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**ПРАКТИЧНЕ ЗАНЯТТЯ З ТЕМИ
"SHAPING COMMUNICATION. COMMUNICATION WITHIN
THE FRAMEWORK OF GLOBALIZATION"
З ДИСЦИПЛІНИ "КОМУНІКАТИВНІ СТРАТЕГІЇ ТА ПЕРЕКЛАД"
ДЛЯ СТУДЕНТІВ І КУРСУ МАГІСТРАТУРИ СПЕЦІАЛЬНОСТІ
"СХІДНА ФІЛОЛОГІЯ"**

У публікації представлено методичний сценарій практичного заняття з курсу англійської мови як другої іноземної для студентів I курсу магістратури спеціальності "Східна філологія" на основі студентоорієнтованого підходу. Метою заняття є вдосконалення вміння магістрів структурувати абзаци для академічного мовлення й активізація вживання лексики з теми заняття, розширення знань студентів про сучасні наукові теорії спілкування, формування академічної грамотності, розвиток уміння логічно й чітко передавати власні думки. На занятті передбачено 9 етапів: формулювання мети заняття, вивчення тематичного лексичного матеріалу, перегляд відеоролика і дискусія, робота з науковою статтею, аудіювання, письмові завдання, підведення підсумків.

Ключові слова: *план заняття, студентоорієнтований підхід, мовний матеріал, академічне мовлення.*

**Тема заняття:
SHAPING COMMUNICATION.
COMMUNICATION WITHIN THE
FRAMEWORK OF GLOBALIZATION**

Цілі і завдання:

Навчальні:

- застосовувати вміння структурувати абзаци для академічного мовлення;
- активізувати вживання лексики з теми заняття.

Освітні:

- розширити знання студентів про сучасні наукові теорії спілкування;
- формувати академічну грамотність.

Розвиваючі:

- розвивати вміння логічного, чітко та лаконічно передавати власні думки (усно);

Виховні:

- мотивувати студентів до навчання.

Хід заняття

1. Організація групи магістрантів (2 хв.).
2. Мовленнєві вправи (5 хв.).
3. Перегляд відеоролика 'Communication and Globalization'. Дискусія (20 хв.).
4. Подача нового матеріалу та практика у мовленнєвій діяльності (15 хв.).

5. Робота з уривком із наукової статті 'The impact of Globalization on Cross-Cultural Communication' (10 хв.).

6. Дискусія. (10 хв.).

7. Рольові ігри. (8 хв.).

8. Письмо. (8 хв.).

9. Підведення підсумків заняття. Пояснення домашнього завдання. Оцінювання знань студентів (2 хв.).

Оснащення:

1. Комп'ютер.
2. Підручник.
3. Платформа ZOOM Video Communications.

**Розгорнутий план-конспект
практичного заняття**

1. Організація групи магістрів.

Teacher: Good morning, dear all! I'm happy to address your attention to communication within the framework of globalization.

Етап 2. Актуалізація теми.

Teacher: Before we start the topic profoundly, discuss the following questions, drawing on your experience.

Режим роботи: S₁-S₂, S₃ і т.п.

1. In what way does globalization impact a modern-day communication?
2. What factors became a driving force of globalization process?
3. How would you interpret such concepts as 'digital divide' and 'global thinking' in terms of communication?
4. In your opinion, what is an ethical dimension of global communication?
5. Do you think global communication and a huge informational flow help to transform inward-oriented societies (take, for instance, conservative Muslim countries)?
6. What is the key message of anti-globalists? What arguments do they usually resort to?



Джерело/Source: <https://www.sstg.co.za/wp-content/uploads/interpersonal-skills-600x338px.jpg>

Suggested Students' answers (in the Appendix A).

Етап 3. Перегляд короткого відеоролика 'Communication and Globalization'. Дискусія.

Teacher: The advancement of electronic media has caused a breakdown in barriers of space and time, enabling people to communicate and interact with each other regardless of geographical location. This has resulted in new ways of communicating, including participatory journalism, facilitated through online networks. The revolution in information and communication technology (ICT) has led to the emergence of "new media," such as digital technologies and networked environments.

