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## Оценочные материалы промежуточной аттестации

*Практикум по межкультурной коммуникации, 1, 2 семестр*

Код, направление подготовки	38.04.01 Экономика
Направленность (профиль)	Экономика фирмы и предпринимательство
Форма обучения	заочная
Кафедра-разработчик	Лингвистики и переводоведения
Выпускающая кафедра	Финансов, денежного обращения и кредита

### Типовые задания для контрольной работы

Контрольная работа

Task 1. Read the text and answer the questions

#### CROSS-CULTURAL COMMUNICATION

Source: [https://studopedia.net/1\\_7139\\_Cross-cultural-communication.html](https://studopedia.net/1_7139_Cross-cultural-communication.html)

It is no secret that today's workplace is rapidly becoming vast, as the business environment expands to include various geographic locations and span numerous cultures. The accelerating pace of globalization has made cross-cultural competence an indispensable qualification for any university graduate. So, what does cross-cultural communication mean? First of all, cross-cultural communication is a field of study that examines how people from different cultural backgrounds communicate among themselves, and how they endeavor to communicate across cultures. One of the aims of cross-cultural studies is to produce some guidelines with which people from different cultures can better communicate with each other. Speaking about the history of cross-cultural studies, one can say that their origin can be found after World War II when changes and advancements in economic relationships, political systems and technological options began to break down old cultural barriers. As a result of this process, business transformed from individual country capitalism to global capitalism. Thus, international literacy and cross-cultural understanding have become crucial to a country's cultural, technological, economic and political health. The main theories for cross-cultural communication are based on the analysis of differences between various cultures.

The greatest influence on these studies was produced by Edward T. Hall, Geert Hofstede and Fons Trompenaars. Their theories have been applied to a variety of different communication settings, including general business and management. Thus, Edward T. Hall, a well-known American anthropologist and cross-cultural researcher, developed the concept of "high context culture" and "low context culture". He wrote several popular books on dealing with cross-cultural issues, such as "The Silent Language" (1959), "The Hidden Dimension" (1966) and others. An influential Dutch psychologist Gerard Hofstede studied the interactions between natural cultures and organizational cultures. His studies have demonstrated that there are national and cultural groupings that affect the behavior of societies and organizations, and they are very

persistent across time. He found five dimensions of culture: 1) low vs. high power distance, 2) individualism vs. collectivism, 3) masculinity vs. femininity, 4) low vs. high uncertainty avoidance, 5) long vs. short term orientation. These cultural differences describe averages or tendencies and not characteristics of individuals. F. Trompenaas is a Dutch specialist in the field of cross cultural communication. He analyzed language and cultural difficulties within the family. F. Trompenaad had grown up speaking both French and Dutch and then later he worked with multinational oil company Shell in 9 countries.

The study of cross-cultural interaction is fast becoming a global research area. Language learning can not only help us understand what we as human beings have in common, but also assist us in understanding the diversity which underlies our ways of constructing and organising knowledge, and the many different realities in which we all live and interact. Knowledge is the key to effective cross-cultural communication. Questions: 1. Why is a cross-cultural competence indispensable qualification for any university graduate? 2. What does cross-cultural communication examine? 3. What is one of the aims of cross-cultural studies? 4. Where can the origin of this science be found? 5. How did business transform at that time? 6. What are the main theories of cross-cultural communication based? 7. Can you name any leading specialists in this area? 8. What did Edward Hall develop? 9. What have Gerard Hofstede's studies demonstrated? 10. What is the key to effective cross-cultural communication? Task 2. Rewrite the sentences using Infinitive or Gerund: 1. Using certain gestures is impolite in some countries. 2. Asking someone's age is considered rude. 3. Sitting with the bottom of your feet showing is rude. 4. It's not unusual in the U.S.A. to address a professor by his or her first name. 5. Hugging friends when you greet them is customary in many cultures. 6. Asking strangers if they are married is not polite in some countries. 7. Giving birthday presents in the beginning of the party is not polite. 8. It's not polite to call your friends after 11.00 PM 9. Shaking hands while retaining eye contact is good etiquette. 10. Looking away is rude. Task 3. Write your own CV:

### Curriculum Vitae

1. Personal details Full name \_\_\_\_\_

2. Address \_\_\_\_\_

3. Tel.: \_\_\_\_\_ 5. E-mail: \_\_\_\_\_

6. Date of birth: \_\_\_\_\_ 7. Place of birth: \_\_\_\_\_

8. Citizenship: \_\_\_\_\_ 9. Marital status: \_\_\_\_\_

10. Personal profile

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. Key skills

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

12. Work Experience or Professional Experience \_\_\_\_\_

13. Education or Qualifications \_\_\_\_\_

\_\_\_\_\_

14. Languages \_\_\_\_\_

15. Hobbies and Interests \_\_\_\_\_

16. References (рекомендации) \_\_\_\_\_

Task 4. Read the text “Russian etiquette and cultural values”.

