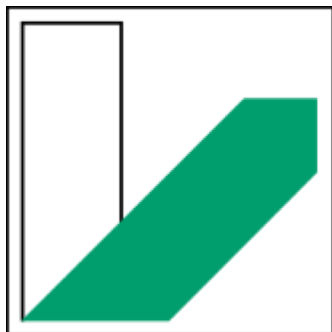


# European Masters in Intercultural Communication (EMICC)

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

2019 EUROCAMPUS

hosted by



# UNIVERSITÄT BAYREUTH

Preliminary Information for Prospective Students

## GENERAL INFORMATION

EMICC is a teaching and research network of nine European universities specializing in intercultural communication. EMICC presents EUROCAMPUS, an annual semester-long intensive programme taught by professors from the network universities. The programme is interdisciplinary and offers knowledge and competencies for participants preparing for careers in diverse environments.

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 2019 EUROCAMPUS will take place at Universität Bayreuth, Bayreuth, Germany.

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) and Coimbra (2018).

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 2019 EUROCAMPUS semester is organised in 5 modules, and includes additional learning and training activities. Courses will be assessed following ECTS (European Credit Transfer System) criteria.

All offered courses but one (a wild card) 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, 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.
- Pre-Eurocampus Independent Study Preparatory Module readings and assignments

## PARTICIPATION DETAILS

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### **Student Mobility**

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

### **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 Bayreuth

Universität Bayreuth provides information and helps to find suitable and affordable housing in Bayreuth.

For practical information contact Helene Lehmann at [incoming-exchange@uni-bayreuth.de](mailto:incoming-exchange@uni-bayreuth.de)

Information about student housing (in German)

<https://www.studentenwerk-oberfranken.de/wohnen/wohnheime/bayreuth.html>

## Extracurricular Activities

There will be activities organized specifically for Eurocampus students as well as activities for Erasmus students. For further information (in English) check <http://bayreuth.esn-germany.de/en/events>

Students will have an opportunity to take an intensive German language course in August (4 weeks) (<https://www.sommeruni-bayreuth.de/website/de/sommeruni>), as well as German lessons during the semester (no fee). More information will be available later.

## ADMISSION PROCESS

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Students admitted to the 2019 EUROCAMPUS 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 before May 15th, 2019

All applications to EMICC have to reach Universität Bayreuth by May 15th, 2019 at the latest. The contact email for the International Relations Office at Universität Bayreuth is: [incoming.exchange@uni-bayreuth.de](mailto:incoming.exchange@uni-bayreuth.de)

Application procedure:

- Nomination (sent to the above email address by the sending EMICC coordinator)
- Online application form via MoveOn, every student should create a new account at: <https://bayreuth.moveon4.com/locallogin/570ab0be3e5d66797220a139/eng>

Required documents for upload:

- Fill out the application
- Upload a letter of confirmation from the home university (filled out and signed by the local EMICC coordinator)
- Motivation letter (a simple paragraph stating your motivation is sufficient)
- Passport or ID card and a passport photo

Students will be required to pay 108 Euro for enrollment and a student card which will give them access to public transportation during the semester, the library, and student prices at the cafeteria and other benefits.

### Step 3 To be completed by August 26<sup>th</sup>, 2019

The “*Independent Study Preparatory Module*” must be completed and turned in by 26.08.2019 via iCorsi (see below).

#### **Step 4**      **September 2 – December 6, 2019**

Students from each participating university join the eighteenth EURO CAMPUS in Bayreuth 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**

##### **EMICC and Eurocampus Program Director**

Prof. Dr. Jolanta Drzewiecka  
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##### **EMICC and Eurocampus Program Coordinator at Universität Bayreuth**

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##### **EMICC Coordinator**

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## **2019 BAYREUTH EURO CAMPUS 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 EURO CAMPUS handbook). Not all module courses follow consecutively.

All courses and other learning activities of EURO CAMPUS 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 Modules, 2.0 (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 EURO CAMPUS diploma. Students are free to complete more than the mandatory eight courses for a grade. Failed courses will not be listed in Universität Bayreuth's

transcripts. The selected courses must be listed on the Learning Agreement to be signed by each student and [Prof. Gesine Schiewer](#).