Please watch the lecture "Communication and Globalization" by Professor Winma Carvajal and be prepared to discuss it.

А. Демонстрація відеоролика.

Режим доступу до відеоролика: <https://youtu.be/dzfw2ynrTKE>



Джерело: <https://www.google.com.ua/url?sa=i&url=https%3A%2F%2Fwww.istockphoto.com%2Fphotos%2Fglobalization-culture&psig=AOvVaw3JRW6eOk4DcOlr1aMPNxOA&ust=1704905804064000&source=images&cd=vfe&ved=0CBEQjRxqFwoTCNix85jj0IMDFQAAAAAdAAAAABAE>

В. Дискусія.

- 1) How to characterise what globalization is?
- 2) What is an interconnectedness?
- 3) Let's discuss the history of Globalization and Communication.
- 4) Dimensions of Globalization (cultural, social, political, economic). What is common among these dimensions?
- 5) Impact on Globalization (virtual interaction, cultural awareness, time differences, other aspects).
- 6) Purposive Communication (communication, course support, competitions, communication research, connection, client service, community service).

Students' suggested answers (in the Appendix B).

С. Виконання квізу.

Quiz Time:

- 1) Which form of media relies most heavily on oral communication?
 - A Radio
 - B Blog
 - C Newspaper
 - D Magazine

2) How much do we remember of what we read?

- A 10%
- B 20%
- C 22%
- D 30%

3) Analyze the following statements and indicate which one is most accurate.

A People tend to remember more of what they hear than of what they read

B People tend to remember more of what they read than of what they hear

C People tend to remember about the same of what they hear or read

D There have not been studies to prove anything about retention in written or spoken languages

Students' suggested answers.

Етап 4. Подача тематичного лексичного матеріалу і автоматизація дій з ним.

Task 1. Render the gist of the text using the following word combinations and phrases.

Translate them into Ukrainian:

1. a core concept	7. to alter contemporary methods of communication
2. to bring sth to the fore	8. to shed light on sth
3. to elicit a controversy	9. to change the focus from...to...
4. to become a hotly debated topic	10. to fuel the accelerating process of globalization
5. to be deeply intertwined	11. to generate new opportunities and incentives
6. to facilitate global information flows	

Режим роботи: S₁-S₂, S₃-S₄ і т.п.

Suggested answers.

1. основна концепція
2. висувати щось на перший план
3. викликати суперечку
4. стати темою для гарячих дискусій
5. бути глибоко переплетеними
6. сприяти глобальним потокам інформації
7. змінювати сучасні методи зв'язку
8. проливати світло на щось
9. змінити фокус з... на ...
10. сприяти прискоренню процесу глобалізації
11. створювати нові можливості та стимули

The Gist of the Text:

Few contemporary phenomena *elicit* such academic and political *controversy* as globalization. Globalization continues *to be hotly debated topic*, but taking into account *core concepts* in the social sciences, its precise meaning remains *contested*. Globalization and communication *are deeply intertwined*. It's also been argued that media take a central place in globalization, as the global communication *facilitates global information flows*. The

breaking up of space and time has led to communicants' interaction with one another, which has *altered contemporary methods* of communication. Some scientists have arguments about the traditional concerns of media and communications studies by *changing focus from* media production and audience *to* artifacts and devices used to communicate. The case of online communities was also considered in the text, where these communities *shed light on* the emergence of the new forms of sociability enabled by technology. It was mentioned that some scientists argue about communication digitalization and convergence, interconnectedness and interdependency which enriched the process of globalization, has *generated new incentives* for new adaptation of the media, as computers and the Internet *bring* new communication policy and global movements *to the fore*.

Task 2. Find the synonyms to the given words. Say if there is a difference in their meaning.

- | | |
|------------------|------------------|
| 1. inducement | 2. augmentation |
| 3. repercussion | 4. dissimilarity |
| 5. twined | 6. overlap |
| 7. to comprehend | 8. to contend |

Suggested answers.

