

# European Masters in Intercultural Communication (EMICC)

*Creating an academic forum for intercultural dialogue, learning, teaching and research*

## 2024 EUROCAMPUS

hosted by



1506  
UNIVERSITÀ  
DEGLI STUDI  
DI URBINO  
CARLO BO

## Preliminary Information for Prospective Students

### GENERAL INFORMATION

EMICC is a teaching and research network of nine European universities specializing in intercultural communication and proposing an interdisciplinary study programme designed to provide academic knowledge and to enhance the professional as well as social competency of participants preparing for careers with significant intercultural contact.

Bayreuth, Germany:	<a href="#">Universität Bayreuth</a>
Cambridge, United Kingdom:	<a href="#">Anglia Ruskin University</a>
Jyväskylä, Finland:	<a href="#">University of Jyväskylä</a>
Lisbon & Coimbra, Portugal:	<a href="#">Universidade Aberta</a>
Lugano, Switzerland:	<a href="#">Università della Svizzera italiana</a>
Paris, France:	<a href="#">Institut national des langues et civilisations orientales</a>
Tallinn, Estonia:	<a href="#">Tallinn University</a>
Urbino, Italy:	<a href="#">Università degli Studi di Urbino Carlo Bo</a>
Utrecht, The Netherlands:	<a href="#">Utrecht University</a>

The core of EMICC is the yearly EUROCAMPUS, a four month intensive programme taught by professors from the network universities, in which up to five students from each partner university can take part.

**The 2024 EUROCAMPUS** will take place at **Università degli Studi di Urbino Carlo Bo, Urbino, Italy**.

Previously, EUROCAMPUS was held in Jyväskylä (2002), Bayreuth (2003), Brussels (2004), Cambridge (2005), Lisbon (2006), Lugano (2007), Tartu (2008), Lugano (2009), Utrecht (2010), Castellón, Spain (2011), Coimbra, Portugal (2012), Jyväskylä (2013), Paris (2014), Cambridge (2015), Tallinn (2016), Urbino (2017), Coimbra (2018), Bayreuth (2019), Jyväskylä (2021), and Utrecht (2022).

During this intensive program, students will learn intercultural communication theories and concepts, examine intercultural communication from interdisciplinary perspectives, and develop advanced intercultural competencies and skills to use in professional as well as social life.

The 2024 EUROCAMPUS semester is organised in 4 modules. Courses will be assessed following ECTS (European Credit Transfer System) criteria.

All offered courses must be attended and at least 30 ECTS must be earned to pass EUROCAMPUS and receive a *Diploma in Intercultural Communication* from the host university. Partner universities may decide to award more credits to students who have completed more than 30 ECTS.

Methods of teaching and learning include individual pre-Eurocampus assignments, class discussions, individual and group presentations, ethnographic fieldwork, simulation exercises, digital assignments as well as final papers and written exams.

All courses are held in English.

## ADMISSION REQUIREMENTS

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- Bachelor degree or equivalent in a relevant discipline
- Adequate academic record as assessed by the sending university EMICC coordinator
- Proficiency in academic English at CEFR C1 level, corresponding to a 6.5 grade in the IELTS (International English Language Testing System) rating (see: <http://www.ielts.org>) or an equivalent proof of proficiency. Each prospective EUROCAMPUS student should provide a self-assessment in the form of the “European Language Passport”, which can be downloaded from <http://europass.cedefop.europa.eu/en/documents/european-skills-passport/language-passport>  
Proficiency in academic English will be assessed by the sending university’s EMICC Coordinator.

## PARTICIPATION DETAILS

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### **Student Mobility**

Successful applicants will study under a bilateral Erasmus agreement between Urbino University and the partner universities, and may be eligible for Erasmus grants. While studying in Urbino, students remain matriculated at their sending university and have to pay the usual matriculation fees for outgoing Erasmus students. Students do not pay any matriculation fees to Urbino University.

### **Health Insurance & Other Services for Students**

Students participating in EUROCAMPUS are responsible for their own insurance coverage and have to make sure that their insurance policy covers their stay. Neither the host university nor the sending universities are responsible for students’ insurance coverage.

