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INTERCULTURAL AND DIGITAL COMMUNICATION IN THE AGE OF DIGITIZATION

In this rapidly evolving digital era, language plays a pivotal role as a conduit for accumulating and transmitting experience, knowledge, and cultural values. Moreover, intercultural communication has become increasingly significant due to globalization and the widespread use of digital platforms. This report delves into the integration of a specialized course titled "Intercultural Communication Studies" within the Erasmus+ Jean Monnet Module project "Ukraine – EU: Intercultural Communication in Education." [1] Specifically, we explore the relevance of incorporating a distinct topic, "Digital Communication in Education," as part of this course. Given the surge in digitalization and the global shift toward remote learning during the COVID-19 pandemic, understanding and effectively utilizing digital communication tools have become essential competencies. This report outlines the structure, content, and key competencies of the course, emphasizing various forms of digital communication, including universal formats, scholarly communication, and multimedia-based educational communication. [3]

Language and culture intersect profoundly in the digital age. As societies become more interconnected, effective communication across cultural boundaries becomes crucial. [2] This report examines the role of language and intercultural communication in the context of digitization, emphasizing the need for competence in digital communication. The course "Intercultural Communication Studies" was developed as part of the Erasmus+ Jean Monnet Module project "Ukraine – EU: Intercultural Communication in Education." It targets master's level students specializing in primary education at the Donbas State Pedagogical University. The course aims to equip students with the necessary skills to navigate intercultural interactions in an increasingly digitalized world. [1]

Recognizing the rapid pace of digital transformation, we introduced a dedicated module on "Digital Communication in Education." This module addresses the following aspects:[2]

Structure and Content: The course covers the theoretical foundations of digital communication, practical exercises, and independent work. It explores various digital communication tools and platforms.

Competencies: Students develop competencies related to digital literacy, online collaboration, and effective communication in virtual environments. They learn to adapt their communication styles to different digital contexts.

Forms of Digital Communication:

1. **Universal Formats:** These include email communication, social media interactions, and web-based collaboration tools.

2. **Scholarly Communication:** Students engage in academic discourse through digital channels, including research databases, online journals, and collaborative platforms.

3. **Multimedia-Based Educational Communication:** Leveraging multimedia resources (videos, podcasts, webinars), students learn to convey complex ideas effectively.

The course continues to evolve, incorporating feedback and updating materials, especially online services for implementing digital communication. As we navigate the digital landscape, fostering intercultural competence and mastering digital communication tools remain critical for educators and learners alike.[3]

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