

UNIT

9



Intercultural Understanding

Preview

Answer the questions. Then talk about your answers.

1. What is international communication?
2. What stereotypes about different nations do you know?
3. Why do you think it is important to make a favorable impression on a person you meet for the first time?
4. Have you ever tasted unusual food? What was it?

I. LISTENING AND READING

Read and translate the text

INTERCULTURAL UNDERSTANDING

There was a time when **intercultural** understanding was a nicety, a **luxury** for the idle rich. Now the world has changed **dramatically**. To **survive** in international



communication we must be able to understand more about other countries, other cultures, and other ways of doing business. Here are some tips for this.

First of all never **generalize**. People can't be **stereotyped**. Even though they look alike, speak the same language, eat similar food, practice the same religion and live in the same country, each and every person you meet will be different.

Consideration and respect are the qualities you most need to be a successful internationalist. Consideration means you must observe what the **local** people are doing, ask whenever communication or expected behavior is unclear, listen actively and write down what you hear.

The first **impression** you produce is very powerful. A good first impression creates the **expectation** of a positive relationship. A bad first impression, on the other hand, can be **overcome** only with a lot of work over a long period of time – and sometimes we don't get that chance!

Be careful with names and titles. For Europeans, a person's name and title express or **imply** a wealth of information about family history, education, profession, reputation and personal achievement.

Language and body language is a great gift. It is your **initial** act of **sharing** yourself. It is the best way to win friends for yourself, your country and your company. To learn another's language is the greatest of compliments and you will be richly **rewarded**.

Be careful about touching. We all know the Italians, Greeks and Spanish are **touchers**. The English and Scandinavians are **non-touchers**. Touching is a behavior reserved for friends and family members in almost all cultures. People generally do not touch or want to be touched by strangers, people they meet occasionally, new business **associates** or new **acquaintances**.

Food – how you eat it and how you react to it – is **essential** to the art of diplomacy. Your behavior at the table also is one of the quickest ways to make or lose foreign friends. When your hosts offer you a food that's local **delicacy** or national specialty, they are offering you a sample of their culture as well as their friendship.

One more important thing is the way you dress. Europeans **make judgments** based on appearance and clothing. How you dress is seen as an indicator of your personality and social status.

II. VOCABULARY

1. intercultural [ˌɪntərˈkʌltʃərəl] Intercultural understanding became very important.	межкультурный Межкультурное общение стало очень важным
2. luxury ['lʌkʃəri] These tips are essential to survive.	роскошь Эти советы необходимы для того, чтобы выжить.
3. dramatically [drəˈmætɪkəli] The situation has changed dramatically.	кардинально Ситуация кардинально изменилась.
4. to survive [səˈvaɪv] These tips are essential to survive.	выжить Эти советы необходимы для того, чтобы выжить.
5. to generalize ['dʒenərəlaɪz] There are a lot of stereotypes about Russians.	обобщать О русских существует множество стереотипов.
7. consideration [kənˌsɪdəˈreɪʃən] There are a lot of stereotypes about Russians.	учет и понимание особенностей другого человека

Consideration is a quality you need to be a successful internationalist.	Учет и понимание особенностей другого человека – качество, необходимое вам для того, чтобы общаться с представителями других наций.
8. local ['ləukəl]	местный
9. impression [ɪm'preʃən]	впечатление
10. expectation [ˌekspek'teɪʃən] A good first impression creates the expectation of a positive relationship.	ожидание Первое впечатление создает основу для хороших отношений.
11. to overcome [ˌəʊvə'kʌm]	преодолеть
12. to imply [ɪm'plaɪ]	подразумевать
13. initial [ɪ'nɪʃəl]	первоначальный
14. to share ['ʃeər] Language is your initial act of sharing yourself.	делиться (своими чувствами) Язык – основное средство самопрезентации.
15. to be rewarded [rɪ'wɔːdɪd]	получить вознаграждение
16. touchers ['tʌtʃəz] / non-touchers [nɒn 'tʌtʃəz] The nations can be described as touchers and non-touchers.	люди, любящие / не любящие прикосновения (тактильный контакт) Народы можно описать как тех, кто любит или не любит прикосновения.
17. associate [ə'səʊʃɪət]	коллега, партнер
18. acquaintance [ə'kweɪntəns] He has a lot of business associates and new acquaintances in different countries.	знакомый У него много деловых партнеров и знакомых в разных странах.
19. essential [ɪ'senʃəl]	необходимый, обязательный
20. delicacy ['delɪkəsi] This food is local delicacy.	деликатес Это блюдо – местный деликатес.
21. to make judgments [meɪk 'dʒʌdʒmənts] Europeans like to make judgments of other people based on appearance.	судить о людях Европейцы любят судить о других людях по внешности.