### **Living and Studying in Urbino**

Urbino University provides information and help to find suitable and affordable housing in Urbino. Please refer to the detailed information below (**Step 3**).

Before coming to Urbino, each non-EU citizen should autonomously apply for a VISA and collect all the necessary information to regulate their long-term stay in Italy.

### **Extracurricular Activities**

There will be activities organized specifically for Eurocampus students. Usually, Eurocampus students can also participate in other activities organized by the host university. In Urbino, Eurocampus students can also participate in the [Erasmus Student Network Urbino](#).

*Orientation Day*

26 August 2024

- Goals: meet the city, the university, peer students and practical/cultural information  
Highly advised!

ERASMUS+ Programme Coordinator of the University of Urbino is Simona Monica Ero Pigrucci [internationalmobility@uniurb.it](mailto:internationalmobility@uniurb.it).

## **ADMISSION PROCESS**

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Students admitted to the 2024 EURO CAMPUS should take the following steps:

**Step 1** To be completed as soon as possible

Each student must consult with the local EMICC coordinator regarding the required and elective courses and their transferability to the home university.

**Step 2** To be completed by May 15th, 2024 by the sending institution

Students must be nominated by their professors, nominations must be sent to [erasmus.incoming@uniurb.it](mailto:erasmus.incoming@uniurb.it) (with a Cc... to [anastassia.zabrodszkaja@tlu.ee](mailto:anastassia.zabrodszkaja@tlu.ee) and [claus.ehrhardt@uniurb.it](mailto:claus.ehrhardt@uniurb.it)) and include:

- Program: Eurocampus,
- first and last student name,
- date of birth,
- student's nationality,
- student's email address,
- name of the current degree program.

**Step 3**

After receiving the nominations, the International Mobility Office of Urbino University will send the nominated students an email with instructions about the online application procedure. See also here: <https://www.uniurb.it/international/mobility-coming-to-urbino/students/study-mobility>.

Accommodation advice will be provided by the International Mobility Office.

**Step 4** August 26 – December 13, 2024

Students from each participating university join the twenty-second EURO CAMPUS in Urbino for a four-month intensive programme taught by professors from the network universities. Each student has to sign the *Eurocampus Learning and Study Agreement* regarding academic integrity and program of study during the first week.

### **Contact information**

Eurocampus Urbino Coordination: Prof. Dr. Claus Ehrhardt (Università degli Studi di Urbino Carlo Bo, Urbino, Italy): [claus.ehrhardt@uniurb.it](mailto:claus.ehrhardt@uniurb.it)

EMICC Academic Director: Prof Dr. Anastassia Zabrodskaia, Tallinn University, Tallinn, Estonia,  
email: [anastassia.zabrodskaia@tlu.ee](mailto:anastassia.zabrodskaia@tlu.ee)

## **2024 URBINO EUROCAMPUS COURSE SCHEDULE**

Courses are listed by module and course numbers. Modules consist of courses which are theoretically connected to each other (see module descriptions in the EUROCAMPUS handbook). Not all module courses follow consecutively.

All courses and other learning activities of EUROCAMPUS must be attended by all students. Each student may choose to skip one and only one course, i.e., use a wild card. **All students must take Intercultural Communication Theories and Methods, 1.0 (6 ETCS), and 8 other courses (24 ECTS) and receive a passing grade in each for a total of graded 30 ETCS to receive the EUROCAMPUS diploma.** Students are free to complete more than the mandatory eight courses for a grade. Failed courses will not be listed in Urbino University's transcripts. The selected courses must be listed on the Learning Agreement to be signed by each student and [Prof. Claus Ehrhardt](#).

