

62

✕

🔒

Quiz
vulms.vu.edu.pk

🔗
🔖
⋮

ENG516 - Teaching Business Communication (Quiz-IV)

Question # 1 of 10 (Start time: 06:41:06 PM, 20 July 2023)

Cross cultural conflicts are situations which _____English teachers have to confront frequently

Select the correct option

☐	legal
☐	technical
☐	aviation
☒	business ✓

[Click to S](#)

← are situations → ✕ < >

aspect here. Even the way people answer the phone is influenced to a greater or lesser degree by intercultural factors. Feedback on any business English activity can and should include intercultural aspects if it is appropriate.

Topic – 245: Managing Cross Cultural Conflicts

Cross cultural conflicts **are situations** which business English teachers have to confront frequently in class. Considerable skills are required to manage them. Most important is to keep communication channels open, and to focus on similarities not differences. Also to keep in mind the following:

- Solving individualists' need to the collectivists' positive face as extension of the group
- Deal with conflicts when they are still small and manageable.
- Help maintain face
- Pay attention to the collectivist's indirect messages and non-verbal communication. Try to be more indirect.



Question # 1 of 10 (Start time: 06:50:04 PM, 20 July 2023)

In which of the following societies the emphasis is on the group and cooperation in shared activities?

Select the correct option

☒	Collectivist
☐	Feminine
☐	All of the given options
☐	Individualistic

Click to Save



collectivist



express their view on the way society is organized and on their own position within the social network. ... The forms of language encode a socially constructed representation of the world" (Lim 2002).

Attitude towards group membership varies in individualistic and collective culture. In individualistic societies the individual's achievements and self-actualization is held important and acceptance and willingness to have different opinions. In individualist societies the individual can express themselves freely. The listener pays attention to the speaker, and not to his/her group membership.

In **collectivist** societies, the emphasis is on the group and cooperation in shared activities. The individuals' own opinion is not expressed or if it is, then expressed indirectly. Care is taken not to offend group members by the free expression of opinion. 70% of the world's population is collectivistic. In such societies, conformity and loyalty are rated more highly. "Putting yourself forward" is frowned upon. Perceptions of equality and personal freedom can vary -horizontally or vertically. The **collectivist** society's emphasis on group doesn't mean equality. In India it is vertical with recognized a hierarchy, whereas Japan is a horizontal culture.

179

In individualistic cultures standing up for one's self is admired, e.g. in the USA and Norway which are



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 3 of 10 (start time: 06:51:10 PM, 20 July 2023)

Low and high-context societies interpret message(s) which are based on their:

Select the correct option

☐	beliefs
☐	values
☐	All the given options ✓
☐	systems



interpret messa



The relationship between high-context/low-context and collectivistic/individualistic societies can be seen in that high context societies distinguish between insiders and outsiders, and don't perceive people as individuals. Most individualistic cultures prefer low-context messages, while collectivistic cultures prefer high-context ones. The USA is a high context, while Asian societies are viewed as low context.

Topic – 228: Deconstructing Low and High Context Societies

Low and high-context societies can be viewed as how they interpret messages, which are based on their beliefs, values, attitudes, systems, and worldviews as well as in their social organization. Whether a culture is high or low depends on interpretation of these constructs. In high-context societies, most of the information about societal priorities is 'invisible'. What is important is never said directly, in fact, may never be said at all. Expectation is that others will understand their unarticulated message. In contrast, in low-context societies what is considered really important is always out in the open.

180

ENG516 - Teaching Business Communication (Quiz-IV)

Question # 4 of 10 (Start time: 06:52:03 PM, 20 July 2023)

In non-verbal communication, body language include(s):

Select the correct option

☒	All the given options
☐	body distance
☐	touch
☐	eye movement



body language



goals. This includes how they work with teams and within organizations. People believe that nature, and environment controls them; they must work with their environment to achieve goals. At work they focus their actions on others, avoid conflict and need reassurance in their work.

Topic – 239: Verbal, Non Verbal/Paralanguage

Researchers have looked at other dimensions too. The way different cultures use non-verbal communication is particularly interesting. Here, we can look at body language (kinesics), eye movement and contact (occulistics), touch (haptics), and body distance (proxemics). If we look at speaking, paralanguage (the way we vary tone, pitch, and volume, and speed of talking) can also be quite different between cultures. So it can be turn-taking. Note, for example, how Anglo-Saxon speakers tend to wait until the other person has finished speaking before contributing to the conversation. In a interaction in Latin cultures, on the other hand, utterances tend to overlap, while in some E cultures, conversationalists may feel more comfortable with a short pause between utterances.

188

Topic – 240: Company Culture

Question # 6 of 10 (Start time: 06:53:02 PM, 20 July 2023)

In company cultures, in traditional, _____management styles, responsibilities will be clearly defined.

Select the correct option

☒	formal
☐	informal
☐	neutral
☐	All the given options

Click to Save Ans



company culture



- Values, ethics
- Expectations, goals

A company culture differs in from a traditional, formal culture to a team based culture in which employees participate. For example, Google's culture is informal and have a low distance. Workers enjoy their work and time in the workplace. Employees' needs and values are consistent with the workplace, better relationships with coworkers, and are even more productive. In traditional, formal management styles, responsibilities will be clearly defined. Not many opportunities to advance without going through a formal promotion or transfer process. There is more red-tapism. The company culture in Japan differs because of having different cultural perceptions. Decision making is a long corporate hierarchy, focusing on ROI (Return on Investment) but on the process too. It is a risk adverse culture, and since it is a homogenous culture, face to face interaction is valued. Priority is given to work life and work home is not the norm.

188

In a typical USA company, decision making is carried out by incorporating all employees. The focus is on the ROI, not on process. It is a risk taking culture, heterogeneous culture, with priority given to personal



Question # 7 of 10 (Start time: 06:54:01 PM, 20 July 2023)

Using critical incidents in _____ can improve our learners' intercultural competence through understanding of their own culture.

Select the correct option

☐	writing
☐	speaking
☒	teaching
☐	reading

Click to See



teaching can impr



Collectivists need to alter their unmarked conversational strategies towards the strategies that individualists favor, and attempt to be more direct, assertive in stating opinions, and provide more verbal feedback than they normally do. While they may value periods of silence in conversations, they should recognize that individualists do not and also be aware of how silence is viewed.

Topic – 246: Critical Incidents

Using critical incidents in teaching can improve our learners' intercultural competence through various activities, and facilitate understanding of their own culture. It brings about increased awareness of cultural differences by analyzing critical incidents from different cultural perspectives. However, building awareness of cultural differences is not enough. Learners need to be able to cope with the differences and to do this they need practice. One way is to move and live with the target culture. However, this is not practical in all situations. Critical incidents focus on differences from a practical perspective. Sometimes learners do not find a solution, or perhaps there is no perfect solution. This is a reflection of the real world, and is not a method failure. The example can be used of an employee, moving



vulms.vu.edu.pk/Quiz/Q

Question # 9 of 10 (start time: 06:55:36 PM, 20 July 2023)

The _____ refers to the judging of another culture using one's own standards and beliefs.

Select the correct option

☐	Ethnocentricity
☐	Essentialism
☐	Universality
☐	Hegemony

Click to



judging of an

**Topic – 242: Understanding own Culture**

The cultural dimensions can be used to understand your own culture vis-à-vis other cultures. Cultures are often judged by the way they differ from our own culture i.e. our way of doing things. The dissimilarity between cultures basically influences intercultural communication and judgments are based on language resources. When speakers from different societies don't use their language resources as speakers do in our culture, it affects our assessment of them.