III. READING COMPREHENSION

1. Answer the questions:

1. What is essential to survive in the world now?
2. Why should people not generalize?
3. What does consideration mean?
4. What does the first impression create?
5. What does a person's name imply for Europeans?
6. What is the initial act of sharing yourself?
7. What nations are considered non-touchers?
8. What is important for the art of diplomacy?
9. Is the way people are dressed important for Europeans?

2. Complete the sentences:

1. There was a time when understanding was a nicety.
2. Now the worlddramatically.
3. Consideration and respect are the qualities you most need to be a successful
4. A creates the expectation of a positive relationship.
5. with names and titles.
6. To learn another's language is the greatest of
7. Touching is a behavior reserved for in almost all cultures.
8. Your at the table also is one of the quickest ways to make or lose foreign friends.
9. How you dress is seen as an and social status.

IV. ANALYZE

1. Match the words with their Russian equivalents

1. relationship	a. национальное блюдо
2. associate	b. образец
3. to react	c. дар
4. appearance	d. общение
5. to overcome	e. реагировать
6. communication	f. подразумевать
7. national specialty	g. преодолевать
8. gift	h. внешность
9. sample	i. отношение
10. imply	j. коллега

2. Give the English equivalents:

1. праздные богачи
2. исповедовать общую веру
3. наблюдать
4. богатая информация
5. личное достижение
6. скандинавы
7. искусство дипломатии
8. знакомый
9. судить
10. социальный статус

3. Prove the following statements:

1. People can't be stereotyped.
2. The first impression you produce is very powerful.
3. Names and titles are very important.
4. You must be careful about touching.
5. Food is essential to the art of diplomacy.

4. Match the following English words with their synonyms:

1. tip	a. regional
2. delicacy	b. completely
3. to survive	c. label, heading
4. to reward	d. advice
5. local	e. to compensate
6. dramatically	f. feast, treat
7. title	g. praise, flattery
8. compliment	h. continue to live

5. Put the words in the correct word order

1. has changed/ now/ dramatically/ the world/.
2. different/ and/ person/ every/ will be/ each/ you meet/.
3. write/ actively/ and/ hear/ down/ what you/ listen/.
4. don't get/ sometimes/ chance/ we/ that/.
5. way/ the best/ friends/ it is/ for you/ to win/.
6. scandinavians/ are/ and/ non-touchers/ the English/.
7. you/ their friendship / their culture/ as well as/ are offering/ they/ a sample of/.
8. thing/ is the way/ one more/ dress/ important/ you/.

V. TRANSLATE

1. Межкультурное взаимопонимание стало необходимым, поскольку мир кардинально изменился.
.....
2. Люди охотно верят стереотипам о других нациях и опровергают стереотипы о своем собственном народе.
.....
3. Если вы не знаете как вести себя в чужой стране – понаблюдайте за местными жителями.
.....
4. Существует множество поговорок о важности первого впечатления.
.....
5. Немцы очень трепетно относятся к употреблению звания с именем собственным – для них это показатель статуса и достижений человека.
.....
6. Существуют специальные курсы, обучающие владению языком тела.
.....
7. Трудно сказать, являются ли русские нацией, которая считает приемлемым частые прикосновения.
.....
8. Отказаться попробовать местный деликатес значит нанести обиду, которую нелегко забыть.
.....

VI. SPEAKING

1. Read the information about good manners accepted in Europe. What is new to you?

Manners

The manners appeared for a practical purpose. For example, when two men met, they extended their right hands – and eventually shook them – to show that they were not carrying weapons. A handshake served as a display of friendship, or at least to demonstrate a lack of hostility.

The manners used in much of the Western world have common antecedents; they have evolved in different ways in different places. These are some general ones:

- Quiet, modest behavior is always appreciated.
- Never meet, greet or talk to someone with your hands in your pockets.
- Humor is very local. It is best to avoid “telling a joke”.
- Do not chew gum in public.
- Always use “please” and “thank you” – in the local language if possible.
- Never put your feet on furniture.
- Do not eat while walking in the streets.
- Show respect for others’ habits and customs.
- Do not talk about money – yours or theirs.
- Do not point or beckon with your index finger.
- Do not ask for a tour of someone’s home.
- Never wander uninvited into the “private” rooms of someone’s home.
- Respect the privacy and dignity of others at all times; when in doubt, put yourself in their place.

Some good topics of conversation

- Food and wine
- Art and music
- Sports
- Cars
- Politics (ask questions but never make a judgmental statement about their political system or a particular politician)
Do not discuss
- Salary
- Where someone lives
- Marital status
- Educational level

Smoking etiquette

Never smoke anywhere at any time without asking permission of your host, other guests, office colleagues, restaurant personnel, or anyone present who might object to sharing the environment with a smoker.