

High Context Culture and Low Context Culture in Networked (Social Media) Communication

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Lecture is dedicated to the importance of social media in intercultural communication processes and their role in sustaining or changing dominant cultural patterns among students as a result of their cultural identity. Lecture is based on the research project carried out in Krakow (Poland), Kiev (Ukraine) and Berlin (Germany) in 2016, presents the results of research and the conclusion how social media can change the attitudes of students as a result of networked communication.

During the lecture will be presented how students whose representing different types of cultures use social media (what kind of social media they are use and for what purposes and what content they prefer to read and share). Also what kind of attitudes they have to intercultural communication and what kind of interactions they create in social media communication.

In conclusions need to be uncover the correlation between dominant cultural values and presents political influence to the postures of students in the networked media communication.

The lecture will be based on presentation of slides containing the results of the research and their analysis.

主講人介紹：

Grazyna Piechota - Assistant Professor at the Faculty of Management and Social Communication of the Andrzej Frycz Modrzewski Krakow University and Head of Postgraduate Studies “Intercultural Public Relations” she is the author of. Lawyer, Ph.D. in Sociology; specializing in sociology of communication and media, sociology of politics. Ph.D. studies (in 2003-2007) at the Institute of Political Studies of the Polish Academy of Sciences in Warsaw and in the Faculty of Social Sciences of the University of Silesia in Katowice. She completed postgraduate programs in tax advising, corporate finance management and political marketing. Member of Polish Communication Association and European Communication Research and Education Association (ECREA). She has attended in scholarships in Anglo-American University in Prague (2012), in Dresden University of Technology (2013), in Protestant University of Applied Sciences in Berlin (2014, 2015, 2016, 2017), in Boris Grinchenko Kyiv University (2015, 2016), National University of Taras Shevchenko in Lviv (2015), in Nanhua University in Dalin (Taiwan) (2015) and in the Center for Chinese Studies in Taipei (2017).