

## **Cultural Perception as a Part of Cultural Competence**

---

**Alma Čović-Filipović**

*University of Sarajevo / Sarajevo, Bosnia and Herzegovina*

**Key words:** topoi, argumentation, discourse analysis, Austro-Hungarian monarchy, Bosnia and Herzegovina

### **ABSTRACT**

Intercultural competence has become very prominent after the occurrence of the EU and globalization in general. However, one should not forget that intercultural competence is formed not only by contacts that are modern, but also by those that occurred much earlier among cultures, so that its roots must be also investigated from the historical perspective. This paper wants to show the acquisition of intercultural competence at its very onset, ie, from a historical perspective. Views that are created during the cultural contact have shaped the attitudes and determined perceptions which are an important part of intercultural competence. Cultures involved in the investigation are the Austro-Hungarian monarchy and Bosnia and Herzegovina. In order to investigate this contact, the paper analyzes articles in daily press at the time of the Austro-Hungarian rule in Bosnia and Herzegovina. The method used in this paper is based on the analyse of the argumentative forms or patterns, ie topoi by which expressions that implicitly or explicitly refer to the contact of these two cultures can be extracted from the text.