Ethnocentricity refers to the **judging of** another culture using one's own standards, beliefs. An Anglo-Saxon perspective may be to view projects as plans for the future, with clear aims, milestones, and deadlines. Yet this perception is colored by the fact that Anglo-Saxons, in general, tend to see time as a linear concept, with one event following another. A culture which views time differently may deal with projects in other ways. Individual objectives, for example, may be flexible, depending on factors outside the control of the project managers. Yet the project might still succeed because that culture has a more holistic view and takes better account of all factors.

189

Similar arguments could be made for almost all communicative situations in the business world



vulms.vu.edu.pk/



Choose the correct option.

The concept of _____ is related to culture.

Select the correct option

☐	communism
☒	ethnocentrism
☐	linguicism
☐	socialism



related to cul



might offend some cultural groups. Mention and representation of skin color, hairstyle, and race and gender should be avoided and simple stick figures can be used. Similarly, graphics using stylized hands should avoid representing male/female images. Even simple words like: Yesterday, tomorrow, today present a challenge. The time in Japan is 24 hours ahead of US Eastern Standard Time. Determining the audience and changing the message accordingly should be done at the proof reading stage.

Topic – 222: Ethnocentrism

The concept of Ethnocentrism is related to culture - the view that one's culture is the center of everything, and other cultural groups are judged with reference to it and are compared to one's cultural group. Ethnicity is also related to culture. Other related and important concepts are as follows:

Essentialism: The assumption that groups, categories have one or several defining features/characteristics exclusive to all members of that category and that there is an essential cultural identity for each cultural group.

Universality: The concept that features of human life and experience exist beyond the constitutive



vulms.vu.edu.pk/



Question # 6 of 10 (Start time: 07:03:09 PM, 20 July 2023)

The _____ of like-minded people would encourage everyone to work together to benefit the company.

Select the correct option

- ☐ clergy
- ☒ synergy
- ☐ allergy
- ☐ energy

Click to Save Answer



synergy



social (gender roles, priorities or personal life/work, punctuality, etc.), work (company organization hierarchy, and attitude towards leadership, authority) and physical (space between people, contact gestures).

National characteristics influence and show themselves in a number of areas of activity and undoubtedly also play a role in shaping company life and culture. A number of visible/invisible features that members of this culture are shared values, norms and world views. Company life and culture include norms/values which company employees should share. Like-minded employees can benefit the company. The synergy of like-minded people would encourage everyone to work together to benefit the company. Most people don't confront another culture and their lives. But faster, easier and cheaper means of travel, immigration, and education has led to cultural awareness which leads to tolerance of diversity.

Topic – 218: Multiculturalism

Internationalization of business has impacted the economy, making it global. Production and communication are affected by the global economy. This has increased awareness about the importance of diversity in technical communication. Companies market their services/goods worldwide, so they have





ENG516 - Teaching Business Communication (Quiz-IV)

Question # 5 of 10 (Start time: 08:32:31 PM, 20 July 2023)

Members of _____ cultures are able to manage different activities at once.

Select the correct option

☐	diachronic
☒	polychronic ✓
☐	synchronic
☐	monochronic



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 1 of 10 (Start time: 06:18:56 AM, 21 July 2023)

Members of _____ cultures are able to manage different activities at once.

Select the correct option

☐	monochronic
☐	diachronic
☒	polychronic ✓
☐	synchronic



are able to man



conversation with someone of own L1 would be viewed in their culture. Everyone views the conversation through their own cultural lens.

Topic – 236: Time, Power Distance, Uncertainty and Avoidance

a. Time: Concepts of time vary culturally. In monochronic cultures, time is seen as linear, with one event following another. Polychronic culture might spend the meeting doing various things, making phone calls, and talking. Monochronic person feels comfortable dealing with the matters in sequence. Members of polychronic cultures are able to manage different activities at once. The person from the polychronic culture might spend the meeting doing various things like making phone calls, talking to different people, and so on. The monochronic person would feel more comfortable dealing with the matters at hand, in sequence, one after the other. This refers to the distance or equality between individuals in a hierarchy (if, indeed, there is one).

b. Power Distance: Power differentials vary in different societies. In a low-power distance culture, people



Question # 2 of 10 (Start time: 06:19:35 AM, 21 July 2023)

In _____ with its emphasis on rights and obligations, thanking someone comes close to an 'apology'.

Select the correct option

- | | |
|----------------------------------|---------|
| ☐ | Europe |
| ☐ | Germany |
| ☐ | Britain |
| ☒ | Japan |

Click to Save Answer



apology



among other characteristics. The Mexicans, Chileans, and both American groups all place importance on eye contact. Among the non-US groups, Mexicans and Spaniards differ from Chileans in the relative importance of attentiveness and maintaining eye contact during a social interaction.

The concept of 'at a loss for words' and concepts encoded by the English words 'thanks' and 'apology' don't really fit all cultures. In an appreciation routine the 'Thanks' is unmarked, in some words is normal, but in others it is marked. Expressing thanks is thus another area which shows variation across cultures. It is surprising that not all cultures subscribe to what is connoted by 'thanks', in the Western culture. In Japan with its emphasis on rights and obligations, thanking someone comes close to an 'apology' as Japanese culture views what someone does for you as an obligation for which you have to apologize. Japan, with its priority to obligation: "I recognize my unending debt to you". The same is taken for a mistake or omission.



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 3 of 10 (Start time: 06:20:19 AM, 21 July 2023)

Choose the correct option.

Some cultures believe that the environment can be _____.

Select the correct option

☐	nurtured
☐	influenced
☐	created
☐	controlled



Environment can be con



c. Status: Different cultures accord status in different ways. We can say, simplistically that in Japan, age is treated with respect. In the US achievement is regarded as more important. Ascription is held differently in cultures. Some people believe that you should be valued for who you are. Power, title, and education, and position matters in these cultures and these roles define behavior. In cultures where achievement is held important, people believe that you are what you do, and they base your worth accordingly. These cultures value performance, no matter who you are.

d. Relationship with Nature: Some cultures believe that the environment can be controlled, whereas others see themselves as part of the environment. This might influence the way people accept technology and how they work with plans. People believe that they can control nature or their environment to achieve



Question # 4 of 10 (Start time: 06:20:57 AM, 21 July 2023)

The way people answer the phone is influenced to a greater or lesser degree by _____ factors.

Select the correct option

☐	cultural
☐	multi-cultural
☐	non-cultural
☒	intercultural

Click to Save



answer the phone



but each group has its own, slightly different set. Playing the game with unknown rules leads to another intercultural experience.

Finally, another way to increase awareness is to use culture as a backdrop for all the other aspects of communication skills training. Thus, if the topic is negotiations, one of the aspects of negotiations is to discuss how different cultures might approach them. A key part of presentations training is to make sure that the presenter is doing something appropriate for his or her audience - clearly there is an intercultural aspect here. Even the way people answer the phone is influenced to a greater or lesser degree by intercultural factors. Feedback on any business English activity can and should include intercultural aspects if it is appropriate.

