



**INSTITUTE  
OF FOREIGN  
LANGUAGES**



**INTERCULTURAL  
BUSINESS COMMUNICATION –  
LINGUISTICS. COMMUNICATION THEORY  
AND INTERNATIONAL PUBLIC RELATIONS (PR)  
(IMPLEMENTED TOGETHER WITH EDINBURGH NAPIER UNIVERSITY)**

**MASTER'S DEGREE PROGRAMME**



## ADVANTAGES

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**Double Degrees.** This collaboration with Edinburgh Napier University will enable you to receive two Master's degrees - at RUDN University and Edinburgh Napier University. Students who spend three trimesters at Edinburgh Napier University would be eligible to graduate with an Edinburgh Napier Master degree, specialization: «MSc Intercultural Business Communication».
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**Interlingual Mediation and International Business Communication.** Your expert knowledge of two foreign languages and understanding of how a language works and how we communicate will give you a solid foundation for many careers. You will critically examine issues related to cross-cultural business behaviour, cultural dimensions, the key role of language and training for intercultural sensitivity.
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**Interdisciplinary Curriculum.** This programme will give you grounding in the global economic environment and the opportunity to specialize in an area of business. You will have a systematic understanding of intercultural business communication, marketing, PR and master two foreign languages, which will stimulate your professional development.
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**Team and Individual Projects (Project Yourself).** You will develop the experience required to successfully initiate, drive and manage creative projects in the area of cross-cultural relations. The presentation of your projects in English in both universities will foster your strategic, practical and core skills to make a career.
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**Scientific Research Activity.** You will also study an in-depth introduction to research methodology, appropriate to undertaking research at this level. Your international experience will give you access to various international conferences, publishing articles in peer-reviewed journals and regular collaboration with eminent researchers. You will prepare and present two Master's theses at RUDN University and Edinburgh Napier University.
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**International Collaboration and Career.** Studying in the UK and Russia, student mobility programmes, Summer and Winter Schools will help you immerse yourselves in foreign languages and develop strong communication skills invaluable in many organizations: multinational corporations and their subsidiaries, importers and exporters, commercial and non-profit research institutions, the publishing industry, the news media, the United Nations and other international bodies.



# CURRICULUM

**120 ECTS Credits**

**Lectures, seminars, practical training,  
pre-graduation internship**



## **UNDERSTANDING LANGUAGE IN THE GLOBAL WORKPLACE (ENGLISH)**

- Different cultures (or ethnographies) of communication.
- Theories of translation and interpreting.
- Business English peculiarities in cross-cultural business context.
- Norms of speech etiquette.
- Efficient business communication performance markers.



## **ADVERTISING AS CULTURAL DISCOURSE**

- Linguistic, rhetorical, content and semiotic approaches to the analysis of text, sound and image of different forms of advertising.
- Intertextuality.
- Representation of nationhood; construction of the 'tourist gaze' in destination advertising.
- Stereotypes and language fetish in advertising discourse.
- Impact of regulations on advertising creativity and production.



## **DEVELOPING INTERCULTURAL COMPETENCE IN THE WORKPLACE**

- Approaches adopted by practitioners to managing cultural diversity.
- Intercultural team-building.
- Intercultural competence.
- Intercultural training in a peer-supported learning environment.



## **CASE STUDIES IN INTERNATIONAL TOURISM**

- International cultural comparison.
- Case Study method and comparative research methodologies.
- Ethical issues in international tourism.
- Cross-cultural behaviour in tourism.
- Global issues and value analysis.



## **SPEECH PATTERNS IN SOCIETY (THE FIRST AND SECOND FOREIGN LANGUAGES)**

- Translation profession and a PR-manager career.
- The country of the studied language and Russia: geography, political and economic systems.
- Modern business in the country of the studied language and Russia.
- Current issues of society.
- Current world development trends and issues. Language policy.
- Mass media.



## **LANGUAGE OF BUSINESS COMMUNICATION (THE FIRST AND SECOND FOREIGN LANGUAGES)**

- Presenting, attending meetings, telephoning, negotiating and socializing in a business context.
- Norms of speech etiquette.
- Efficient business communication performance markers.
- Types and structure of business letters, e-mails.
- Annotations, CVs.



## GENERAL LINGUISTICS AND HISTORY OF LINGUISTIC STUDIES

- Language and thinking.
- Linguistic universals.
- Language and speech, speech communication.
- Text, hypertext.
- Principles and methods of scientific activity.
- The development of linguistic studies in the world.



## COMPUTER-BASED TECHNOLOGIES IN LINGUISTIC STUDIES

- Methods of language modelling in computer linguistics.
- Automatic processing of written text.
- Text synthesis.
- Applied lexicology and lexicography.
- Information search. Machine translation systems.

## STUDENTS' REVIEWS

 **ALINA ZAGREBELNAYA, RUSSIA**

“ I was fortunate to be a graduate student at the Institute of Foreign Languages, RUDN University and Business School of Edinburgh Napier University. Out of plenty graduate programmes I've chosen the double degree programme “Communication Theory and International Public Relations (PR) - Intercultural Business Communication” and I couldn't go wrong.

This programme gave me a solid understanding of intercultural business communication and a range of issues related to cross-cultural business. Intercultural business communication deals with the study of communication in intercultural and cross-cultural business contexts. It plays a key role in the global economy and world commerce as it considers cultural differences between international business partners and clients. You'll be well prepared for a career in international tourism, commerce or marketing, if you choose this particular course.

I made friends with people from different countries, improved my English, gained new useful information from leading academics of both Universities and just had the best year of my life in Scotland. I am so grateful to the Institute of Foreign Languages for this wonderful opportunity! ”



# HEAD OF THE PROGRAMME

## NATALIIA SOKOLOVA



Director of the Institute of Foreign Languages of RUDN University, PhD in Philology, Professor, Head of the Department of Foreign Languages in Theory and Practice, Academician of International Teachers' Training Academy of Science.

Chairman of the Organizing Committees of regular international conferences and Chief Editor of the Proceedings.

### HONOURS AND AWARDS

Honourary Worker of Higher Professional Education of the Russian Federation, Peter the Great Medal "For Merit in the Field of Education", Gold Medal "Laureate of the All-Russian Exhibition Center", Honourary Diplomas of the Rectorial Administration and the Academic Council of RUDN University, Veteran of Labour, Veteran of RUDN University, The Certificate of Honour and the Medal "For Education Development" of UK Academy of Education.

### AREA OF EXPERTISE

- Theory and Practice of Intercultural Communication, Speech Etiquette, Text Linguistics, Linguistics and Information Technologies, Foreign Language Teaching Methods, Pedagogy, Psychology, Practical PR, Modern Languages, Linguistics, Education, Digital Linguistics, Smart Linguistics.
- Author of more than 190 scientific papers, including monographs, multimedia course books, study guides, training programmes, research articles indexed in Web of Science, Scopus (Q1- Q2) and other international citation bases.
- Recipient of grants from Russian and foreign scientific foundations for conducting research and organizing scientific events.