

Sub-project: Intercultural Studies and Business Communications (IWK)

The Department of Intercultural Studies and Business Communications (IWK) has taken over, with a TN platform on the “Intercultural Campus”, the task of moderating intercultural communication, the archiving and publicizing of the interdisciplinary and trans-national research work of the TN.

Context:

A part of the network’s work will take place in virtual form upon the Intercultural Campus learning platform. This includes a lecture series from the participating network partners relating to the central thematic areas, identity/hybridity and sustainability/inequality. Team discussions will also take place, as will various forms of supervised on-line learning as part of the development of collective university teaching units, collective discussion forums and the development of specific project related Wikis.

The demands of virtual co-operation are undoubtedly greater than in an intercultural face-to-face scenario. The sub-project looks to establish the best possible conditions of interaction between the various active agents: Different disciplinary and linguistic socialisation, but also banal elements such as time differences may lead to misunderstandings during interaction, which are often unknown to the participants. Intercultural process moderation gains, in this context, an important coaching function and enables the acquirement of the full synergy potential within such a co-operation.

Proceeding:

Under the management of the department of Intercultural Studies and Business Communications (IWK) of the University of Jena, a virtual grouping; “Intercultural Process Moderation”, is formed in which all of the participating network colleges will send a representative. This person should be someone who is well-informed in relation to local context-specific questions (academic culture etc.) and who is, as well as being network broker/moderator, also open to intercultural questions. He or she will become active when the process moderation requires such an expert perspective. Interaction upon the Intercultural Campus, such as e.g. discussions in the virtual classroom, will be recorded via Screencast and will provide one of the materials for

the necessary reflection upon the intercultural co-operation. Here also a large corpus of recordings of intercultural communications situations will accumulate over a period of time, which may also be used for the independent research projects of participants or may also be employed within the planned shared study programme.

The experiences collected within the framework of the process moderation will also help in the theoretical and methodological consolidation of the study of intercultural process moderation itself, which has been barely researched. Building upon this, models for an intercultural process moderation educational course may be developed, and a curriculum established. The plurality of perspectives evident within the colleges' co-operation in relation to the themes of trans-national change, identity/hybridity and sustainability/inequality should be, e.g. via Wikis or student video projects, documented and broached with a view towards the creation of common goals.

Goals:

Organisational: Establishment of an infrastructure for the virtual co-operation of the network partners; organisation of collective activities.

Intercultural process moderation of agent interaction; establishment of a methodology of process moderation (also supported by doctoral students).

The preparation of a curricular framework for a common study programme "Sustainable Global Relationship Studies".