## 2024 EURO CAMPUS COURSE SCHEDULE

COURSE / ACTIVITY	ECTS	DATES	Sending University Professor
<b>26.08.2024</b>		Beginning of the autumn semester of Academic Year 2024/2025 Deadline for the arrival in Italy of international degree students of the first and second level of higher education and of exchange students.	
Welcome and Orientation to Eurocampus	<b>mandatory</b>	August 26	University of Urbino Claus Ehrhardt
1.0 <a href="#">Intercultural Communication: Theories and Methods</a>	<b>mandatory</b> <b>6</b>	August 27-30	Utrecht University Christopher J. Jenks
Italian Language Course at the Beach: From the Beach to the Pub - Practical Italian with Locals	<b>mandatory</b>	Sept 2–8	<i>Working with local buddies, integrating into the local environment, and visiting local places of attraction (such as Palazzo Ducale, etc.).</i>
2.1 <a href="#">Cultural Encounters in Films</a>	3	Sept 10–12	Anglia Ruskin University Guido Rings
<a href="#">3.2 Communicating Beyond Academia</a>	3	Sept 17–19	Utrecht University Debbie Cole
2.2 <a href="#">Cultural Encounters in Literature</a>	3	Sept 24–26	University of Bayreuth Yomb May
4.5 <a href="#">Migration in Global Society</a>	3	Oct 1–3	Universidade Aberta João Caetano
<b>Reading week</b>		<b>Oct 7–13</b>	
4.3 <a href="#">Diversity in Social Interactions at Work</a>	3	Oct 15–17	University of Jyväskylä Malgorzata Lahti

2.4 <a href="#">European Values – European Crises – Intercultural perspectives</a>	3	Oct 22-24	Bayreuth University Peter Kistler
4.2 <a href="#">Intercultural Communication for Nation Branding and Public Diplomacy</a>	3	Oct 29 – 31	INALCO Mylène Hardy
3.1 <a href="#">Linguistic Landscape Studies</a>	3	Nov 5–7	Tallinn University Anastassia Zabrodsckaja
4.4 <a href="#">Cultural Diversity and Human Rights</a>	3	Nov 12–14	Università della Svizzera italiana Bertil Cottier
2.3 <a href="#">Constructing Culture Online</a>		Nov 19–21	University of Jyväskylä Marko Siitonen
<b>Reading week</b>		<b>Nov 25 – Dec1</b>	
4.1 <a href="#">Intercultural Management</a>	3	Dec 3–5	Vienna University of Economics and Business Marie-Thérèse Claes
3.3 <a href="#">Politeness</a>	3	Dec 10–12	University of Urbino Claus Ehrhardt
Wrap-up	<b>mandatory</b>	Dec 13	University of Urbino Claus Ehrhardt

**Module courses** (Università degli Studi di Urbino Carlo Bo, Claus Ehrhardt):

[Construction and Deconstruction of Culture and Communication](#)

[Ethnographic and Interactional Analysis](#)

[Legal and Organizations Apect of Intercultural Communication](#)

## COURSE DESCRIPTIONS

### 1.0 Intercultural Communication: Theories and Methods

Christopher J. Jenks

The course surveys key topics, themes, theories, and methods in the study of intercultural communication. The first half of the course will briefly introduce key topics and themes, including but not limited to, intercultural competence, interculturality, stereotyping, lingua franca communication, and nationalism. The second half of the course will use these topics and themes to explore how qualitative discourse analysis can be used to study intercultural communication. Theoretical and methodological issues discussed in the second half of the course include, but are not limited to, how to identify a topic and formulate a relevant research question, how to do discourse analysis, and how to design a study.

### 2.1 Cultural Encounters in Films

Guido Rings

The course objectives are that students demonstrate a textual and contextual knowledge of films which deal with intercultural encounters in the context of international migration, show a critical knowledge of the theoretical literature which explores intercultural encounters in film and/or other narrative, and research, synthesise and articulate cinematic portrayals of intercultural encounters and the negotiation of identities. The films to be shown as content for the course are TBD.

### 2.2 Cultural Encounters in Literature

Yomb May

In the last decades thinking and writing about cultural encounters have become one of the major challenges in cultural studies. In this course we will examine two key questions related to this challenge: How have the intensified cultural encounters shaped today's literary theories, e.g. the conception of literature in a worldwide intercultural context and, of course, how do writers reflect on these encounters and their different implications in their literary texts? We will explore these and similar questions using selected texts that will allow us to understand both, theory and the representation of cultural encounters in literature. And perhaps there might be many other interesting lessons to be learned by reading and examining those texts?

