

## ***FORTHEM Collective Short-Term Mobility***

### **Communication Across Cultures in the Digital Age**

**Organising university:** University of Latvia

**Location of the event:** May 30<sup>th</sup>- June 3<sup>rd</sup>, 2022 in Riga

**Organisers:** Faculty of Social Science, University of Latvia

**Project description:** Constant communication intensively using technology is changing the way people think about the environment around and society, of themselves and how they communicate. Communicating online (esp. because of the COVID 19) has a huge impact on culture locally and globally as more and more people choose to communicate online instead of in person. Implementation of technology influences the values of society by changing expectations and realities. Over emphasizing technology has created lack of trust among people. Technology can also be blamed for unemployment, cultural lag, changes in social institutions.

The proposed STM provides a theoretical knowledge and practical framework to help the students to understand intercultural communication and to solve intercultural problems, if any. The students will be asked to reflect on their understanding of this theme and share their personal experiences.

#### **Day by day programme:**

<b>Day 1</b>	Welcoming and ice-breaking exercise. Lecture – Theoretical and Practical Aspects of Global Communication; Cultural afternoon – cultural introduction of all participating countries.
<b>Day 2</b>	Lecture – Theoretical Aspects of Intercultural Communication Lecture – Cognitive Perspective of Intercultural Communication <b>Fieldtrip to</b> the National Youth Council of Latvia. Discussion and exchange of experiences in communication with youth.
<b>Day 3</b>	Lecture - Humour as a tool of intercultural communication Lecture - Efficient communication: how politicians use intercultural communication skills and intercultural competencies <b>Fieldtrip to</b> Latvian Transatlantic organization. Discussions with representatives from LATO about political communication.
<b>Day 4</b>	Lecture - Intercultural Competencies Lecture - Non effective intercultural communication <b>Fieldtrip to</b> Faculty of Social Science Department of Communication Science.
<b>Day 5</b>	Joint debate on the cross cultural communication processes and how technology could be used without negative implications Farewell afternoon

**Eligibility criteria and selection criteria specific to this project:** CV, motivation letter and English level B 1!