



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Language course/short course

h_da Digital Transformation & Intercultural Communication

Darmstadt University of Applied Sciences • Darmstadt

Overview

Course location	Darmstadt
In cooperation with	Hessian Ministry of Higher Education, Research, Science, and the Arts
Teaching language	<ul style="list-style-type: none">English
Language level of course	<ul style="list-style-type: none">English: B1, B2, C1, C2
Date(s)	<ul style="list-style-type: none">2 January - 23 January 2025 (Registration deadline of course provider: 20 October 2024)
Mode of study	Less than 50% online
Phase(s) of attendance in Germany (applies to the entire course)	Yes, compulsory
Pace of course	Instructor-led (Specific due dates for lectures/assignments/exams)
Information on dates, prices and mode of study	<p>An early-bird discount will be applied to applications received before 15 September 2024. In this case, the programme fee will be reduced to 2,100 EUR.</p> <p>The Winter University programme in Darmstadt is a blended programme.The on-site seminar is complemented and preceded by virtual sessions.</p> <p>Part one – online: December 2024 Part two – on-site in Darmstadt: 2–23 January 2025</p>
Target group	The programme is rather interdisciplinary, and we welcome undergraduate and graduate students with different academic backgrounds. The content might be most interesting to students with an academic background in cultural studies, German studies, social sciences, communication studies, psychology, media studies, political studies, and other related fields of study.
Description/content	<p>Digital Transformation course description:</p> <p>In today's digitalised society, the constant flow of communication is regarded as a fundamental and integral part of everyday life. Rapid developments in media technologies engender digitalised transformation on all levels of society.</p> <p>Especially in these times, how can we grasp the multifold international perspectives within these rapidly evolving transformative processes?</p>

To answer this question, this class will take a closer look at the diverse perspectives involved.

- How does each country and culture tackle the digital challenges?
- Is there a common ground?
- What is the impact of different forms of digital media on our daily life: our work, our spare time, the ways we communicate, the ways we relax, and the ways we interact?
- How do we make use of different media for emotion regulation, the exchange of ideas, and opinion formation? Conversely, how do the diverse forms of digital media affect us?

This class will explore these questions and discuss the challenges on all levels of society. On an individual level, working from home leads to challenges for parents and children. Boundaries of private and public domain are blurring. We struggle with digital burn out. On a mezzo level, our social environment has been transferred into the digital realm, forming digital communities in working and learning environments for some and potentially excluding others, leading to challenges for all who are involved. On a macro level, we are constantly connected.

This class will investigate the processes of mutual shaping of digital media and social life and discuss how new media technologies influence and infiltrate social practices and cultural life. We will extend this discussion of the role of media in transforming the everyday life by including in the discussion the individual groups of society. We will draw on existing research to illustrate how digital cultures manifest all levels and elaborate on the constitutive characteristics. We will conclude with implications of this conceptualisation for the understanding of our everyday life as intermixed with technologies.

Additionally, the seminar will introduce students to fundamental concepts, theories, and topics within the realm of intercultural communication.

Students will focus on the differences between intercultural, cross-cultural, and inter-discourse communication. We will discuss societal, economic, and governmental structures, examining how culture shapes and forms them and how these, in turn, affect us.

German language courses:

In addition to the academic seminars, all students attend intensive German language courses. These courses are offered at three different levels (ranging from beginner to intermediate).

A detailed course description can be found on our website: <https://wup.h-da.de/index.php?id=19494>.

A two-day **academic/cultural excursion** to Munich and **regional company visits** are part of the programme.

Course details

Recognised language exams offered (e.g. DSH, TestDaF, TOEFL)	No
Online learning element is part of a study programme	Yes
ECTS points (max.)	9

Costs / Funding

Dates and costs	<ul style="list-style-type: none">• 2 January - 23 January 2025 (Registration deadline of course provider: 20 October 2024), costs: EUR 2,300
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This price includes

- Course fees
- Accommodation
- Accompanying programme

Information on dates, prices and mode of study

An **early-bird discount** will be applied to applications received before 15 September 2024. In this case, the programme fee will be reduced to 2,100 EUR.

The Winter University programme in Darmstadt is a blended programme.The on-site seminar is complemented and preceded by virtual sessions.

Part one – online: December 2024

Part two – on-site in Darmstadt: 2–23 January 2025

Requirements / Registration

Teaching language

- English

Language level of course

- English: B1, B2, C1, C2

Language requirements

English: B1 to C2

German: Previous knowledge of German is not required since the academic courses are taught in English. A German language course will be offered for all participants.

Submit application to

<https://wup.h-da.de/index.php?id=19478>

Services

Is accommodation organised?

Accommodation is arranged by the organiser.

Type of accommodation

Hotel

Meals

There is a shared kitchen on each floor of the hotel that students can use to make breakfast. They can also have breakfast at the hotel restaurant at their own expense. Lunch is offered at the campus cafeteria at a very low price. Participants are responsible for making their own arrangements for dinner.

Is a social and leisure programme offered?

Yes

Description of social and leisure programme

The Winter University programme in Darmstadt offers an exciting cultural and social programme:

- Intercultural training
- Excursions to Heidelberg and Frankfurt/Main
- Ice skating
- Indoor rock climbing
- Trivia night
- Coffee & cake event

Free internet access	Yes
Support in visa matters	Yes
Pick-up service from train station/airport	Yes

Contact

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🌐 Course website: <https://wup.h-da.de/>

📷 <https://www.instagram.com/wupdarmstadt/>

Last update 05.12.2024 03:51:35

International Programmes in Germany - Database

www.daad.de/international-programmes

www.daad.de/sommerkurse

Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.

German Academic Exchange Service

Section K23 – Information on Studying in Germany

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GATE-Germany

Consortium for International Higher Education Marketing

www.gate-germany.de

Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

The publication is funded by the German Federal Ministry of Education and Research and by contributions of the participating German institutions of higher education.



Federal Ministry
of Education
and Research