COURSE / ACTIVITY	ECTS	WEEK (dates)	
1.1 Independent Study Preparatory Module		To be completed By August 26, 2019 as determined by sending university coordinator	Sending University EMICC Coordinator
1.2 Welcome and Orientation		36 (Sept 2, 14:00)	Bayreuth University Yomb May
1.3 Intercultural Integration Workshop	Mandatory attendance	36 (Sept 2)	Università della Svizzera italiana Gian Hernandez
1.4 Introduction to IC	Mandatory attendance	36 (Sept 3)	Università della Svizzera italiana Gian Hernandez
3.5 Migration and cultural encounters in German Literature (part 1)	1.5	37 (Sept 4-6)	Bayreuth University Yomb May
2.0 Intercultural Communication: Theories and Methods	6	37 (Sept 9-12)	Università della Svizzera italiana Jolanta Drzewiecka
3.1 Cultural Encounters in Films	3	38 (Sept 16-18)	Anglia Ruskin University Guido Rings
4.1 Linguistic Landscape Studies	3	39 (Sept 23-26)	Tallinn University Anastassia Zabrodskaja
5.3 Migration in global society	3	40 (Sept 30 - Oct 2)	Universidade Aberta João Caetano
3.3 Online Communication: Constructing Culture Online	3	41 (Oct 8-10)	University of Jyväskylä Marko Siitonen
3.4 Constitution and exploitation of audiovisual corpus in an intercultural approach	3	42 (Oct 15-18)	INALCO Louise Ouvrard & Peter Stockinger
4.4 Modes of Communication: Multilingualism and Lingua Receptiva	3	43 (Oct 23-25)	Utrecht University Jan ten Thije

Reading Week 44 (28 Oct - 01 Nov)			
4.5 Identification and Ideology in Language Education and Policy	3	45 (Nov 6-8)	Utrecht University Debbie Cole
5.1 Cultural Diversity and Human Rights	3	46 (Nov 13-15)	Università della Svizzera italiana Bertil Cottier
5.2 Intercultural Management	3	47 (Nov 20-22)	Louvain School of Management Marie-Thérèse Claes
4.5 Intercultural Pragmatics: Politeness	3	48 (Nov 27-29)	University of Urbino Claus Ehrhardt
4.2 Linguistic Pragmatics: Business Communication	3	49 (Dec 4-6)	University of Bayreuth Bernd Müller-Jacquier
3.2 Construction of Post-War Europe	3	50 (Dec 9-11)	Bayreuth University Peter Kistler
3.5 Migration and cultural encounters in German Literature (Part 2)	1.5	51 Dec 12	Bayreuth University Yomb May
Debriefing, Feedback, Farewell		51 Dec 12	Bayreuth University Yomb May

### Independent Study Preparatory Module

The two assignments have to be completed and turned in by **Monday, August 26<sup>th</sup>** via USI's iCorsi platform. Log-in information will be provided to students following acceptance.

**#1.** Write a 1000-word academic essay, in which you analyse an audiovisual text from the viewpoint of Benedict Anderson's theory of imagined communities.

This task has four steps:

- a) Read the following texts:
  - Anderson, B. (1987) *Imagined Communities: Reflections on the origin and spread of nationalism*. London: Verso. ONLY chapter 1 Introduction
  - Breuilly, J. (2016). Benedict Anderson's *Imagined Communities: a symposium*. *Nations and Nationalism*, 22(4), 625-659. DOI: 10.1111/nana.12236 ONLY the part by Thomas Hylland Eriksen, pages 628-633.
- b) Next, choose an audiovisual text (documentary, movie, tv-series, digital game) that you think constructs an imagined community in Anderson's sense
- c) Write up a short description or summary of the text (maximum 200 words)
- d) Explore up to two scenes or parts from your chosen text. Answer the following question:

How does the text construct an imagined community, e.g. via rituals, symbols and a particular vision of the past? (see Eriksen in the readings) (800 words)

Potential audiovisual texts for your analysis could be:

- Wolf Warrior 2 (Wu Jing, 2017) [movie]
- The Patriot (Roland Emmerich, 2000) [movie]
- Call of Duty series (Activision) [video game]
- Game of Thrones (HBO) [tv series]
- Aladdin (Disney, 1992) [movie]
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**Use your imagination when choosing your audiovisual text!**

#2. Read Chapter 7: Pragmatics and Chapter 8: Sociolinguistics in *Introduction to English linguistics* (2017) by Annette Becker and Markus Bieswanger and Chapter 2: "What is intercultural Communication?" in *The Cambridge Handbook of Intercultural Communication* edited by Guido Rings and Sebastian Rasinger.

Use the key concepts to answer the following two questions in about 350 words for each answer. Cite your sources in-text in an appropriate style (APA, MLA, or Chicago) and include a bibliography. The bibliography is not part of the word count.

- a. What is the difference between a sentence and an utterance? Discuss from a pragmatic, socio-linguistic and intercultural perspective
- b. Comment on what's happening in the dialog below from a pragmatic, sociolinguistic, and intercultural perspective. Consider making use of concepts like: speech acts, contextualization cue, deixis, and language variation.

**Dialogue:**

A graduate student has been sent to interview a black housewife in a low income, inner city neighborhood. The contact has been made over the phone by someone in the office. The student arrives, rings the bell, and is met by the husband, who opens the door, smiles, and steps towards him:

*Husband: So y're gonna check out ma ol lady, hah?*

*Interviewer: Ah, no. I only came to get some information. They called from the office*

*(Husband, dropping his smile, disappears without a word and calls his wife.)*