**Перелік екзаменаційних питань**

**із навчальної дисципліни «Іноземна мова» (англійська)**

**для студентів 4 курсу спеціальності 034 «Культурологія»**

**денної форми навчання**

**І семестр**

1. **Culture and lifestyles in the 21st century.** Critical role of cultural heritage in the 21st century: challenges and opportunities.
2. **Cultural institutions and policies.** History. Arts policy. Theoretical approaches. Elitism. Populism. Glocalization of Arts.
3. **Cultural marketing.** Cross-cultural marketing. Understanding cultural norms. Cultural mistakes.
4. **Cultural management.** Cultural resource management. Careers in CRM.Cultural resources policies. Cultural manager.Launching Heritage Activities.
5. **Cultural communication**. Why culture is important in communication. Strategies to work effectively with people from high context and low context cultures. Marketing and advertising perspective.  Forms of communication. Communicating in international business.
6. **Culture and law.** Culture and legal systems. The role of law in intercultural business communication. Culture and law in Ukraine.
7. **Funding for culture.** The three basic funding models.Public vs. private funding models. Five levers for culture funding. EU Funding Programmes for Culture.