

**Deadline candidatură la  
outgoing-sd@unitbv.ro  
24 Martie 2025**



The Pontifical University  
of John Paul II  
in Krakow

Faculty of Communication Sciences

Blended Intensive Programme

Title: **Utilizing New Media for Intercultural Communication**

Dates of virtual mobility: 14 and 22 of April 2025

Dates of physical mobility: 5-9 of May 2025

Location of physical activity: Krakow (Poland)

Participants – students and staff

bachelor's, master's degree students; PhD students; teachers in social science and humanities.

E.g. **social communication and media studies**, information sciences, political studies, cultural studies, educational sciences, social science and humanities.

ECTS awarded: 3 ECTS

Main Teaching/Training Languages: English

City of Venue: Krakow (Poland)

Main Organizer: Faculty of Communication Sciences, The Pontifical University of John Paul II in Krakow

**Partners:** Transilvania University of Brasov (Romania), Pavol Jozef Šafárik University in Košice (Slovakia), North University (Croatia), Università degli Studi Suor Orsola Benincasa (Italy), Universidade do Algarve (Portugal)

**DESCRIPTION**

This Blended Intensive Programme "Utilizing New Media for Intercultural Communication" combines theoretical sessions, a media workshop and intercultural exchange, providing a space for collaborative learning. The focus is on the practical application of intercultural communication principles to the media landscape. This programme offers a unique opportunity to expand knowledge in the areas of new media and international communication in the context of digital transformation.



Faculty of Communication Sciences

Our aim is to learn how to use the new media to improve our intercultural skills and how to use our communication skills to create intercultural content in the new media. To achieve these goals we will use different methods and forms. The programme includes workshops (case studies and practical application of tools), classes (lectures, presentations, discussions) and sightseeing tours which will broaden our knowledge of Polish culture and the region.

Virtual mobility will include: presentation of basic barriers in intercultural communication, introduction to advantages and disadvantages of intercultural communication, introduction of participants, preparation for physical mobility.

**Tentative programme:**

**5<sup>th</sup> of May Monday**

Opening ceremony

Welcome/team building meeting - refreshments

Academic Media Centre visit/workshop

Lecture

Treasures of Krakow tour

**6<sup>th</sup> of May Tuesday**

Lecture in intercultural communication

Video/radio/foto materials in promotion of culture – workshop

Intercultural treasures of Krakow's museums tour

**7<sup>th</sup> of May Wednesday**

All day long trip to the Heart of Podhale (Highlander's Region) – colours, tastes, sounds of traditional culture

Regional culture workshops

Promotion of Polish culture in New Media - workshop

Polish traditional meal + sweet surprise

**8<sup>th</sup> of May Thursday**

Small group/individual student's work – preparation of presentations

Lecture

**9<sup>th</sup> of May Friday**

Lecture

Presentation of the results of student's work

Closing ceremony and plans for the future



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**Included:**

Welcome party with refreshments

Guided tours of the places that we will visit

Entrance fees to all destinations during our outings: museums and places of culture

Traditional Polish Meal + sweet surprise

Workshops with specialists

1 day long trip to the Heart of Podhale (Highlander's Region)

Cost of transportation to the Heart of Podhale

Certificate of attendance (3 ECTS)

Coordinators:

dr Piotr Drąg

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