Topic - 245: Managing Cross Cultural Conflicts

Cross cultural conflicts are situations which business English teachers have to confront frequently in class. Considerable skills are required to manage them. Most important is to keep communication channels open, and to focus on similarities not differences. Also to keep in mind the following:



Question # 5 of 10 (Start time: 06:21:33 AM, 21 July 2023)

As culture is linked to language and communication, the business English teacher need(s) to have awareness about

Select the correct option

☐	Business
☐	Management
☒	All the given options
☐	Cultural content



Click to Save Answer



Culture is linked to lan

**Topic – 219: Culture and the Teaching of Business English**

In some teaching situations, experts are brought in to complement what the language teacher is doing in class. Others argue that the two areas cannot be separated, and that business English teaching and intercultural training are two sides of the same coin. After all, every time one of our learners uses English, it is likely to be with someone from a different culture, be it a different national culture or a culturally different organization. According to this view, it is up to the language teacher to deliver such training. As culture is linked to language and communication, the business English teacher needs to have awareness about cultural content, like other areas of BE teaching – management and business. This serves a two-fold purpose - business people have contact with incoming and outgoing groups and can influence both. They should know about their own and target cultures norms to avoid conflict and to create harmony.

Language is embedded in a culture in which it is used; some would say it is the product of the culture, therefore language teachers cannot be expected to know all the cultures of the world. Their knowledge will help their learners become more aware of the behaviors that will help them achieve their business objectives and avoid blunders, both inside and outside the company setting.





Question # 6 of 10 (Start time: 06:22:28 AM, 21 July 2023)

Cross cultural conflicts are situations which _____ English teachers have to confront frequently in class.

Select the correct option

☐	technical
☐	legal
☐	aviation
☐	business ✓

Click to Save Answer



conflicts are si



discuss how different cultures might approach them. A key part of presentations training is to make sure that the presenter is doing something appropriate for his or her audience - clearly there is an intercultural aspect here. Even the way people answer the phone is influenced to a greater or lesser degree by intercultural factors. Feedback on any business English activity can and should include intercultural aspects if it is appropriate.

Topic – 245: Managing Cross Cultural Conflicts

Cross cultural **conflicts are** situations which business English teachers have to confront frequently in class. Considerable skills are required to manage them. Most important is to keep communication channels open, and to focus on similarities not differences. Also to keep in mind the following:

- Solving individualists' need to the collectivists' positive face as extension of the group.
- Deal with conflicts when they are still small and manageable.
- Help maintain face
- Pay attention to the collectivist's indirect messages and non-verbal communication. Try to be more indirect.



Question # 7 of 10 (start time: 06:22:57 AM, 21 July 2023)

Using critical incidents in _____ can improve our learners' intercultural competence through various activities, and understanding of their own culture.

Select the correct option

☒	teaching
☐	reading
☐	writing
☐	speaking

[Click to Save Answer & Move to Next](#)


critical incident



Collectivists need to alter their unmarked conversational strategies towards the strategies that individualists favor, and attempt to be more direct, assertive in stating opinions, and provide more verbal feedback than they normally do. While they may value periods of silence in conversations, they should recognize that individualists do not and also be aware of how silence is viewed.

Topic – 246: Critical Incidents

Using critical incidents in teaching can improve our learners' intercultural competence through various activities, and facilitate understanding of their own culture. It brings about increased awareness of cultural differences by analyzing critical incidents from different cultural perspectives. However, building awareness of cultural differences is not enough. Learners need to be able to cope with the differences, and to do this they need practice. One way is to move and live with the target culture. However, this is not practical in all situations. Critical incidents focus on differences from a practical not theoretical perspective. Sometimes learners do not find a solution, or perhaps there is no perfect solution. This is a reflection of the real world, and is not a method failure. The example can be used of an employee, moving



Question # 8 of 10 (Start time: 06:23:21 AM, 21 July 2023)

When planning intercultural training, it is helpful to have an awareness of the _____ dimensions of cultural comp

Select the correct option

☐	small
☐	horizontal
☒	main
☐	vertical

[Click to Save Answer & Move](#)

main dimensions



certain attributes of different cultures, although it must always be remembered that other cultures may see these attributes quite differently. The named dimensions are very useful for the business English teacher because they help to generate useful discussion and debate about relevant issues. The particular discussion formats and activities that teachers may choose to employ will depend on the group of learners and what they are trying to achieve. When planning intercultural training, it is helpful to have an awareness of the main dimensions of cultural comparison that are commonly used in the literature on intercultural training. Different researchers have arrived at a range of dimensions, which can at times overlap, as the following brief summary shows:

In a high-context culture, members use the context itself as a means of communication. This means that they do not need to explain things explicitly which are readily available from the situation, or from the environment. Often they use non-verbal behavior, value long-term relationships, and work with spoken rather than written agreements. In low-context cultures, things need to be communicated much more explicitly - people often appear direct and dislike ambiguity. Outsiders may find it relatively easy to become a member of the group. The business manager from a low-context culture will value long and detailed contracts, which are, of course, adhered to once signed. After all, that is the point of a written



ENG516 – Teaching Business Communication (Quiz-IV)

Question # 9 of 10 (Start time: 06:23:59 AM, 21 July 2023)

Social class and _____ of parents play a part in the power differentials of families.

Select the correct option

☐	status
☐	income
☒	education
☐	behavior



social class and



inequality based on power or adults and or age.

Mealtime conversations in families show how power is viewed cross-culturally. In some cultures, deference is expected from children at mealtimes, in that asking questions, volunteering information is discouraged. In Western cultures, children entering conversations and giving information is seen as a positive thing. However, a comparative study of mealtime conversation across Swedish, Finnish and Estonian families found that Finns and Estonians spoke less than did Swedes.

Social class and education of parents play a part in the power differentials of families. As children grow up in middle class families, grow up to become equals with the adults and participate in conversations as equals. This strikes others as 'cold and distant', to people from other cultures. This point



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 10 of 10 (Start time: 06:24:23 AM, 21 July 2023)

Speakers and listeners of a certain culture have _____ knowledge of how to make requests.

Select the correct option

☐	direct
☒	implicit
☐	explicit
☐	imperative

Click to



how to make re



Asking for things or making requests are expressed in different ways in cultures. Expectations about how people ask for things vary across cultures. **Speakers, listeners of a certain culture have implicit**

©Copyright Virtual University of Pakistan

183

knowledge of how to make requests. In Westerner societies overt requests are accompanied by some mitigation, like making the request indirect. There are three general types of requests:

- Direct, explicit: Imperatives. "Clean the kitchen"



Question # 2 of 10 (Start time: 06:29:03 AM, 21 July 2023)

There are _____ ways of thinking about what intercultural training is and what it can achieve.

Select the correct option

☒	two
☐	three
☐	five
☐	four

Click to Save A



ways of thinking



people who have formally studied intercultural communication. So, in some teaching situations, experts are brought in to complement what the language teacher is doing.

Others argue that the two cannot be separated, and that business English teaching and intercultural training are two sides of the same coin. After all, every time one of our learners uses English, it is likely to be with someone from a different culture, be it a different national culture or a culturally different organization. According to this view, it is up to the language teacher to deliver such training.

There are two ways of thinking about what intercultural training is and what it can achieve. The first, which we could call the dealing with diversity or culture-general approach, encourages learners to understand what culture is, gain awareness of how their own culture works, and appreciate that the way they do things is not necessarily the only way. The idea is to:

- Break down prejudices.
- Look at the pros and cons of stereotyping.
- Recognize that other people have points of view that are as valid as our own.



Question # 5 of 10 (Start time: 06:30:07 AM, 21 July 2023)

The concept of _____ says that features of human life and experience exist beyond the constitutive effects of conditions.

Select the correct option

☒	Universality
☐	Hegemony
☐	Essentialism
☐	Ethnocentrism

Click to Save Answer & Move



of human life and



The concept of Ethnocentrism is related to culture - the view that one's culture is the center of everything, and other cultural groups are judged with reference to it and are compared to one's cultural group. Ethnicity is also related to culture. Other related and important concepts are as follows:

Essentialism: The assumption that groups, categories have one or several defining features/characteristics exclusive to all members of that category and that there is an essential cultural identity for each cultural group.

