



The Pontifical University  
of John Paul II  
in Krakow

Faculty of Communication Sciences

## **Blended Intensive Programme**

Title: **Utilizing New Media for Intercultural Communication**

Main Organizer:

**Faculty of Communication Sciences**  
The Pontifical University of John Paul II in Krakow

Dates of virtual mobility: April 2025

Dates of physical mobility: **5-9 of May 2025**

Place: Krakow (Poland), Franciszkańska street 1

Participants – students and staff

bachelor's, master's degree students; PhD students; teachers in social science and humanities.  
E.g. **social communication and media studies**, information sciences, political studies, cultural studies, educational sciences.

3 ECTS

Main Teaching/Training Languages: English

**Partners:** Transilvania University of Brasov (Romania), Pavol Jozef Šafárik University in Košice (Slovakia), North University (Croatia), Università degli Studi Suor Orsola Benincasa (Italy), Universidade do Algarve (Portugal)

### DESCRIPTION

This Blended Intensive Programme “Utilizing New Media for Intercultural Communication” combines theoretical sessions, a media workshop and intercultural exchange, providing a

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space for collaborative learning. The focus is on the practical application of intercultural communication principles to the media landscape. This programme offers a unique opportunity to expand knowledge in the areas of new media and international communication in the context of digital transformation.

Our aim is to learn how to use the new media to improve our intercultural skills and how to use our communication skills to create intercultural content in the new media. To achieve these goals we will use different methods and forms. The programme includes workshops (case studies and practical application of tools), classes (lectures, presentations, discussions) and sightseeing tours which will broaden our knowledge of Polish culture and the region.

Virtual mobility will include: presentation of basic barriers in intercultural communication, introduction to advantages and disadvantages of intercultural communication, discussion of plans for physical mobility.

Coordinators:

dr Piotr Draj

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