

International Communication
Strategies
(CJV_ICSDM)
for Social and Digital Media in Academic Setting

Spring Term 2025

International Communication Strategies

- **course instructor**
- **course administration**
- **course introduction**

- LIBOR ŠTĚPÁNEK (libor.stepanek@cjv.muni.cz)
- Masaryk University Language Centre (CJV MU) Komenského nám 2
- Background:
 - MA in English/History; PhD in Political Science
- Specialization and Research:
 - Academic Skills in English
 - Academic Public Speaking
 - Academic Writing
 - Creativity in language learning



course objectives

After completing this course you will be able to:

- be a successful participant of an international team;
- communicate a message clearly and engagingly across different languages and cultures;
- understand and apply principles of effective writing/speaking and text design;
- plan and design texts with a clear hierarchy of contents;
- use images in communication to maximise impact of their messages;
- plan and execute a simple communication campaign;
- adjust communication to different tasks.

course organisation

- **weekly sessions**

- Wednesdays 12:00-13:40

- theoretical input combined with diverse practical activities based on individual needs

course organisation

- **online sessions with Cagliari**
- Wednesdays:
- **5 March** (intro; group formation, organisation and tasks)
- **26 March** (reflection of the tasks)
- **23 April** (reflection on the project work)
- **14 May** (presentation of outcomes)

course organisation

- work in groups (individual setting)

materials

- IS study materials
- Moodle materials
- synchronous classes
- discussion fora
 - individual activities
 - collaborative activities

requirements

- **Active** participation in the course:
 - synchronous discussions in class
 - online asynchronous discussions
 - project work

introduction

introduction

- peer2peer → class