Universality: The concept that features of human life and experience exist beyond the constitutive effects of local cultural conditions.

A Hegemonic view: A hegemonic view of things holds that values, experiences, and expectations of a dominant group are held to be true for all humanity.

Ethnocentrism influences communication at the global level and even within the neighborhood, in your own city and country. Language barriers become challenging for people working in business,

Question # 7 of 10 (Start time: 06:31:31 AM, 21 July 2023)

The _____ of like-minded people would encourage everyone to work together to benefit the company.

Select the correct option

☒	synergy
☐	clergy
☐	allergy
☐	energy

Click to Save Answer



minded people



social (gender roles, priorities of personal life/work, punctuality, etc.), work (company organization, hierarchy, and attitude towards leadership, authority) and physical (space between people, contact, gestures).

National characteristics influence and show themselves in a number of areas of activity and undoubtedly also play a role in shaping company life and culture. A number of visible/invisible features that members of this culture are shared values, norms and world views. Company life and culture include norms/values which company employees should share. Like-minded employees can benefit the company. The synergy of like-minded people would encourage everyone to work together to benefit the company. Most people don't confront another culture and their lives. But faster, easier and cheaper means of travel, immigration, and education has led to cultural awareness which leads to tolerance of diversity.

Topic – 218: Multiculturalism

173

Internationalization of business has impacted the economy, making it global. Production and communication are affected by the global economy. This has increased awareness about the importance of diversity in technical communication. Companies market their services/goods worldwide, so they have



Question # 8 of 10 (Start time: 06:32:08 AM, 21 July 2023)

Culture is analyzed by a number of dimensions and _____ areas are usually seen in differentiating cultures.

Select the correct option

☐	three
☒	five
☐	six
☐	four

Click to Save Answer & Move t



mber of dimensions



Lesson 39

HOW TO INCLUDE INTERCULTURAL TRAINING-III

Topic – 229: Five Areas of Potential Difference: Is Silence Golden?

Culture can be analyzed by using a number of dimensions. Five areas are usually seen in differentiating culture. The first one looks into how silence is viewed in different cultures. In some cultures, silence is favored, e.g. in Finns and Asians. In others, it is viewed as a breakdown in conversation leading interlocutors to get uncomfortable in some and to endeavor to fill up the sil¹ some societies, silence is important. It is a way to guard your individuality and ward against t someone changing your opinion. This refers to a frequent conversational goal in Western soc each person to check out his sense of reality (or point of view) against that of other people in the conversation. Part of this checking out may result in encouraging others to change their point of view which in some cultures means a disrespect of other's rights.



Question # 9 of 10 (Start time: 06:32:34 AM, 21 July 2023)

The philosopher, Confucius, who lived in about the _____ century BC is often cited as understand additional dime

Select the correct option

☐	sixth
☐	seventh
☒	fifth
☐	fourth

Click to Save Answer & Move to



Confucius



Lesson 40

HOW TO INCLUDE INTERCULTURAL TRAINING-IV

Topic -235: Confucianism and Communication Patterns in East Asia

The philosopher, **Confucius**, who lived in about the fifth century BC is often cited as understand additional dimensions of culture. June Ock Yum (1991) argues that ethics in Confucianism are based on good relationships and harmonious interactions. Unlike communist collectivism of the 20C., Confucius emphasized ethics as the basis of good social relationships and their maintenance rather than on any abstract concept of collectivism, as most East Asian cultures do.

Actual role terms, rather than 'you', are used to get someone's attention and as terms of address. Examples of occupational terms as terms of address are easily found across a variety of collectivistic cultures. For example, in Yoruba in Nigeria, a blacksmith is addressed as alàgbèdè 'blacksmith' and in





ENG516 – Teaching Business Communication (Quiz-IV)

Question # 10 of 10 (Start time: 06:33:09 AM, 21 July 2023)

The important change(s) which has/have been brought about by globalization include(s):

Select the correct option

- | | |
|----------------------------------|--------------------------|
| ☒ | All the given options ✓ |
| ☐ | immigration |
| ☐ | transportation |
| ☐ | communication technology |



out by globalization



ground has been established for them to work together. These can lead to dysfunctional working. Second, in case of a merger or a joint venture in which the management does not share the local culture, failure can be predicted. Examples are of expatriations of senior managers ending in failure, because they were not adequately prepared for the cultural work setting' or the family could not adapt to 'local cultural norms'. The cost of such failed projects can run into millions.

Topic – 224: Cross Cultural Communication

The three important changes which have been brought about by globalization are the changes in transportation, in communication technology, and in immigration patterns. A major consequence is that people from different societies are now in contact and have reason to speak to each other. Intercultural communication takes place when the conversation between two speakers is carried out in a language which is not the L1 of either. Many conversations that bilinguals have, take place in the L1 of one speaker, but not the other.

Culture is something which is learnt, and not something one is born with. It is a group identity, partly shared by others who live in the same society. A useful definition for culture is the one given by



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 6 of 10 (Start time: 06:39:31 AM, 21 July 2023)

In intercultural conversations, problem(s) emerge because the use(s) of:

Select the correct option

- | | |
|----------------------------------|-------------------------|
| ☐ | reticence |
| ☐ | honorific titles |
| ☐ | turn-taking |
| ☒ | All the given options ✓ |



Click to Save



reticence



Porter 1991: 12). In conversations, problems emerge because of:

- Different cultural assumptions
- Different ideas about cultural values
- Different use of honorific titles, silence, and pauses, reticence, and turn-taking.



Question # 7 of 10 (start time: 06:40:40 AM, 21 July 2023)

The concept of _____ says that features of human life and experience exist beyond the constitutive effects of local conditions.

select the correct option

☒	Ethnocentrism
☐	Hegemony
☐	Essentialism
☐	Universality

Click to Save Answer & Move to Next



features of human



The concept of Ethnocentrism is related to culture - the view that one's culture is the center of everything, and other cultural groups are judged with reference to it and are compared to one's cultural group. Ethnicity is also related to culture. Other related and important concepts are as follows:

Essentialism: The assumption that groups, categories have one or several defining features/characteristics exclusive to all members of that category and that there is an essential cultural identity for each cultural group.

Universality: The concept that features of human life and experience exist beyond the constitutive effects of local cultural conditions.

A Hegemonic view: A hegemonic view of things holds that values, experiences, and expectations of a dominant group are held to be true for all humanity.

Ethnocentrism influences communication at the global level and even within the neighborhood, in your own city and country. Language barriers become challenging for people working in business,



In _____, it is accepted without questioning that those in charge have authority and seldom will the juniors question about implementation of a new policy.

Select the correct option

☐	Britain
☐	Pakistan
☒	Mexico
☐	Japan

Click to Save Answer & Move to Next Question



questioning that those



cultural division in views about authority in the family and a workplace along class lines. Lower status employees have more 'authoritarian' views, which affect their views of family interactions.

Topic -234: Equality and Hierarchy in the Workplace

Tolerance for expressions of inequities in the workplace varies from culture to culture. There are differing views about accepting power inequities. In Japan, consensual agreement is sought from all before changing policy or procedures, as they value harmony in the workplace. In Mexico, it is accepted without questioning that those in charge have authority and seldom will the juniors question about the implementation of a new policy. When workers and management interact, the US workers "have little difficulty in openly disagreeing with their superiors . . . This world view, focusing on the individual and his or her personal achievements, can produce conflict when Americans interact with people accustomed with differing concepts of authority"(McDaniel and Samovar: 1997).