### 2.3. Constructing Culture Online

Marko Siitonen

After completing the course, the students will be able to identify the history and development of online communication and media; recognize and critically evaluate how cultural identities and stereotypes are (re)constructed in online communication and media; identify and discuss ethical issues related to online communication and media. This course begins with a look at the history and projected future of technology-mediated communication. The course then explores how existing cultural identities (e.g. nation states) are being (re)enacted online, and how new cultural practices are emerging. Looking at a variety of contexts and phenomena ranging from online communities to hate speech to Internet censorship, the course analyzes the possibilities and challenges of intercultural communication online.

### 2.4 European Values – European Crises – Intercultural perspectives

Peter Kistler

The aim of the class is to provide students with an understanding of the historical, political, and cultural context of the European Union, and the challenges it currently faces. The class will explore the historical development of European values and how they have shaped the EU today, analyzing the concept of Eurocentrism and its impact on the EU. It will also evaluate the role of the EU in addressing European crises, and the challenges of creating a cohesive intercultural identity within the EU. The aim of the class is to equip students with the knowledge and skills to understand and critically evaluate the current issues and challenges facing the EU, and to engage in a dialogue about the future of the EU.

### 3.1 Linguistic Landscape Studies

Anastassia Zabrodska

The central objective of this course is to introduce recent theoretical and methodological developments in the field of Linguistic Landscape Studies (LLS). One of the major contributions of LLS is to provide a framework for a coherent understanding of the context in which human and social relationships take place, focusing on the different languages and linguistic forms that share a physical space. Naturally, this has implications for the field of intercultural communication. By the end of the course, students will be acquainted with the field of LLS and how it can inform our knowledge about intercultural communication, positively contributing to its study. The basic theoretical developments around the core concepts (LLS and intercultural communication) will be introduced. I will provide practical tips that make fieldwork easier and more productive (LL data collection; framing an interview, etc.). Students will participate in mini-ethnographic fieldwork to gather data and conduct observations of the linguistic landscape and the centrality of language(s) and linguistic forms in that context. Students will also conduct brief ethnographic interviews with people in different sites (shop assistants, information staff, clerks, etc.) to find out about the language(s) they need in their everyday work-related activities and the kind of training they receive or have received to communicate following specific patterns. The group will reconvene in a final session to discuss the findings of the mini-ethnographic fieldwork trips and their relevance and relationship to the theories presented and discussed in the course. The last day is also reserved for group portfolio completion.

### 3.2 Communicating Beyond Academia

Debbie Cole

The course objectives are that students will develop ways to use their research and communication skills to make academic knowledge available to and interesting for audiences outside of academia. In this course, we approach communication between academic scholars and the wider public as a form of intercultural communication. The learning sessions will be structured as a series of mini workshops covering community based research, practice as research, institutional ethnography, creativity, genre, and mediatization. We will collaboratively explore strategies for identifying common ground between stakeholders with different priorities and values and for practicing creativity when responding to research questions and sharing research results. For the final assignment, students will be invited to develop small communication and marketing projects directly relevant to stakeholders at each of the home universities participating in EMICC. Students may also propose (collaborative) communication projects to connect other academic and non-academic stakeholders. These assignments will be due at the end of the program in December, to give students time to work on their materials in the context of subsequent courses during the Eurocampus program.

### 3.3 Politeness

Claus Ehrhardt

The course objectives are to understand the connection between communication, language and politeness, gain an overview about pragmatic approaches to politeness, use politeness theory to describe and explain differences between languages and their connection with cultures, and to find insights into interaction analysis, in particular relational aspects. Politeness is one of the most important links between language, communication and culture. Politeness is also an important element of intercultural competence: many of the problems we have to deal with in intercultural encounters are questions such as "Which is the correct or appropriate way to address a person in a specific context?", "What do partners expect me to say or do in a certain situation?" These and similar issues can be analysed in terms of politeness. The first part of the course aims at the discussion of linguistic, in particular pragmatic, definitions of politeness and of the use of language for the construction, maintenance or modification of interpersonal relationships. On this ground it will be possible to discuss universal aspects of polite behaviour as well as culture-specific features and to introduce contrastive analysis in the field of pragmatics. The results of the discussions will then be applied to intercultural communication, focusing especially on relationship management.

