



## CDM – Culture & Communication 2010-2011

Awareness of cultural diversity and competence in communication are a necessity in the 21st century. The programme will provide you with useful information and intercultural training, focusing on case studies, personal experience and non-conventional ways of dealing with diversity (e.g. painting, music, video production, and drama). Throughout the year we will explore how you can use language to your advantage as means of negotiation, how to build the cross-cultural skills and the diversity awareness needed today, and how you could resolve conflicts of personal or even political nature. And you will also learn how to make links between things that seem worlds apart!

We will use original materials developed recently with the support of the European Commission. The course materials have been developed in cooperation with The Romanian Institute of Adult Education, Language Training London, Espace Pedagogie Formation France, and The Centre for Adult Education (CVO) Deurne. Expert guest lecturers from Finland and abroad will give you valuable insights in the field of diversity.

Students attending the entire academic year in-residence or as day students will have the possibility to take part in two study visits, one to Rome and one to Brussels/Antwerp. The trips are part of the "Shared Europe"-programme and are co-financed by the European Commission through the Grundtvig Action of the Lifelong Learning Programme.

The **complete course** will run for 8 (eight) months, from 24 August 2010 to 13 May 2011. Candidates are advised to take the whole course. However, the programme is structured in **six consecutive modules**, each having a different main focus, with continuity between them. You may therefore decide to attend one, two, or more of the modules proposed below. It is also possible to take the CDM course partially **online**, in the virtual environment, but **you must attend at least one of the modules below on-site** (as day student or in-residence):

CDM I – Theory of Communication and Culture	CDM II – Interpersonal Communication Skills	CDM III – Intercultural Communication Skills	CDM IV – Intercultural Society	CDM V – Intercultural Politics	CDM VI – Intercultural Business
<b>6 Sep to 1 Oct 2010</b>	<b>11 Oct to 5 Nov 2010</b>	<b>15 Nov to 10 Dec 2010</b>	<b>10 Jan to 4 Feb 2011</b>	<b>28 Feb to 25 Mar 2011</b>	<b>28 Mar to 21 Apr 2011</b>
Theory of Communication Identity and Values Theory of Culture History of Diversity in Europe Cultural Symbolism Language and Image in the Media	Creative Negotiation Skills Rhetoric and Public Speaking Debating Techniques Social and Organisational Psychology	Competencies for Managing Diversity Intercultural Communication Survival Kit for Living Abroad Philosophies and Ideologies	Multicultural Societies Immigration and Acculturation Demographics and Population Geography Equal Opportunities Legislation "Shared Europe"-workshops	History of Diplomacy International Law and Relations International Etiquette and Diplomatic Protocol Conflict Management Strategies	Diversity Matters in Business The European Intercultural Workplace Work in International Organisations Designing Diversity Policies

The main areas covered in the curriculum are:

### Theory of Communication and Culture (8 credit points)

How do we communicate? What role do language and non-verbal communication codes play in our everyday lives? How can culture be measured? What does it mean to value diversity?

Communication and culture are two of the most important and complex aspects of human life. Our daily lives are strongly affected by our own communication with others as well as by messages from people we do not even know. Everyone tries to make sense of their own experience. We assign meaning to what is going on, both inside us and around us. Sometimes the meaning is shared and sometimes it is not. Sometimes it is clear and others it is vague or contradictory. By understanding and discussing a variety of theories of communication and culture, we interpret events in more flexible, useful and discriminating ways.

The study of this basic theoretical module will help students widen their perception and become increasingly adaptable and flexible.

The topics covered in this module include Theory of Communication, Theory of Culture, Language and Image in the Media, Cultural Symbolism, History of Diversity in Europe, Identity and Values.

### Interpersonal Communication Skills (8 credit points)

Interpersonal communication forms the basis for the success of our relationships, personal or professional. Yet, do we always know what our own communication style is and how it affects these relationships? Have we not experienced a situation where our words or gestures were misinterpreted? Effective communication is about mastering the fundamental dynamics of verbal and non-verbal communication and the skill of listening; it is about bridging differences in the perception of the message. This module will help you focus on skills and strategies to maximize your abilities to communicate effectively with colleagues, friends, managers, partners or clients.

