

## Digital Storytelling Module Designs: Pedagogical Script for Intercultural Literacy

### Digital Storytelling (DST): Intercultural Literacy

1-2 ECTS (25-60 hours)

#### Learning objectives and outcomes

The module and its assignments help students to

- understand the importance of intercultural literacy for sustainable international business
- critically analyze cultural differences in international business contexts
- gain insight into areas of international business that need to be considered for sustainable business projects
- develop an intercultural communication strategy.

With this module students will learn how to

- analyze visual rhetoric, metaphors, and verbal elements in intercultural business communication
- describe, analyze and evaluate (DAE model) intercultural communication scenarios
- use cultural traits in intercultural business communication
- describe, analyse and evaluate a business situation to develop a communication strategy
- create a professional presentation of intercultural communication strategy

#### Assignments

The assignments of the Intercultural Literacy module can be found here: [Specialized Assignments](#).

Intercultural-1: Visual rhetoric

Intercultural-2: DAE model

Intercultural-3: Business communication

Intercultural-4: Cross-cultural frameworks

Intercultural-5: Culture in adverts

Intercultural-6: Cultural perception

Intercultural-7: Communication strategy

Intercultural-8: Presenting the strategy

#### Assessment

All the Learn to Change digital storytelling modules can be assessed with [these general assessment criteria](#) focused on creativity, reflective learning, collaboration, adaptability, and storytelling.