185

Mexican workers, when speaking to managers provide only positive information. The Japanese, who place emphasis on indirectness, avoid a direct "no". Who speaks first or most or later or not at all also varies cross-culturally. In some cultures, no one expresses an opinion before the most powerful one



ENG516 – Teaching Business Communication (Quiz-IV)

Question # 9 of 10 (Start time: 06:41:43 AM, 21 July 2023)

Choose the correct option.

The concept of _____ is related to culture.

Select the correct option

☐	linguicism
☒	ethnocentrism
☐	socialism
☐	communism



related to culture



might offend some cultural groups. Mention and representation of skin color, hairstyle, and race and gender should be avoided and simple stick figures can be used. Similarly, graphics using stylized hands should avoid representing male/female images. Even simple words like: Yesterday, tomorrow, today present a challenge. The time in Japan is 24 hours ahead of US Eastern Standard Time. Determining the audience and changing the message accordingly should be done at the proof reading stage.

Topic – 222: Ethnocentrism

The concept of Ethnocentrism is related to culture - the view that one's culture is the center of everything, and other cultural groups are judged with reference to it and are compared to one's cultural group. Ethnicity is also related to culture. Other related and important concepts are as follows:

Essentialism: The assumption that groups, categories have one or several features/characteristics exclusive to all members of that category and that there is an essential identity for each cultural group.

175

Universality: The concept that features of human life and experience exist beyond the constitutive

ENG516 – Teaching Business Communication (Quiz-IV)

Question # 10 of 10 (Start time: 06:42:20 AM, 21 July 2023)

Social class and _____ of parents play a part in the power differentials of families.

Select the correct option

☐	status
☒	education
☐	behavior
☐	income

C



social class and



inequality based on power or adults and or age.

Mealtime conversations in families show how power is viewed cross-culturally. In some cultures, deference is expected from children at mealtimes, in that asking questions, volunteering information is discouraged. In Western cultures, children entering conversations and giving information is seen as a positive thing. However, a comparative study of mealtime conversation across Swedish, Finnish and Estonian families found that Finns and Estonians spoke less than did Swedes.

Social class and education of parents play a part in the power differentials of families. As children grow up in middle class families, grow up to become equals with the adults and participate in conversations as equals. This strikes others as 'cold and distant', to people from other cultures. This point

Question # 3 of 10 (Start time: 06:47:43 AM, 21 July 2023)

In intercultural communication, the _____ society's emphasis on group doesn't mean equality.

Select the correct option

☒	collectivistic
☐	individualistic
☐	commercialistic
☐	expressionistic

Click to Save



mean equality



different things about its users, how their society is organized, its world view, and the individual's place in society. "Forms of language not only reflect people's social position and the circumstance, but also express their view of the way society is organized and of their own position within the social network. . . The forms of language encode a socially constructed representation of the world" (Lim 2002).

Attitude towards group membership varies in individualistic and collective culture. In individualistic societies the individual's achievements and self-actualization is held important and acceptance and willingness to have different opinions. In individualist societies the individual can express themselves freely. The listener pays attention to the speaker, and not to his/her group membership.

In collectivist societies, the emphasis is on the group and cooperation in shared activities. The individuals' own opinion is not expressed or if it is, then expressed indirectly. Care is taken not to offend group members by the free expression of opinion. 70% of the world's population is collectivistic. In such societies, conformity and loyalty are rated more highly. "Putting yourself forward" is frowned upon. Perceptions of equality and personal freedom can vary -horizontally or vertically. The collectivistic society's emphasis on group doesn't mean equality. In India it is vertical with recognized divisions in society, whereas Japan is a horizontal culture.

In individualistic cultures standing up for one's self is admired, e.g. in the USA and Norway which are individualistic and horizontal cultures.

The importance of in-groups can be seen in strong ties within the family. However, the influence of in-group differs, affects behavior, but it lasts throughout life. For example, the university one attends can influence an individual's life in the way he/she acts and thinks. The importance of ir



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 5 of 10 (Start time: 06:48:35 AM, 21 July 2023)

The _____ refers to the judging of another culture using one's own standards and beliefs

Select the correct option

☒	Ethnocentricity
☐	Hegemony
☐	Essentialism
☐	Universality

Click



judging of another c

Topic – 242: Understanding own Culture

The cultural dimensions can be used to understand your own culture vis-à-vis other cultures. Cultures are often judged by the way they differ from our own culture i.e. our way of doing things. The dissimilarity between cultures basically influences intercultural communication and judgments are based on language resources. When speakers from different societies don't use their language resources as speakers do in our culture, it affects our assessment of them.

Ethnocentricity refers to the **judging of another culture** using one's own standards, beliefs. An Anglo-Saxon perspective may be to view projects as plans for the future, with clear aims, milestones, and deadlines. Yet this perception is colored by the fact that Anglo-Saxons, in general, tend to see time as a linear concept, with one event following another. A culture which views time differently may deal with projects in other ways. Individual objectives, for example, may be flexible, depending on factors outside the control of the project managers. Yet the project might still succeed because that culture has a more holistic view and takes better account of all factors.

189

Similar arguments could be made for almost all communicative situations in the business world.





ENG516 – Teaching Business Communication (Quiz-IV)

Question # 6 of 10 (Start time: 06:49:02 AM, 21 July 2023)

Choose the correct option.

Some cultures believe that the environment can be _____

Select the correct option

☐	created
☒	controlled ✓
☐	influenced
☐	nurtured



can be con



c. Status: Different cultures accord status in different ways. We can say, simplistically that in Japan, age is treated with respect. In the US achievement is regarded as more important. Ascription is held differently in cultures. Some people believe that you should be valued for who you are. Power, title, and education, and position matters in these cultures and these roles define behavior. In cultures where achievement is held important, people believe that you are what you do, and they base your worth accordingly. These cultures value performance, no matter who you are.

d. Relationship with Nature: Some cultures believe that the environment can be controlled, whereas others see themselves as part of the environment. This might influence the way people accept technology and how they work with plans. People believe that they can control nature or their environment to achieve



Question # 5 of 10 (Start time: 06:39:05 AM, 21 July 2023)

Culture is analyzed by a number of dimensions and _____ areas are usually seen in differentiating cultures

Select the correct option

☐	four
☐	six
☒	five ✓
☐	three

Click to Save Answer & Mark



number of dimensions



Lesson 39

HOW TO INCLUDE INTERCULTURAL TRAINING-III

Topic – 229: Five Areas of Potential Difference: Is Silence Golden?

Culture can be analyzed by using a number of dimensions. Five areas are usually seen in differentiating culture. The first one looks into how silence is viewed in different cultures. In some cultures, silence is favored, e.g. in Finns and Asians. In others, it is viewed as a breakdown in conversation leading interlocutors to get uncomfortable in some and to endeavor to fill up the silence. In some societies, silence is important. It is a way to guard your individuality and ward against the possibility of someone changing your opinion. This refers to a frequent conversational goal in Western societies for each person to check out his sense of reality (or point of view) against that of other people in the conversation. Part of this checking out may result in encouraging others to change their point of view which is a common outcome of a discussion of a particular topic.

Question # 7 of 10 (Start time: 06:49:45 AM, 21 July 2023)

As culture is linked to language and communication, the business English teacher need(s) to have awareness a

Select the correct option

☐	Management
☐	Business
☐	Cultural content
☒	All the given options

Click to Save Ans



ked to language and

**Topic – 219: Culture and the Teaching of Business English**

In some teaching situations, experts are brought in to complement what the language teacher is doing in class. Others argue that the two areas cannot be separated, and that business English teaching and intercultural training are two sides of the same coin. After all, every time one of our learners uses English, it is likely to be with someone from a different culture, be it a different national culture or a culturally different organization. According to this view, it is up to the language teacher to deliver such training. As culture is linked to language and communication, the business English teacher needs to have awareness about cultural content, like other areas of BE teaching – management and business. This serves a two-fold purpose - business people have contact with incoming and outgoing groups and can influence both. They should know about their own and target cultures norms to avoid conflict and to create harmony.

