
- **Mode:**
Offline
- **Certificate:**
Professional Certificate
- **Fee:**
Free
- **Duration:**
1 day intensive course (6 hours)