Examples of issues to be covered in the module are Rhetoric and Public Speaking, Debating Techniques, Creative Negotiation Skills, Social and Organisational Psychology.

### **Intercultural Communication Skills** (8 credit points)

We live in an increasingly diverse society, which makes intercultural communication skills an extremely important and topical concern. The module is designed to help you gain an understanding of principles, skills and practice needed in working with or within different cultures. It helps to examine and understand the theoretical, practical and ethical considerations brought about by the increasing cultural diversity around us, and to learn how to promote a positive attitude towards adopting, encouraging and managing diversity.

Examples of courses to be included in the module: Intercultural Communication, Religions and Philosophies, Competencies for Managing Diversity, and Survival Kit for Living Abroad.

### **Intercultural Society** (8 credit points)

The module focuses on developing the personal dimension of intercultural communication. Students will explore the importance of diversity in an increasingly globalised world, will examine the interplay of globalisation with cultural diversity, and will understand the implications of population movements on individuals, organisations and countries. The module includes a large number of examples of cultural analysis provided by guest lecturers from the respective cultures.

During this module we will cover topics like Immigration and Acculturation, Multicultural Societies, Equal Opportunities Legislation, Demographics and Population Geography.

### **Intercultural Politics** (8 credit points)

This module will introduce students to the dynamics of diplomacy as an exercise of political influence that comprises strategies, tactics and techniques. It will develop the student's ability to evaluate the context of international and economic relations within which diplomacy takes place, and to perceive the diversity issues that allow us to operate efficiently in an international political environment.

Basically students will understand the importance of cross-cultural and diversity issues in international politics, including the selection and preparation for overseas assignments, cross-cultural awareness, communicating across multinational political teams and the transfer of skills across cultures, repatriation and international negotiating skills.

The courses included in this module are: History of Diplomacy, International Law and Relations, Intercultural Conflict Management, Political Science, European Union Policies, Multilingualism, and "Shared Europe"-workshops.

### **Intercultural Business** (8 credit points)

The fact that people travel easily around Europe and around the world in search of jobs has a significant impact on organisational strategies and brings cultural diversity very close to everyday life. Only by understanding the benefits and added-value of diversity can businesses achieve equality and cohesion in the workplace, on the one hand, and make full use of new potential markets and creative solutions, on the other hand.

By presenting and analysing concrete tools for working with cultural diversity in business, this module prepares students to respond dynamically to the challenges of the intercultural workplace. You will analyse the challenges posed by an increasingly diverse work environment and will learn how to solve potential conflicts resulting from this diversity.

Topics to be covered within this module include: The European Intercultural Workplace, Diversity Matters in Business, Teambuilding, Project Design and Management, and Work in International Organisations.

### **Fees**

The fee for students attending the entire one-year course is 99 Euro per week, and it includes tuition, full board (Monday to Friday) and lodging in double rooms. A limited number of scholarships will be available. The scholarship will cover up to 30% of the fees above. This means that you might have to pay only 70 Euro per week, all-inclusive!

For students taking **separate modules**, the fee is 400 Euro per module (4 weeks), including all as above as well as an induction programme at the beginning of the module and a separate project work. Potential students can apply for a subsidised place, if the respective module will help them in their professional career. Subsidised prices start at only 280 Euro per module!

The **Registration Fee for distance studies is 100 EUR/student** and it is paid only once, at the beginning of the academic year.

For the module that students take on site (**minimum one during the year**), the fee is 400 Euro per module (4 weeks), including tuition, full board (Monday to Friday) and lodging in double rooms, as well as an induction programme at the beginning of the module. Students of our partner institutions outside the European Union pay a subsidised fee of 280 EUR/module.

