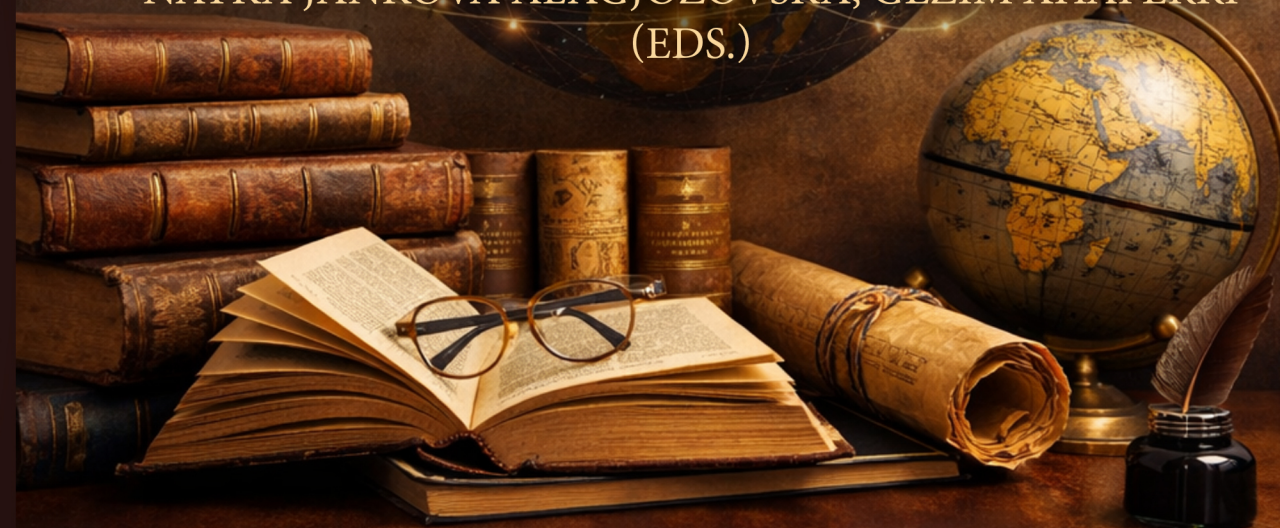


Contemporary Approaches to Intercultural Pragmatics Research and its Application in Language Teaching

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From Scientific Concepts to Practical Implementation

This publication presents the results of the project *Contemporary Approaches to Intercultural Pragmatics Research and Its Application in Language Teaching – From Scientific Concepts to Practical Implementation*. The project brings together researchers, academic staff and students from the Faculty of Philology at Goce Delcev University in Stip and the South East European University in Tetovo, reflecting the multicultural and multilingual context of North Macedonia. The volume explores contemporary theoretical perspectives in intercultural pragmatics and illustrates how these insights can be applied in language teaching practice. By connecting scientific research with practical classroom implementation, the book aims to contribute in enhancing intercultural communicative competence and foster innovative approaches in modern language education.

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