

**24<sup>th</sup> International Project Week 2022**  
**09<sup>th</sup> – 13<sup>th</sup> May 2022**

**Lecturer:** Nagwa Soliman

**University/Company:** The British University in Egypt

**Country:** Egypt

**Attention: This course will be online!**

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**Developing Communication Competence Across Cultural Diversity**

**Content:**

- Understanding cultural diversity
- The impact of culture on communication
- Obstacles to communication in linguistic and cultural barriers
- Identity stereotypes and stigma
- Unconscious bias and systematic discrimination
- Managing relationships in diverse communities
- Benefitting from unique strengths and individual differences
- Developing intercultural communicative competence
- Adaptive tools for collective well being
- Communication action plan tool kit to become visibly proactively inclusive
- Reflection

**Methods:**

- Interactive lecturing
- Interactive PowerPoint presentations
- Interactive short videos
- Group work
- Assignments
- Case studies
- Quizzes
- Role play
- Class activities
- Poster presentations

**Competences and skills to be acquired:** By the end of the project students will be able to:

- set clear intercultural communication objectives
- acquire and use effective communication skills with a diverse audience
- listen carefully to other cultural identities to build rapport
- use inclusive voice effectively
- use questioning techniques to aid understanding of diversity
- generate confidence through body language
- overcome intercultural communication problems

- communicate effectively in a multicultural environment
- form strong relationships with diverse communities through powerful communication skills
- persuade efficiently while respecting diverse cultures

**Prerequisites:**

- Questionnaire
- Reading material

**Language of instruction:**

English