### **Application Procedures**

You can apply for admission to the college by returning the attached **Application Form** duly filled, and accompanied by the documents mentioned in it or online at [www.vnf.fi/applicationform.php](http://www.vnf.fi/applicationform.php). by **9 June 2010**. In the unlikely event that some places remain unoccupied after this date, applications can be received until **3 August 2010**. Please note that we cannot guarantee a place for you if you apply after 10 June!

Västra Nylands folkhögskola  
Pumpviken 3, FI-10300 Karis  
FINLAND

Telephone: +358 19 222 600

Fax: +358 19 222 6011

E-mail: [info@vnf.fi](mailto:info@vnf.fi)

[www.vnf.fi](http://www.vnf.fi)

# APPLICATION FORM

**CDM – Culture & Communication**  
KARIS, FINLAND, 24 August 2010 to 13 May 2011

## A. Personal Information

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### CONTACT DETAILS

Street address

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Town/City	Postal code	Region (if applicable)	Country
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Phone number	Fax	E-mail
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DATE AND PLACE OF BIRTH

CITIZENSHIP, if not Finnish

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PRESENT OCCUPATION (please mention also employer or other sending organisation, if you are being sent to the course through one of the partner organisations of Västra Nylands folkhögskola):

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EDUCATION (please describe briefly the last two types of education you have received; these can be formal school/university programmes or some other type of education relevant to this course)


## B. Study Plan

### Entire academic year

Would you like to attend the CDM-Culture & Communication Programme for the **entire academic year** (August 2010 to May 2011)?

YES

NO

### One or several modules

If you have answered NO, please choose from below the modules you would like to attend (see attached paper for the exact dates and description of each module). If you have answered YES, go directly to **section C**.

### Distance studies

If you are applying to study in the CDM-Culture & Communication Programme as a **distance student**. It is, however, obligatory to attend at least one of the modules as resident student (attend face-to-face courses on site at Västra Nylands folkhögskola) during the academic year in order to be able to register with our College and get the credits for the studies. You may choose any of the modules below, not necessarily the first one, for on-site attendance. You may naturally attend more than one module on site and the rest as distance student.

Please mark below the module(s) you would like to participate in as resident student; for all the others you will be registered automatically as distance student.

- |  |
|--|
| <input type="checkbox"/> <b>CDM I – Theory of Communication and Culture</b>  |
| <input type="checkbox"/> <b>CDM II – Interpersonal Communication Skills</b>  |
| <input type="checkbox"/> <b>CDM III – Intercultural Communication Skills</b> |
| <input type="checkbox"/> <b>CDM IV – Intercultural Society</b>               |
| <input type="checkbox"/> <b>CDM V – Intercultural Politics</b>               |
| <input type="checkbox"/> <b>CDM VI – Intercultural Business</b>              |

Turn over →

### C. Motivation

### D. Scholarship for foreign students

Would you like to apply for a scholarship that would cover up to 30% of the weekly fees charged by Västra Nylands folkhögskola? (Please note that travel costs are never covered by our scholarships! If you want to enquire about the conditions for getting a scholarship, please contact us.)

YES

NO

If you answered YES, please answer the two questions below. Otherwise go directly to **section E**.

If you are applying for a scholarship and are not awarded one, will you still be interested in attending the course, covering the full fees from other sources? (Please note that if the answer is NO, we will consider your application rejected in case the selection committee does not approve your request for a scholarship and we will not consider it further; otherwise we will contact you with further information.)

YES

NO

### E. Declaration

*I, the undersigned, certify that the information contained in this application form is correct to the best of my knowledge. I attach also the transcript of my school certificates (with grades) and a letter of recommendation from my school or employer.*

DATE:

SIGNATURE:

Please return this form by mail to **Västra Nylands folkhögskola (CDM), Pumpviken 3, FIN-10300 Karis, Finland**, or by fax to **+358 19 222 6011**. The deadline for applications is **9 June 2010**. In the unlikely event that some places remain unoccupied after the first selection, the second deadline is **3 August 2010** (in case you have missed the first deadline, please check with us that there are places available before you send your application).