1. incentive
2. increase
3. reverberation
4. disparity
5. converge on/upon
6. to be intertwined
7. to elicit
8. to contest.

Task 3. Translate the following sentences into English using Vocabulary notes and Speech patterns:

1. Стрімкі глобалізаційні процеси останніх двох десятиліть значно сприяли міжкультурному діалогу та повністю змінили звичне уявлення про способи та засоби комунікації.

2. Глобалізація сприймається неоднозначно та викликає запеклі суперечки виключно через нерівне становище окремих країн на світовій арені.

3. Соціологи стверджують, що саме глобалізація створює неймовірні можливості для сучасної освіченості та активної молоді – 50 років роки тому про це і годі було мріяти.

4. Цифрова ера повністю змінила уяву людства про можливості зберігання та обробки інформації.

5. Числені суперечки наразі виникають між представниками традиційних ЗМІ та Інтернет виданнями щодо способів оформлення, подачі та розповсюдження інформації.

6. Прихильники глобалізації заявляють, що вільна торгівля є найбільш дієвим механізмом розвитку країн третього світу і коли вони досягнуть відповідного рівня, нарешті буде створено єдину світову торговельну систему.

Suggested answers:

1. The rapid globalization processes of the last two decades have greatly *facilitated* intercultural dialogue and completely *altered the usual conception* of ways and means of communication.

2. Globalization *is conceived* ambiguously and *elicits hot debate* solely

because of the unequal position of individual countries on the world stage.

3. Sociologists argue that globalization *generates* incredible *opportunities* for today's educated and active youth; 50 years ago, thanks to the dramatic development of communication tools, a new format of social interaction and, accordingly, a new format of society would be created.

4. The digital era has completely *altered* humanity's perception of information storage and processing *opportunities*.

5. Nowadays the ways of formatting, presenting, and disseminating information *elicit numerous controversies* between representatives of traditional media and online publications.

6. Proponents of globalization claim that free trade is the most effective mechanism for *generating new opportunities and incentives* of developing countries, and when they reach the appropriate level, a single trading system will finally be created.

Task 4. Comment on citations below using active vocabulary.

Режим роботи: S₁-S₂, S₃ і т.п.

'A critical read for scholars and journalism practitioners alike interested in the one of the most significant changes sweeping the journalistic landscape in a Web 2.0 world: the shift from one-to-many mass media to two-way communication'. Carrie Brown, assistant professor at the University of Memphis.

'The breadth and scope of the collaborative project is an extremely valuable one which unpicks the threads that lie at the heart of journalism and examines how those core threads are being re woven in a digital age, where anyone with the Internet access can be a 'publisher'. Lily Cantor, University of Sheffield, UK.

'Globalization is not just about changing relations between the 'inside' of the nation-state and the 'outside' of the international system. It cuts across received categories,

creating myriad multilayered intersections, overlapping playing fields, and across skilled at working across these boundaries. People are at once rooted and rootless, local producers and global consumers, threatened in their identities yet continually remaking those identities. Philip G. Cerny.

Students' suggested answers.

Етап 5. Робота з уривком із наукової статті 'The Impact Of Globalization on Cross-Cultural Communication.'

А. Виконання передтекстового завдання. Skim through an excerpt of an article by Lowell C. Matthews and Bharat Thakkar *The Impact Of Globalization on Cross-Cultural Communication*. Say why globalization has become the defining phenomenon of our age.

Режим роботи: S₁-S₂, S₃-S₄ і т.п. (Text in the Appendix C).



Джерело: <https://blogs.ubc.ca/gopikrishnasureshbabu/files/2017/01/hxldfppzksewbqv4zxzj-300x196.jpg>.

В. Виконання післятекстив завдань.

Режим роботи: S₁-S₂-S₃-S₄ (робота у мікрогрупах, парах).

Task 1. Перевірка розуміння основного змісту тексту за допомогою питань.

1) What is the main obstacle to successful cross-cultural communication?

2) What did the authors mean by the competitive advantage?

3) What is the main prerequisite for the process of cultural adaptation?

4) How would you interpret such notions as 'cultural proficiency' and 'cultural diffusion'?