### 4.1 Intercultural Management

Marie-Thérèse Claes

After completing the course, students should be able to use the tools (models, frameworks) in order to analyse and appreciate critical incidents in multicultural business settings; be able to build bridges between people from different cultures in an international negotiation situation; describe a culture in



terms of a multi-dimensional model and discuss the management implications of a given culture's location in the model; recognise the relationship between cultural values and communication styles as they affect inter-and-intra cultural communication of managers, personnel and clients of multinational and multicultural corporations and organizations; anticipate and manage the cultural issues that will likely arise when people from any two cultures do business; develop skills relevant to managers of multinational corporations, as well as those operating in other dimensions of business. The purpose of this seminar is to expose students to selected topics in the area of managing in a multicultural environment. "Intercultural Management" is the practice of applying management principles in a multicultural environment by describing organisational behaviour, analysing and comparing organizational behaviour in different countries. Students will learn about the challenges that managers of both domestic and international businesses face in managing across cultural boundaries. The seminar will focus on the impact of culture at the level of the individual, the team and the organisation. It will demonstrate how cultural factors influence behaviours in the workplace, and develop skills needed to manage effectively in cross-cultural situations. The following topics will be covered: fundamental dimensions of culture, how culture affects behaviour, cognition, motivation, and emotion in organisations, cross-cultural communication, negotiation and conflict resolution, management of a multi-cultural workforce and the impact of group heterogeneity/homogeneity on various group performance aspects.

#### 4.2 Intercultural Communication for Nation Branding and Public Diplomacy

Mylène Hardy

Based on case studies and group work, this course aims to develop students' awareness of intercultural communication issues related to the European Union strategy for soft power. We will present the geopolitical environment of the European Union, explore the complex issue of the European Union external policy and its relation to European countries' various strategies while examining how soft power is understood and implemented by the European Union and its members. The course will cover core concepts such as soft power, influence, coopetition, nation branding, public diplomacy, international communication, and will emphasise the role of both traditional and new communication means for soft power in the evolving international context.

#### 4.3 Diversity in Social Interactions at Work

Malgorzata Lahti

This course explores how diversity may become relevant in interpersonal (face-to-face and technology-mediated) interactions at work, such as in exchanges between co-workers, supervisors and subordinates, business partners and clients, in small groups and teams, or in one-off encounters with customers. Following a critique of traditional essentialist approaches to diversity, we will explore diversity as a social construct using a critical interculturality lens. We will look at issues such as identification and othering, complexities of disadvantage, language competences, and the construction of a shared workplace culture. Practical implications for employees, leaders, managers and consultants will also be discussed.

#### 4.4 Cultural Diversity and Human Rights

Bertil Cottier

The focus will be on the interaction between interculturality and the legal system, more specifically human rights; at the end of the course, the student should be able to understand: how HR are conceived and implemented at both national and international levels, how HR promote diversity, where are the limits to diversity. The course is divided into two parts: a general part on human rights, emphasizing implementation of HR and control mechanisms and a special part devoted to a more detailed presentation of three specific human rights with a strong intercultural component: Freedom of language and freedom of religion.

#### 4.5 Migration in Global Society

João Caetano

The course addresses the changing nature of present-day concepts and social representations concerning migration, refugees (we all must have in mind the extraordinary impact of the 2015 refugee crisis in Europe)

and citizenship in the real world, including public perceptions of these themes. The new configurations of migration, refugee and citizenship patterns in the contemporary world are to be understood within a framework of different scientific perspectives (mainly legal, sociological and political), according to the lecturer's expertise. The law (one of the aspects) just go into effect when it is understood and accepted by the citizens. Students are encouraged to deeply understand this topic, not only as students but also as potential participative citizens (independently of their nationalities). Innovative forms of collaborative work, involving the students and the students and the lecturer, will be explored by using an interactive online platform. The work will be recorded (pro memoriam) in different ways.