What are 4 things that are considered appropriate in Russia. What advice would you give to a person who is going to visit Russia for the first time?

Source: <https://www.expatica.com/ru/living/integration/russian-etiquette-106460/>

Do you know how to greet a Russian? Here’s our brief introduction to Russian etiquette. If you’re living in Russia, knowing a few Russian etiquette traits can help you integrate into your life in the country. Whether you are living in Russia or just visiting for the first time, understanding the rich family customs and social etiquette in this beautiful country can help you get the most out of your time here and avoid moments of culture shock in Russia. There is a strong, collective spirit in Russia coming from their history of being an agricultural community, and their political history. Thus, Russians are very proud of their cultural heritage and their country.

**Family in Russia** The family unit is very important, and every member of the family should contribute in some way. You’ll often find that families are small in Russia because most women also have jobs outside of the home. Apartments are usually small, but you’ll frequently find that more than one family generation lives together. Russians have a general affinity for groups, so if you receive an invite to someone’s home, it’s likely that you will feel welcome and part of their collective family unit.

**Russian etiquette: greetings** A firm, almost bone crushing, handshake is typical Russian greeting etiquette when meeting someone. (Although the handshake between women and men is less firm.) Russians also maintain direct eye contact while giving the appropriate greeting for the time of day. Female friends usually kiss each other on the cheek three times when they meet, first on the left cheek, then on the right, and then a final time on the left. Close male friends hug and pat each other’s back. In short, when meeting a Russian for the first time, male or female, good etiquette is shaking hands firmly while retaining eye contact. Looking away is rude and shows indifference. Men should wait for a woman to offer her hand first. (Tip: Do not shake hands over a threshold; enter the room first, then shake hands.)

**Russian body language and etiquette** Russians are wary of anyone who appears insincere. Smile when you mean it and are genuinely happy to meet someone. Also, sitting with the bottom of your feet showing is rude. Whistling indoors is frowned upon as it is superstitiously thought to herald poor financial performance. When pointing, do not use a single finger but gesture with your whole hand. Bad posture and standing with your hands in your pockets are considered signs of laziness. Lastly, Russian etiquette typically discourages displays of affection in public. Meeting Russians are great hosts and love entertaining guests in their homes. Common Russian etiquette dictates that they often put more food on the table than can be eaten to indicate there is an abundance of food.

If you are invited to a Russian home for a meal, arrive on time and bring a small gift (men are expected to bring flowers). In formal situations, people use all three names when referring to other. In contrast, friends and close acquaintances may refer to each other by their first name and patronymic, while close friends and family members call each other by their first name only.

**Russian food, drink and celebrations** Special occasions, such as birthdays, weddings, and holidays are always accompanied by feasting. It’s common to sit down for a large meal with many courses to celebrate for hours. The most elaborate rituals are drinking vodka (which is always drunk straight and chilled), accompanied by a pickled Russian food. Russian etiquette means that toasts are often long and elaborate, and can be light-hearted or serious, depending on the nature of the occasion

## Типовые вопросы к зачету

### Topics for discussion:

1. Effective Communication. Types of people you might meet.
2. What is Etiquette?
3. Understanding Body language and Stereotypes.
4. Culture and its characteristics
5. What is Culture shock?
6. What are hidden and visible cultural differences?
7. What causes the most conflict between people?
8. What are the keys to having good intercultural relations?
9. What makes the eyes the center of attention? How to make eye contact?
10. Proxemics. Why is it so important?
11. What's Haptics? Why is it so important?
12. Telephone Etiquette.

### Comment upon the situations:

1. What advice would you give to a person who is going to visit Russia for the first time?
2. Describe some Good Manners (rules) or Etiquette of any country.
3. What things are considered to be appropriate in Russia?
4. Give two examples of Culture Shock.
5. Give four examples of hidden and visible cultural differences (of any country)
6. What are examples of hidden cultural differences?
7. What are examples of visible cultural differences?
8. We know what our words mean, but how good we are at understanding body language?
9. What are some common phrases you can use when speaking on the telephone for: a) Introducing yourself; b) Answering the phone (formal / informal)
10. What are some common phrases you can use when speaking on the telephone for: a) Asking to speak with someone; b) Connecting someone
11. What are some common phrases you can use when speaking on the telephone for: Making a request
12. What are some common phrases you can use when speaking on the telephone for: Taking a message/leaving a message?

Семестр 2

### **Контрольная работа №2**

#### **Read the text and answer the questions**

*Text*

#### **Cross-cultural Communication**

The term culture, in the sense of a group of people unified by shared characteristics, defies precise definition. Members of a culture are united by a number of demographic, psychographic and geographic traits. Beyond clearly discernible demographic characteristics, professionals identify eight elements that can help distinguish one culture from another: attitudes about time; formality; individualism; rank and hierarchy; religion; taste and diet; colors, numbers and symbols; and assimilation and acculturation.