Students' suggested answers.

Етап 6. Дискусія.

Task 1. Comment on some ideas from the given situations. Give examples to substantiate your ideas.

Режим роботи: S₁-S₂-S₃-S₄ (робота у групах, парах).

1) Multinational corporations, which were once limited to commercial activities, are now increasingly influencing political decisions based on generalizations, stereotypes, and perceptions. Let us examine the primary sources of cross-cultural miscommunication, which include: 1) Assumptions about similarities; 2) Differences in language; 3) Misinterpretations of non-verbal cues; 4) Preconceived notions and stereotypes; 5) A tendency to evaluate; and 6) High levels of anxiety.

2) The impact of the communication technology revolution on popular culture has been significant. Information technology is still in its early stages, and it is expected to have a significant impact on the structure of television, movie, and video programs in the future.

3) Some scientists dispute that globalization is weakening nation-states ethnicity, its identity and culture. It follows from the argument that in the era of globalization, with its profound changes in global economic relations, the twentieth century model of the nation-state may become antiquated. Furthermore, the latter is preceded by a gradual decline in popularity.

Students' suggested answers.

Етап 7. Role-play.

Режим роботи: S₁-S₂-S₃-S₄ (робота у групах).

▪ Imagine you were a frantic anti-globalist. Compile a list of globalization negative implications for economics, politics, and culture of developing countries. Be ready for a discussion.

▪ If you were a mid-tier manager of a multinational corporation, which communication strategy would you apply if you had to support an idea of globalization?

▪ Do you believe that consensus in the debate over globalization can be reached in

the nearest future? Substantiate your point of view.

- Do you think that as the process of globalization has intensified, the world is now moving towards new forms of governance?

Students' suggested answers.

Етап 8. Письмо.

Task: Write an in-depth commentary on one of the following topics:

- 1) Impact of New Communication Patterns on Globalization Process
- 2) Propaganda and Social Control in the New Media
- 3) Forums as the Medium for Communication
- 4) Current Social, Political, Economic, and Cultural Issues Solved by the Application of the New Communication Technologies

Use new vocabulary as much as possible. Submit your paragraphs in Google classroom.

Етап 9. Підведення підсумків заняття. Пояснення домашнього завдання.

We have covered some interesting topics regarding communication, including its impact on globalization and the significance of communication skills. We have also discussed the fundamental characteristics and limitations of both oral and written communication and identified barriers that can hinder effective cross-cultural communication. Your submitted paragraphs will be evaluated for grading purposes, so thank you for actively participating in the discussion. Stay safe and see you next week. Goodbye!

Додатки

A. S₁: Communication is a process as it is ongoing, ever-changing, and continuous; it does not have a specific beginning or ending point; it is not static or at rest; it is always moving. Communication is always developing; it is never still or motionless. There is no exact beginning or ending point of a communication exchange. Although individual verbal messages have definite beginning and ending points, the overall process of communication does not. Part of what makes communication a process is its dynamic nature as it is considered active and/or forceful, flexible, adaptive, and fluid.

S₂: Communication is interactive and transitive because it occurs between people. While some might argue that people can communicate with themselves (what is called intrapersonal communication), most scholars believe that interaction between people is a fundamental dimension of communication. Communication consists of communicative acts in which communicants participate in generating utterances and interpreting them.

S₃: Communication requires the active participation of two people sending and receiving messages, or in other words producing a communicative act. Active participation means that people are consciously directing their messages to someone else. This means that communication is a two-way process, or interactive. Communication process is intentional because two or more people consciously engage in interaction with some purpose.

S₄: Communication presupposes the exchange of meaning. This involves the sending and receiving of information between participants or in other words people who take part in an interaction – addresser and addressee, or a sender and a receiver. The message received can be very different from the message that was sent. A common model for communication includes such components: context, participants, channels, noise and feedback.

B. S₁: Oral communication implies through mouth. It includes individual conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

S₂: Any form of communication that is written and documented from the sender to the receiver, is known as written communication. Examples of written communication include letters, memos,

research papers, reports, etc. It is very concrete form of documentary evidence and can also be used to future reference purposes. As the information does not change from person to person, the accuracy of the information conveyed is same across the entire audience.

