

Intensive Excellence Program  
in Higher Education

CROSS-CULTURAL  
AND PROFESSIONAL  
COMMUNICATION  
FOR UNIVERSITY  
ACADEMICS

**September 29 – October 1, 2022**  
[Online format]



IVAN FRANKO  
NATIONAL UNIVERSITY  
OF LVIV



In an increasingly internationalized world, it is central to understand how culture influences communication, and how this can impact organizational processes. In this critical time, effective cross-cultural communication for Ukrainian academia is essential to building new networks, preventing and resolving conflict, and creating a satisfactory work environment for everyone involved. As never before, Ukrainian university academics now face the need to address in their teaching a very diverse student body, engage globally in their research and actively collaborate in international projects, both in large-scale initiatives, like Erasmus+, Horizon and others, and in smaller-scale regional program undertakings. Keeping the Ukrainian education and research system alive is our urgent need; therefore, this program is organized as a quick response to the growing demand.

It sets out to equip Ukrainian university academics and scholars with the knowledge and necessary competencies to fulfill their professional roles successfully.

The program covers **a broad range of topics**, among them:

- Cross-cultural communication and management styles
- Strategies for cross-cultural facilitation and negotiation
- Interpersonal and professional communication
- Global team collaboration
- English as *lingua franca* and language management
- Leadership: Engaging people from different cultures
- Educational diplomacy and internationalization

The university academics who complete the intensive excellence program will receive a **certificate of excellence** that grants **1 credit ECTs** (total 30 academic hours: 17 hours of in-class activities and 13 hours of online individual work) within the framework of professional development for university research and academic fellows.

The working languages of the program are English and Ukrainian.

No simultaneous interpreting will be offered. Thus, all applicants need to have the English-language competence at the level of B1+ or above.

It is necessary to fill in the application form to register for the program by **September 20, 2022**: <https://forms.gle/fDbNWvpvfiM4BJcd9>

In case of questions or further information requests, please contact Iryna Odrekhivska, Director of the Center for English-language Academic and Cross-Cultural Communication, IFNUL at [iryna.odrekhivska@lnu.edu.ua](mailto:iryna.odrekhivska@lnu.edu.ua)

Thursday, September 29, 2022

15:00 – 15:30

**Introductory address**

**Lviv University:  
Educational Diplomacy and Internationalization**

**Serhiy Riznyk**

Vice-Rector for International Cooperation, Research and Teaching,  
Ivan Franko National University of Lviv

**SECTION 1:**

***ACADEMIC COMMUNICATION ACROSS CULTURAL DIFFERENCES AND MEDIA FORMATS***

15:30 – 16:15

**Session 1:**

**Cross-cultural Communication: What's in the Name?  
Models of Cultures for Academic Purposes**

**Iryna Odrekhivska**

Director of the Center for English-language Academic and Cross-cultural  
Communication, Ivan Franko National University of Lviv

16:20 – 17:00

**Session 2:**

**Academic Communication from the International Perspective**

**Oksana Molderf,**

Head of the Sector for International Educational Projects, International  
Office, Ivan Franko National University of Lviv

**Nicolai Teufel**

LEARNOPOLIS project coordinator, Bayreuth University, Germany

17:10 – 17:55

**Session 3:**

**Intercultural Communicative Competence in EFL Classroom**

**Izabela Jarosz**

Dr., Adjunct Professor, Department of English and General Linguistics  
Maria Curie-Skłodowska University in Lublin, Poland

18:00 – 18:45

**Session 4:**

**Media Literacy for University Academics**

**Richard Langley**

Dr., Lecturer at the Department of Film and Creative Writing  
University of Birmingham, UK

18:50 – 19:30

**Session 5: [Learning from the Industry]**

**Крос-культурна комунікація в бізнесі: комунікація з  
замовником та командою**

**Tetyana Hrynovetska**

Communication Expert, Corporate Trainer in Intercultural Communication,  
SOFTSERVE

Friday, September 30, 2022

**SECTION 2:**

***LANGUAGE MANAGEMENT AND PROFESSIONAL COMMUNICATION TO DRIVE GROWTH AND KNOWLEDGE TRANSFER***

**15:00 – 15:45**

**Session 1:**

**Conventions of English Academic Written Communication**

**Tetyana Yakhontova**

Professor in English Linguistics, Faculty of Foreign Languages,  
Ivan Franko National University of Lviv

**16:00 – 16:45**

**Session 2**

**The Power of Diverse Communication Styles**

**Yuliia Nanyak**

Associate Dean for International Cooperation, Faculty of Foreign  
Languages, Ivan Franko National University of Lviv

**17:00 – 17:45**

**Session 3:**

**“Delivering a Message”:  
High Road vs Low Road and Intent vs Impact  
in Professional Communication Continuum**

**Iryna Odrekhivska**

Director of the Center for English-language Academic and Cross-cultural  
Communication, Ivan Franko National University of Lviv

**17:55 – 18:25**

**Session 4:**

**Interaction Strategies in the Learning Environment**

**Oleksandra Litvinyak**

Coordinator of the Industry Cooperation Programs at the Center for  
English-language Academic and Cross-cultural Communication, Ivan  
Franko National University of Lviv

**18:30 – 19:15**

**Session 5:**

**Teaching Digitally-Ready Soft Skills for Employability**

**Yuliya Shtaltovna**

Docent at the International School of Management, Berlin

**19:15 – 19:30**

**Follow-up Session of Sections 1 & 2**

Saturday, October 1, 2022

**SECTION 3:**

**COMMUNICATION COMPETENCIES IN INTERNATIONAL PROJECT MANAGEMENT AND  
TEAM COLLABORATION**

**10:00 – 10:45**

**Session 1:**

**Writing an individual grant/ research proposal:  
*Having success with pragmatism and agility. Always.***

**Nicolai Teufel**

LEARNOPOLIS project coordinator, Bayreuth University

**10:50 – 11:35**

**Session 2:**

**Jean Monnet projects: from the grassroots to excellence**

**Oksana Holovko-Havrysheva**

Head of the Jean Monnet Center of Excellence,  
Ivan Franko National University of Lviv

**11:40 – 12:15**

**Session 3:**

**Підготовка проєктних заявок в межах активностей  
Жана Моне програми «Еразмус+»:  
досвід літньої школи “Ревіталізація міст – досвід для України”**

**Olha Sych**

Associate Professor, Faculty of Finance and Banking,  
Ivan Franko National University of Lviv

**12:20 – 13:00**

**Session 3:**

**Piloting Erasmus Master Dual Diploma Program in Lviv University:  
Sharing Best Practices and Meeting the Challenges**

**Yuliana Lavrysh**

Associate Professor, Faculty of Journalism,  
Ivan Franko National University of Lviv

**13:00 – 13:45**

**Session 4:**

**How scholars from Ukraine can be engaged in Polish higher  
education system: the case of Polish Academy of Sciences**

**Olha Tkachenko**

Dr., Research Program Support Officer, Institute of Slavistics,  
Polish Academy of Sciences

**13:45 – 14:30**

**Session 5:**

**Educational Initiatives in Cooperation with German and Austrian  
Partners**

**Lyubomyr Borakovskyy**

Dean of the Faculty of Foreign Languages,  
Ivan Franko National University of Lviv

**The program will be held on the Zoom platform.**

**All links and materials will be shared in due notice before the start of the program.**