

FH JOANNEUM Gesellschaft mbH

Electronic Intercultural Communication

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**Building a Communication and Interaction Basis through
Virtual International Exchanges across Continents**

Diplomarbeit

**zur Erlangung des akademischen Grades einer Magistra (FH)
für wirtschaftswissenschaftliche Berufe**

eingereicht am

Fachhochschul-Studiengang Gesundheitsmanagement im Tourismus

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Abstract

As intercultural communication competencies are becoming more and more important in today's society, this thesis describes the implementation of a pioneer approach to the topic. Linking intercultural communication and virtual technology is not new. The experimental factor lies in the package of virtual communication devices chosen for the project.

Results are gained through a qualitative analysis of student reports about their experiences with eMail, Forums, Messengers & Co. and an analysis of the participants' forum activity.

The outcomes show a big potential for successful implementation in language learning and intercultural communication training.

Fähigkeiten interkulturelle Kommunikation erfolgreich umzusetzen werden von Tag zu Tag wichtiger. Diese Arbeit beschreibt die Umsetzung eines Pioniersversuches auf diesem Gebiet. Die Verbindung von interkultureller und virtueller Kommunikation ist nicht neu. Der experimentelle Faktor liegt in der Kombination der Kommunikationswerkzeuge die verwendet werden.

Ergebnisse wurden durch eine qualitative Analyse studentischer Arbeiten zum Projekt und einer Analyse der Forum Aktivitäten erzielt.

Die Resultate zeigen das Potential dieser Methoden in der Anwendung für Sprach- und interkulturellem Kommunikatiostraining.

Keywords

Intercultural Communication, Intercultural Communication Training, Virtual Intercultural Communication, Electronic Intercultural Communication, Language Learning and Technology, Intercultural Communication and Technology

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