S₃: Developing written and oral communication begins with determining the audience. If a person is writing a formal letter to the local government, he/she will want to avoid using slang, an informal writing style and generalities. The structure of oral and written communication should be clear, concise and easy to understand by the audience. If a person is talking with fifth-graders, he/she should avoid using complex words or thoughts in his/her communication.

S₄: Improving written and oral communication begins with assessment. A person can give their written communication to a friend or co-worker to proofread and provide feedback. This will determine the strong and weak aspects of the communication. If a person is giving a speech, he/she should practice in front of a mirror or in front of someone who can critique the communication.

S₅: Communication barriers can prevent written and oral communication from being accurately received. Vague terms, stereotyping, jargon, improper use of communication channels, poor listening skills, lack of feedback, interruptions and physical and verbal distractions are all various barriers that should be considered in written and verbal communication. Identifying possible barriers before communicating can help avoid misunderstandings.

C. Text 'The Impact Of Globalization on Cross-Cultural Communication'.

In a global environment the ability to communicate effectively can be a challenge. Even when both parties speak the same language there can still be misunderstandings due to ethnic and cultural differences. Over the last decade, there have been countless examples from the business sector that demonstrate how poor communication can lead to poor organizational performance. Understanding the impact of globalization on cross-cultural communication is imperative for organizations seeking to create a competitive advantage in the global market. Recent economic challenges further highlight the need for organizations to develop the internal communication capacity necessary to control and monitor external threats. As society becomes more globally connected the ability to communicate across cultures boundaries has gained increasing prominence. Global business must understand how to communicate with employees and customers from different cultures in order to fulfill the organization's mission and build value for stakeholders. The use of technology has had a profound impact on how business communicate globally and market their products and services. However with the advancement of technology organizations must still be cognoscente of the dicated culture nuisances that can potentially present obstacles in trying to increase profits and market share. According to Genevieve Hilton, cultural proficiency doesn't mean memorizing every cultural nuance of every market. It's knowing when to listen, when to ask for help, and when – finally – to speak.



Джерело: <https://webcommunity.org.ua/wp-content/uploads/2018/10/Intercultural-Communication-Southeastern-University.png>

For companies involved in global business operations the relationship of managers and subordinates in multinational forms is important. In research conducted by Thomas and Ravlin it was found that participants to whom nationality was more important indicated lower perceptions of similarity with the manager, lower intentions to associate and lower perceptions of managerial effectiveness. The results of the study strongly indicate that teaching members of different cultures to behave like each other is an ineffective approach to improving intercultural interactions in business settings. Focus should be placed on using individual differences to create innovation. Training and development of individuals involved in intercultural interactions should involve more than simply promoting cultural adaptation.

Communication is vital for businesses to effectively explain how their products and services differ from their competitors. Companies that are successfully able to communicate cross-culturally have a competitive advantage because they can devote more time and resources to conducting business and less time on internal and external communication issues. Communication is necessary for individuals to express themselves and fulfill basic needs. The same holds true for businesses, governments, and countries. Without the ability to communicate and understand each other, there would be chaos. Communication that is based on cultural understanding is more apt to prevent misunderstandings caused by personal biases and prejudices.

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SHAPING COMMUNICATION. COMMUNICATION WITHIN THE FRAMEWORK OF GLOBALIZATION: A PRACTICAL CLASS PLAN FOR THE FIRST-YEAR MASTER'S STUDENTS MAJORING IN "ORIENTAL PHILOLOGY"

This publication presents a lesson that has been created specifically for first-year master students who are majoring in Oriental Languages. The session is designed to help students develop their reasoning, critical thinking and evaluative skills while also enhancing their topical vocabulary related to the concept of communication within the framework of globalization. The tasks included in the plan have been developed under the principles of the contemporary communicative student-oriented approach to teaching foreign languages.

Keywords: ESP, oral and written communication, globalization, students majoring in Oriental Philology.

BIO

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