



DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENT 22

INTERCULTURAL LITERACY 8: PRESENTING THE STRATEGY

Phase 1) Deliver the presentation

- Prepare a professional presentation in the format of PPT (15 minutes long) with your team in which you briefly describe the current communication strategy, explain your choice of the new market and show clear examples of recommendations of a communication strategy you developed for the SME. The presentation will be followed by 15 minutes of Q&A to discuss and clarify your recommendations.

Phase 2) Hold a debriefing session

- Analyse the presentations of other teams considering the concepts covered in Step 1 and 2.
- Discuss together the suggested strategies of all the teams. Which strategies work well and which ones not so much? Why do you think so? What can be improved and how?
- Carry out a discussion about your learning in the module. Consider how the learning about **visual rhetoric**, **DAE model**, **CQ in business communication**, **cross-cultural frameworks in international business**, and **perception of culture in advertising** has helped you in developing the communication strategy, and enhanced your **intercultural sensitivity** related to various business contexts.