*Attitudes About Time*

Different cultures have different attitudes about time. In some Latin American countries, a dinner party scheduled for 8.00 may not really begin until near midnight. In other cultures, arriving later than

8.00 would insult your hosts. In some cultures, a designated time is a flexible guideline; in others, it is a specific target.

#### *Attitudes About Formality*

Should you address a new business associate from another nation by his or her first name? Should you hug? Bow? Shake hands? The answers depend, of course, upon cultural preferences. As a rule, however, formality is safer than informality in new business relationships.

Syrians often embrace new acquaintances. Pakistanis shake hands, though never a man with a woman. Zambians shake hands with the left hand supporting the right. Norwegians rarely use first names until relationships are well established. Japanese almost never use first names in business settings.

A warm handshake and even an accompanying pat on the back would be acceptable if you greet a Spanish visitor. The Spanish make no distinction about shaking hands with men or women. With a Japanese guest, however, be prepared to bow, even though he or she may offer to shake hands. You can flatter your Japanese guest by bowing first. In Japan, the person who initiates a bow is acknowledging the high social status of the other person, if you exchange a business card with your Japanese visitor, bow slightly and exchange it with both hands. You should accept your visitor's card in the same manner and should look at it respectfully after receiving it.

#### *Attitudes About Religion*

Knowing the religious conventions and traditions of a culture can help prevent unintended errors that can hamper cross-cultural communication. For example, Muslims fast from dawn to sunset during the holy month of Ramadan. Inviting an Islamic business associate to a working lunch during that time would inadvertently suggest a lack of respect for his or her religious beliefs. The Jewish Sabbath extends from Friday evening to Saturday evening and, in Judaism, is a day of rest. Scheduling a Friday business dinner in Israel, where Judaism is the dominating religion, could be a serious cultural faux pas.

Religion and other cultural influences often prohibit the consumption of certain foods. Hindus don't eat beef; cattle are exalted in that religion, which encompasses the belief that souls return to Earth again and again as different life forms. Strict Judaism and Islam forbid the consumption of pork, which is considered unclean. Muslims don't drink wine – their religion forbids alcohol.

#### *Gestures and Clothing*

Our broad definition of communication applies to interpersonal communication. Our gestures, clothing and expressions can be every bit as communicative as our words. In Taiwan, blinking at someone is considered an insult. In the Islamic faith, shoes are absolutely forbidden on the grounds of mosques. In many Asian cultures, shoes are removed and left at the front doors of residences. The A-OK expression made by forming a circle of the thumb and forefinger and raising the other three fingers is, like thumbs-up, a sign of approval in the United States. But in Japan, it's a symbol for money. In Australia and some Latin American countries, it's an obscene gesture.

Because people from almost every culture use their hands when they speak, gestures – more so than clothing or expressions – can send unintended messages during cross-cultural communication. Speaking to a group of journalists in the Central Asian nation of Kyrgyzstan, one of your authors illustrated a point by bringing one first down on the other two or threetimes. Halting in mid-sentence, his shocked interpreter leaned over and hissed in his ear that he was signaling, in the crudest possible manner, that he wanted to make love to his audience. Fortunately, your author's stricken expression led his audience to forgive him with friendly laughter. That story has two morals cross-cultural mistakes can be very embarrassing – and

people can be very forgiving if they sense your good will.

*Answer the following questions*

1. What elements can help us distinguish one culture from another?
2. What different attitudes to time are there in different countries? What attitude to time is in Russia?
3. What attitudes to formality are there in different countries? What level of formality is in Russian communication?
4. How can we help prevent unintended errors that can hamper cross-cultural communication concerning religion?
5. What features of body language are important to consider in cross-cultural communication?
6. Are there any regulations about clothing in different countries and in Russia?

### **Типовые вопросы к зачету (2 семестр)**

1. Introduce yourself. What are your most attractive traits of character?
2. How do people usually communicate online?
3. Have you ever heard about "Etiquette" and "Netiquette"? What are they?
4. Are there any rules that help people talk politely online? What are they?
5. What rules do you find the most/least important for a professional user? Why?
6. Name 3 things that is typical for each nationality.
7. Give examples of 3 things that are typical for Russians.
8. Does procrastination affect your life?
9. Do you often put off doing something?
10. What do you think is the main reason for procrastination?
11. How can we fight a habit of putting off difficult tasks?
12. What the types of list-makers do you know?
13. Do you find making lists useful? Why/Why not?
14. How do you usually organize your time?
15. What are the steps to write a good abstract?
16. What is a science article? What is IMRAD?