

INTERCULTURAL RELATIONS AND CREATIVE COMMUNICATION

Subject (module) title		Subject (module) code	Study Programme (-s)
Intercultural Relations and Creative Communication			
Lecturer (-s)			Department where the subject is delivered
Coordinators: Audrius Dabrovolskas, Sohvi Sirkesalo			Art Management
Study cycle			Type of the subject (module)
First			Elective
Mode of delivery	Semester or period when the subject is delivered		Language (-s) of instruction
Online	Autumn semester		English
Pre-requisites and co-requisites			
Pre-requisites:			Co-requisites (if any):
Number of ECTS credits	Total student workload (in hours)	Contact hours	Self-study hours
3	80	32	48
Aim of the subject (module)			
Introduce students with main concepts of intercultural relations, organizational, creative communication and build practical skills of selfrepresentation and branding in cultural and creative industries through intercultural communication.			
Abstract of the subject (module) (up to 500 characters)			
During the online course students will be introduced to theoretical background of cultural, creative industries, organizational, intercultural, creative communication and media. Theoretical background will be integrated with the analysis of practical examples, discussions and individual assignments. During the course students will develop their creative idea theoretically and practically through analysing their personal and professional networks, practical examples of other artists and licenced businesses, preparing presentations, planning possible communication for their target audience.			

Programme learning outcomes to be delivered	Learning outcomes of the subject (module) to be delivered	Teaching and learning methods	Assessment methods
1. Knowledge and its application	1.1. The student will know and understand the main concepts of intercultural relations and organizational communication. 1.2. The student will be introduced to the key concepts and theories of cultural and creative industries.	Main teaching and learning methods include presentation (explanation, telling, giving examples, demonstration); review of audio-video material and other information sources (analysis); active listening; using students' personal experience; collecting data; project development; group work, group discussions; practical assignments, creative assignments (brainstorming, mind mapping), providing feedback. The main forms of contact work include online classes and seminars, independent work.	Assessment and evaluation is an integral part of the study process which is, therefore, carried out on a continuous basis through assessing and evaluating students' independent work, presentations, individually-prepared tasks. The evaluation of the student performance is based on a cumulative grading system (attendance and practical assignments).
2. Research skills	2.1. The student will be able to critically analyse different practical examples and identify the main target groups in communication.		
3. Special skills	2.2. The student will be able to analyse his existing personal and professional networks and use it in future.		
4. Social skills	3.1. The student will be able to independently plan and organise his personal career in creative industries. 3.2. The student will understand and critically assess the role of media and communication channels for external communication, branding and self-representation. 4.1. The student will be able to communicate and cooperate professionally and effectively with other specialists and creative teams.		

5. Personal skills	5.1. The student will understand the importance of lifelong learning, be able to systematically improve his/her professional competencies, use personal organisational skills, adapt to new situations in a competitive environment.		
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Topics	Contact Hours				Self – study hours	Self – study assignments
	Lectures in groups	Practical training in groups / seminars	Individual classes	Total contact work hours		
1. Introduction to the course, requirements and evaluation strategy. Importance of International Relations and relevance to Creative Communication	2	2		4	6	Analysis of the personal/professional network.
2. Sociology of culture	2	2		4	6	Presentation of creative idea
3. Creativity and commerce in music	2	2		4	6	Analysis and presentation of the examples
4. Collaboration and partnerships in Creative Industries	2	2		4	6	Examples of licenced businesses
5. Intercultural Competency and Creative Leadership of a multicultural team	2	2		4	6	Discussion about event management experience and practice for meeting and negotiations (during the lecture)
6. Communication target groups and barriers	2	2		4	6	Target group identification for creative idea and communication channel planning
7. Creative autonomy and cultural production of film	2	-		4	6	Discussion during the lecture
8. New media and its effects for communication	2		2	4	6	Preparation of Creative idea's visual presentation
9. Visual presentation of creative ideas		4				
In total:	16	16	0	32	48	

Assessment strategy	Weight in per cent	Deadline for completing the assignments	Assessment criteria
Attendance (both at lectures and seminars not less than 80 percent)	50%	During the semester	During the course presence in lectures and seminars is evaluated. If attendance is not less than 80 percent in both lectures and seminars – student will receive 50 percent of final evaluation. If attendance is smaller evaluation is performed accordingly: for 70 percent attendance – 40 percent evaluation, for 60 – 30 percent, for 50 percent – 20, for 40 percent – 10 and if less than 40 percent – 0.
Individual assignments	50%	During the exams session	In total there will be 6 individual assignments, which are evaluated 8 percent each. 2 percent will be added for the most active students. The structure, scope and argumentation are the criteria for individual assignment evaluation.

Author	Year of publication	Title	No. of periodical or volume of publication	Publisher (place, publishing office) or Internet link
Compulsory study materials				
David Hesmondhalgh	2018	The Cultural Industries		University of Leeds, UK

David Byrne	2013	How Music Works		Canongate: Edinburgh, London
Additional study materials				
Michael Michalko	2006	Thinkertoys: A Handbook of Creative-Thinking Techniques		Ten Speed Press, Berkeley
Adrian Holliday, Martin Hyde, John Kullman	2021	Intercultural Communication An Advanced resource book for students		Routledge
Sting (Gordon Sumner)	2003	Broken Music		The Dial Press: New York

Approved by Department of ...: date and No. of Department Report		
No. and date of registration in the Register of Study Subjects		