174

Language is embedded in a culture in which it is used; some would say it is the product of a culture, therefore language teachers cannot be expected to know all the cultures of the world. Their knowledge will help their learners become more aware of the behaviors that will help them achieve their business objectives and avoid blunders, both inside and outside the company setting.



vulms.vu.edu.pk/



3



ENG516 - Teaching Business Communication (Quiz-IV)

Quiz Start

Question # 8 of 10 (Start time: 06:50:24 AM, 21 July 2023)

In business communication, English word count expands up to _____ when translated into a European lang

Select the correct option

☐	20%
☐	40%
☒	30%
☐	35%

Click to Save Answer



word count expand



Teaching of Business Communication (ENG516)

VU

needed in the use of slash marks. For example the use of 'And' 'Or' or both 'And/Or', mean different things 'and' means 'Both' and 'Or' means 'One or the other'.

Translation creates problems, as they may take more or less space. English word count expands up to 30% when translated into a European language. The word 'Spam' translates into 'courier de masse non sollicité'. Chinese is more compact. Paper size used for official correspondence is different in the USA and Europe. A printout would not leave any margins for holes in different contexts.

Topic – 221: Guidelines for Multicultural Communication

175

While communicating with a multicultural audience, one has to watch out for cultural biases and expectations, making careful use of words and graphics. Colors have different connotations in cultures, e.g. the colors red and black especially have negative and positive connotations in Eastern and Western



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 9 of 10 (Start time: 06:50:46 AM, 21 July 2023)

Members of _____ cultures are able to manage different activities at once.

Select the correct option

☐	monochronic
☐	synchronic
☒	polychronic
☐	diachronic



to manage different



conversation with someone of own L1 would be viewed in their culture. Everyone views the conversation through their own cultural lens.

Topic – 236: Time, Power Distance, Uncertainty and Avoidance

a. Time: Concepts of time vary culturally. In monochronic cultures, time is seen as linear, with one event following another. Polychronic culture might spend the meeting doing various things, making phone calls, and talking. Monochronic person feels comfortable dealing with the matters in sequence. Members of polychronic cultures are able to manage different activities at once. The person from the polychronic culture might spend the meeting doing various things like making phone calls, talking to different people, and so on. The monochronic person would feel more comfortable dealing with the matters at hand, in sequence, one after the other. This refers to the distance or equality between individuals in a hierarchy (indeed, there is one).

186

b. Power Distance: Power differentials vary in different societies. In a low-power distance culture, find it easy to approach their leaders, to discuss issues, and even to criticize them.



vulms.vu.edu.pk/



3



ENG516 - Teaching Business Communication (Quiz-IV)

Quiz Start Time: 06

Question # 10 of 10 (Start time: 06:51:09 AM, 21 July 2023)

In cultures where _____ is held important, people believe that you are what you do, and they base your worth a

Select the correct option

☐	universality
☐	masculinity
☐	femininity
☒	achievement



Click to Save Answer & Move



is held important



cultures, people see an overlap in work and personal relationships are vital in achieving business objectives. Spend time with colleagues and clients. The relationship is always there, and business can be done at any time or place in such cultures.

c. Status: Different cultures accord status in different ways. We can say, simplistically that in Japan, age is treated with respect. In the US achievement is regarded as more important. Ascription is held differently in cultures. Some people believe that you should be valued for who you are. Power, title, and education, and position matters in these cultures and these roles define behavior. In cultures where achievement is held important, people believe that you are what you do, and they base your worth accordingly. These cultures value performance, no matter who you are.

d. Relationship with Nature: Some cultures believe that the environment can be controlled, whereas others see themselves as part of the environment. This might influence the way people accept technology how they work with plans. People believe that they can control nature or their environment

187



Question # 3 of 10 (Start time: 06:56:28 AM, 21 July 2023)

In which of the following societies the emphasis is on the group and cooperation in shared activities?

Select the correct option

☐	Individualistic
☒	Collectivist
☐	Feminine
☐	All of the given options



operation in shared

**Topic – 226: Dividing Society into Individualistic and Collectivistic**

Societies' views differ about appropriate conversational etiquettes. Forms of language reflect different things about its users, how their society is organized, its world view, and the individual's place in society. "Forms of language not only reflect people's social position and the circumstance, but also express their view of the way society is organized and of their own position within the social network. . . The forms of language encode a socially constructed representation of the world" (Lim 2002).

Attitude towards group membership varies in individualistic and collective culture. In individualistic societies the individual's achievements and self-actualization is held important and acceptance and willingness to have different opinions. In individualist societies the individual can express themselves freely. The listener pays attention to the speaker, and not to his/her group membership.

In collectivist societies, the emphasis is on the group and cooperation in shared activities. The individuals' own opinion is not expressed or if it is, then expressed indirectly. Care is taken not to offend group members by the free expression of opinion. 70% of the world's population is collectivistic. In such societies, conformity and loyalty are rated more highly. "Putting yourself forward" is frowned upon. Perceptions of equality and personal freedom can vary -horizontally or vertically. The collectivistic society's emphasis on group doesn't mean equality. In India it is vertical with recognized divisions in society, whereas Japan is a horizontal culture.

In individualistic cultures standing up for one's self is admired, e.g. in the USA and Norway which are individualistic and horizontal cultures.

The importance of in-groups can be seen in strong ties within the family. However, the in-group differs, affects behavior, but it lasts throughout life. For example, the university one can influence an individual's life in the way he/she acts and thinks. The importance of in-group is

179



In cultures where _____ is held important, people believe that you are what you do, and they base your worth ac

Select the correct option

☐	masculinity
☐	femininity
☒	achievement
☐	universality

Click to Save Answer & Move t



is held important



a. Neutral Culture: A neutral culture would place itself on staying calm and in control in the face of chaos and confusion. In an emotional culture might give vent to feelings. People want to find ways to express their emotions, even spontaneously, at work. It is welcome and accepted to show emotion.

b. Specific versus Diffuse. In specific-oriented cultures, people see work and personal life separate. Work is not impacted by relationships. In 'specific' cultures the relationship between managers, subordinate depends on the situation. The 'at-work' relationship is different from the 'at-play' one. In 'diffuse' cultures, people see an overlap in work and personal relationships are vital in achieving business objectives. Spend time with colleagues and clients. The relationship is always there, and business can be done at any time or place in such cultures.

c. Status: Different cultures accord status in different ways. We can say, simplistically that in Japan, age is treated with respect. In the US achievement is regarded as more important. Ascription is held differently in cultures. Some people believe that you should be valued for who you are. Power, title, and education, and position matters in these cultures and these roles define behavior. In cultures where achievement is held important, people believe that you are what you do, and they base your worth accordingly. These cultures value performance, no matter who you are.

d. Relationship with Nature: Some cultures believe that the environment can be controlled, whereas others see themselves as part of the environment. This might influence the way people accept technology and how they work with plans. People believe that they can control nature or their environment to achieve



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 6 of 10 (Start time: 06:57:45 AM, 21 July 2023)

In intercultural communication, the _____ society's emphasis on group doesn't mean equality.

