



Research Article

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Didactics of intercultural communication and business German language

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DOI: <https://doi.org/10.2478/ajbals-2023-0003>

Abstract

The didactics of business German language and intercultural communication are closely intertwined. In the field of teaching business German, it is important not only to focus on language skills but also to incorporate intercultural competence into the curriculum. The teaching of business German should include cultural aspects relevant to German-speaking business environments. This involves exploring topics such as business etiquette, negotiation strategies, cultural values, and communication norms. By integrating cultural content into language instruction, learners gain a deeper understanding of the cultural context in which they will be using the language.

In the process of learning business German, learners should be made aware of the cultural differences that exist between their own culture and the German-speaking business world. This includes recognizing different communication styles, attitudes towards hierarchy, decision-making processes, and business practices. By understanding these differences, learners can develop strategies to navigate intercultural communication effectively.

Main objective of this paper is the correlation of didactics of intercultural communication with business German, not only in the sense of developing linguistic proficiency but also by fostering intercultural communicative competence. This involves developing learners' ability to understand and interpret cultural cues, adapt their communication style, and effectively interact with German-speaking business partners. Activities such as role-plays, case studies, and simulations can help learners practice intercultural communication skills.

Keywords: Didactics, intercultural communication, business German language.

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Academic Journal of Business, Administration, Law and Social Sciences ISSN 2410-3918 (print)

ISSN 2410-8693 (online)

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