

## **Different Worlds – Different Languages: Getting to Grips with Cultural Diversity**

**42 students and 14 lecturers from seven universities across Europe met to attend the 1<sup>st</sup> Prominence Intensive Programme in Bratislava**

**Six students (Zuzana Kloknerová, Patrik Kozár, Ján Halász, Andrej Kalász, Valentina Sikelová, Andrej Kiner) and three project members (PhDr. Ildikó Némethová, PhD.; PhDr. Mária Bláhová, PhD.; Ing. Denisa Běčáková) from the Faculty of Applied Languages of the University of Economics in Bratislava organised the 1<sup>st</sup> PROMINENCE Intensive Programme held in Bratislava from the 19<sup>th</sup> March till the 23<sup>rd</sup> March 2018 within the Erasmus+ K2 Strategic Partnerships Programme.**



Companies need interculturally competent employees to operate successfully in the diverse market place. Studying and working abroad as well as collaborating in international project teams can enhance intercultural communication competences.

Seven European universities (Aschaffenburg University of Applied Sciences, Germany; University of Economics in Bratislava, Slovakia; University of Debrecen, Hungary; University of Economics in Katowice, Poland; University of Savoie, France; Seinäjoki University of Applied Sciences, Finland; and University of Economics in Varna, Bulgaria) have joined forces to develop an interactive online learning material to help students and employees develop their intercultural communication competences within the project entitled Prominence funded by **the Erasmus+ K2 Strategic Partnerships Programme**.

The development of intercultural competence will be supported by three Intensive Programmes, which include Languages and Cultural Diversity (Bratislava, 2018), Managing and Leading in Different Cultures (Aschaffenburg, 2019) and Practicing Cultural and Emotional Intelligence across Cultures (Savoie, 2020). Each Intensive Programme is attended by six students from each partner university.

Troy Wiwczaroski (University of Debrecen, Hungary), coordinator of the project PROMINENCE claims that „PROMINENCE invites students to open their minds to listening to what others from different cultural backgrounds are trying to communicate to them. Learning to really listen to others is the first step to building cross-cultural competencies on their ways to a lifetime of intercultural meetings.“

The first PROMINENCE Intensive Programme was opened by doc. PhDr. Radoslav ŠTEFANČÍK, MPol., Ph.D., Dean of the Faculty of Applied Languages of the University of Economics in Bratislava on the 19<sup>th</sup> March 2018. The Dean of the Faculty of Applied Languages stressed that “this PROMINENCE Intensive Programme is a great form of experiential learning; and it will develop and enhance students’ awareness of their own culture; their abilities to observe and interpret cultural differences objectively; their skills to manage intercultural situations; and their knowledge of verbal and non-verbal behaviour.“

The final results of the project will be presented at an international conference in Seinäjoki, Finland at the end of 2020.

Aschaffenburg University of Applied Sciences will be hosting the next Prominence Intensive Programme in spring 2019.

**Prominence website:** [www.prominence.ue.katowice.pl](http://www.prominence.ue.katowice.pl)