Select the correct option

☒	collectivistic
☐	expressionistic
☐	individualistic
☐	commercialistic

Click to



mean equality



acceptance and willingness to have different opinions. In individualist societies the individual can express themselves freely. The listener pays attention to the speaker, and not to his/her group membership.

In collectivist societies, the emphasis is on the group and cooperation in shared activities. The individuals' own opinion is not expressed or if it is, then expressed indirectly. Care is taken not to offend group members by the free expression of opinion. 70% of the world's population is collectivistic. In such societies, conformity and loyalty are rated more highly. "Putting yourself forward" is frowned upon. Perceptions of equality and personal freedom can vary -horizontally or vertically. The collectivistic society's emphasis on group doesn't mean equality. In India it is vertical with recognized divisions in society, whereas Japan is a horizontal culture.

In individualistic cultures standing up for one's self is admired, e.g. in the USA and Norway. In individualistic and horizontal cultures,

179

The importance of in-groups can be seen in strong ties within the family. However, the ... of in-group differs, affects behavior, but it lasts throughout life. For example, the university one attends can influence an individual's life in the way he/she acts and thinks. The importance of in-group is



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 7 of 10 (Start time: 06:58:24 AM, 21 July 2023)

The important change(s) which has/have been brought about by globalization include(s):

Select the correct option

- | | |
|----------------------------------|--------------------------|
| ☐ | immigration |
| ☒ | All the given options |
| ☐ | transportation |
| ☐ | communication technology |



by globalization



ground has been established for them to work together. These can lead to dysfunctional working. Second, in case of a merger or a joint venture in which the management does not share the local culture, failure can be predicted. Examples are of expatriations of senior managers ending in failure, because they were not adequately prepared for the cultural work setting' or the family could not adapt to 'local cultural norms'. The cost of such failed projects can run into millions.

Topic – 224: Cross Cultural Communication

The three important changes which have been brought about by globalization are the changes in transportation, in communication technology, and in immigration patterns. A major consequence is that people from different societies are now in contact and have reason to speak to each other. Intercultural communication takes place when the conversation between two speakers is carried out in a language which is not the L1 of either. Many conversations that bilinguals have, take place in the L1 of one speaker, but not the other.

178

Culture is something which is learnt, and not something one is born with. It is a group identity, partly shared by others who live in the same society. A useful definition for culture is the one given by



Question # 8 of 10 (Start time: 06:59:06 AM, 21 July 2023)

The way to preserve someone's positive face is by paying _____ attention to that

Select the correct option

☒	positive
☐	negative
☐	neutral
☐	no



preserve someone

**Topic – 231: The Face of Politeness**

'Face of Politeness' is a technical term meaning attention paid to the self-respect of addressee and ultimately of oneself. It is about meeting a person's 'face needs' for self-respect. Not all cultures have the same idea about appropriate ways to meet face needs.

Everyone has two faces that need attention, a person's positive face and a person's negative face. A person's positive face is one's need to have self-worth recognized. The way to preserve someone's positive face is by paying positive attention to that person. In some cultures, positive attention can be such conversational moves as complimenting a person on his or her appearance or achievements. Another way is to use language that builds solidarity with that person (e.g. remembering the person's name, using to include the person in your group). But how much such solidarity is welcomed depends on the

A person's negative face is one's need not to be imposed on. But the problem is that any time someone to do something, you are imposing on that person. The solution is that there are ways to cut down on the imposition, based on how you ask (saying "Give me that!" can be very imposing in comparison with "Would you please give that to me?" and "If it's not too much trouble, could you please



BC200417037: SYEDA REDA BATOOL

ENG516 - Teaching Business Communication (Quiz-IV)

Question # 9 of 10 (Start time: 06:59:27 AM, 21 July 2023)

In non-verbal communication, body language include(s):

Select the correct option

☐	body distance
☐	touch
☐	eye movement
☒	All the given options



body distance



goals. This includes how they work with teams and within organizations. People believe that nature, and environment controls them; they must work with their environment to achieve goals. At work they focus their actions on others, avoid conflict and need reassurance in their work.

Topic – 239: Verbal, Non Verbal/Paralanguage

Researchers have looked at other dimensions too. The way different cultures use non-verbal communication is particularly interesting. Here, we can look at body language (kinesics), eye movement and contact (occulistics), touch (haptics), and body distance (proxemics). If we look at speaking, paralanguage (the way we vary tone, pitch, and volume, and speed of talking) can also be quite different between cultures. So it can be turn-taking. Note, for example, how Anglo-Saxon speakers tend to wait until the other person has finished speaking before contributing to the conversation. In a spoken interaction in Latin cultures, on the other hand, utterances tend to overlap, while in some cultures, conversationalists may feel more comfortable with a short pause between utterances.

188

Topic – 240: Company Culture



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 10 of 10 (Start time: 06:59:44 AM, 21 July 2023)

Choose the correct option.

The concept of _____ is related to culture.

Select the correct option

☒	ethnocentrism
☐	communism
☐	linguicism
☐	socialism



related to cultur



might offend some cultural groups. Mention and representation of skin color, hairstyle, and race and gender should be avoided and simple stick figures can be used. Similarly, graphics using stylized hands should avoid representing male/female images. Even simple words like: Yesterday, tomorrow, today present a challenge. The time in Japan is 24 hours ahead of US Eastern Standard Time. Determining the audience and changing the message accordingly should be done at the proof reading stage.

Topic – 222: Ethnocentrism

The concept of Ethnocentrism is related to culture - the view that one's culture is the center of everything, and other cultural groups are judged with reference to it and are compared to one's cultural group. Ethnicity is also related to culture. Other related and important concepts are as follows:

Essentialism: The assumption that groups, categories have one or several features/characteristics exclusive to all members of that category and that there is an essential identity for each cultural group.

Universality: The concept that features of human life and experience exist beyond the constitutive



vulms.vu.edu.pk/



3



ENG516 - Teaching Business Communication (Quiz-IV)

Quiz Start Time

Question # 2 of 10 (Start time: 07:01:56 AM, 21 July 2023)

In _____, it is accepted without questioning that those in charge have authority and seldom will the junior implementation of a new policy.

Select the correct option

☐	Japan
☐	Britain
☐	Pakistan
☒	Mexico

Click to Save Answer & M



Question # 3 of 10 (Start time: 07:02:08 AM, 21 July 2023)

Culture is analyzed by a number of dimensions and _____ areas are usually seen in differentiating cu

Select the correct option

☐	three
☐	six
☒	five
☐	four



Click to Save Answer



vulms.vu.edu.pk/



3



ENG516 – Teaching Business Communication (Quiz-IV)

Question # 4 of 10 (Start time: 07:02:18 AM, 21 July 2023)

Members of _____cultures are able to manage different activities at once.

Select the correct option

- | | |
|----------------------------------|---------------|
| ☐ | monochronic |
| ☐ | diachronic |
| ☐ | synchronic |
| ☒ | polychronic ✓ |

C



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 5 of 10 (Start time: 07:02:26 AM, 21 July 2023)

The _____ refers to the judging of another culture using one's own standards and beliefs.

Select the correct option

☐	Universality
☐	Essentialism
☐	Hegemony
☒	Ethnocentricity ✓

Click to



Question # 6 of 10 (Start time: 07:02:35 AM, 21 July 2023)

The English language provides a _____ source of metaphorical language which can be exploited in the context of intercultural training.

Select the correct option

☐	formal
☐	informal
☒	rich
☐	poor

Click to Copy Answer & History



source of metapho



other countries, or look at CVs or tips for writing CVs, and discuss those. There are different ways in which news agencies of different countries report the same news, which can be discussed as well. Activities can be created by discussion between representatives of different companies – their procedures, contracts, dress codes and work hours. Groups from people of various organizations can discuss what is the normal way of doing things in their contexts? For example, signing of contracts, heading meetings and how long do people stay for work. If the participants are from other countries, it is much better. Discussion can be generated by how people talk about foreign business, travel, national influences and individual characteristics.

Different cultures use metaphors in different ways (a good way of combining linguistic input with intercultural training). Discussion can be based on how English expressions involve different concepts of time, space, honesty. English expressions of time can be used to focus on how different cultures view time. What does it mean to waste time? How can a person run out of time? How is it possible to save time? Using sports metaphors is also a good way to generate discussion, e.g. is it possible to have a level playing field, how can we take the ball and run with it? The English language provides a rich source of metaphorical language which can be exploited in the context of intercultural training.

Topic – 242: Understanding own Culture

The cultural dimensions can be used to understand your own culture vis-à-vis other cultures. Cultures are often judged by the way they differ from our own culture i.e. our way of doing things. The dissimilarity between cultures basically influences intercultural communication and judgments are based on language resources. When speakers from different societies don't use their language resources as speakers do in our culture, it affects our assessment of them.

Ethnocentricity refers to the judging of another culture using one's own standards, belief. Anglo-Saxon perspective may be to view projects as plans for the future, with clear aims, milestones, deadlines. Yet this perception is colored by the fact that Anglo-Saxons, in general, tend to see time as a linear concept, with one event following another. A culture which views time differently may deal with projects in other ways. Individual objectives, for example, may be flexible, depending on factors seen as outside the control of the project managers. Yet the project might still succeed because that culture has a



When planning intercultural training, it is helpful to have an awareness of the _____ dimensions of cultural comparison.

Select the correct option

☒	main
☐	horizontal
☐	small
☐	vertical

Click to Save Answer & Move to Next



main dimensions



embedded in social networks, and in group membership. In-group views dominate and the emphasis is not on individual's goals but in group cooperation. Intercultural communication differs in societies. Asians are seen as being timid and reserved while Westerners are seen as pushy and egotistical by other cultures.

Topic – 227: High context verses Low Context

There are many ways for our learners to understand the nature of culture, general or specific. Researchers and cultural commentators have identified different dimensions as a method of analyzing and describing what is happening. Dimensions are perspectives which allow us to measure and compare certain attributes of different cultures, although it must always be remembered that other cultures may see these attributes quite differently. The named dimensions are very useful for the business English teacher because they help to generate useful discussion and debate about relevant issues. The particular discussion formats and activities that teachers may choose to employ will depend on the group of learners and what they are trying to achieve. When planning intercultural training, it is helpful to have an awareness of the main dimensions of cultural comparison that are commonly used in the literature on intercultural training. Different researchers have arrived at a range of dimensions, which can at times overlap, as the following brief summary shows:

In a high-context culture, members use the context itself as a means of communication. This means that they do not need to explain things explicitly which are readily available from the situation, or from the environment. Often they use non-verbal behavior, value long-term relationships, and work with spoken rather than written agreements. In low-context cultures, things need to be communicated much more explicitly - people often appear direct and dislike ambiguity. Outsiders may find it relatively difficult to become a member of the group. The business manager from a low-context culture will value detailed contracts, which are, of course, adhered to once signed. After all, that is the point of a written agreement. For the high-context business manager, the contract may be seen as more of a guideline, to be used for further discussion if need be. After all, flexibility is paramount. Or imagine a situation where a visitor has arrived after a long journey. The high-context host might suggest that the visitor takes time to rest and recuperate, whereas the low-context host might expect an explicit statement of tiredness before



Question # 8 of 10 (Start time: 07:03:45 AM, 21 July 2023)

Using critical incidents in _____ can improve our learners' intercultural competence through various activities; an understanding of their own culture.

Select the correct option

☐	writing
☒	teaching
☐	reading
☐	speaking

Click to Save Answer & Move to Next Question



critical incident



Collectivists need to alter their unmarked conversational strategies towards the strategies that individualists favor, and attempt to be more direct, assertive in stating opinions, and provide more verbal feedback than they normally do. While they may value periods of silence in conversations, they should recognize that individualists do not and also be aware of how silence is viewed.

Topic – 246: Critical Incidents

Using critical incidents in teaching can improve our learners' intercultural competence through various activities, and facilitate understanding of their own culture. It brings about increased awareness of cultural differences by analyzing critical incidents from different cultural perspectives. However, building awareness of cultural differences is not enough. Learners need to be able to cope with the differences, and to do this they need practice. One way is to move and live with the target culture. However, this is not practical in all situations. Critical incidents focus on differences from a practical not theoretical perspective. Sometimes learners do not find a solution, or perhaps there is no perfect solution. This is a reflection of the real world, and is not a method failure. The example can be used of an employee, from an Asian culture to a South European one, might be uncomfortable with her colleagues touch hand/arm or putting their arms around her. How to deal with the situation? Another scenario can be employee moving to another culture and finding that the way meetings are conducted by the HOD in the new job, is quite different from his previous job. If he is promoted to be HOD, how should he conduct meetings? Another could be how does one deal with unethical practices in a foreign culture? The benefit



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 3 of 10 (Start time: 07:08:28 AM, 21 July 2023)

Low and high-context societies interpret message(s) which are based on their:

Select the correct option

☐	beliefs
☒	All the given options
☐	systems
☐	values





Question # 4 of 10 (Start time: 07:08:36 AM, 21 July 2023)

The concept of _____ says that features of human life and experience exist beyond the constitutive effects of conditions.

Select the correct option



Hegemony



Essentialism



Ethnocentrism



Universality

Click to Save Answer & Mark

**ENG516 – Teaching Business Communication (Quiz-IV)****Question # 5 of 10 (Start time: 07:08:44 AM, 21 July 2023)**

Choose the correct option.

Requests are the most frequent components of _____ talk.

Select the correct option

☒	workplace
☐	business
☐	family
☐	personal

ENG516 - Teaching Business Communication (Quiz-IV)

Question # 6 of 10 (Start time: 07:08:54 AM, 21 July 2023)

Members of _____cultures are able to manage different activities at once

Select the correct option

☐	monochronic
☐	diachronic
☐	synchronic
☒	polychronic





vulms.vu.edu.pk/



3



ENG516 - Teaching Business Communication (Quiz-IV)

Quiz Start Time: 07:08 AM

Question # 7 of 10 (Start time: 07:09:03 AM, 21 July 2023)

In _____, it is accepted without questioning that those in charge have authority and seldom will the juniors question implementation of a new policy.

select the correct option

☐	Britain
☒	Mexico
☐	Pakistan
☐	Japan

Click to Save Answer & Move to Next

**Question # 9 of 10 (Start time: 07:09:16 AM, 21 July 2023)**

In intercultural conversations, problem(s) emerge because the use(s) of:

Select the correct option

☐	reticence
☐	turn-taking
☐	honorific titles
☒	All the given options





Question # 3 of 10 (Start time: 07:12:40 AM, 21 July 2023)

In company cultures, in traditional, _____ management styles, responsibilities will be clearly defined.

Select the correct option

☒	formal
☐	informal
☐	All the given options
☐	neutral

[Click to Save Answer &](#)



ENG516 - Teaching Business Communication (Quiz-IV)

Question # 4 of 10 (Start time: 07:12:51 AM, 21 July 2023)

The important change(s) which has/have been brought about by globalization include(s):

Select the correct option

- | | |
|----------------------------------|--------------------------|
| ☒ | All the given options |
| ☐ | communication technology |
| ☐ | immigration |
| ☐ | transportation |