

Ministry of Education of the Republic of Belarus
Educational Institution

Belarusian State University of Informatics and Radioelectronics

The Department of Cross-Cultural Professional Communication

Part-Time Course (Master's Degree)
Cross-Cultural Communication

Assignment

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Assignment

I. Complete the sentences with the appropriate words from the box. Points: 7

clashes ✓ wrath encompasses ✓ exert ✓ deem ✓ strained ascribe

- a) Culture is the shared characteristics of a group of people, which encompasses place of birth, religion, language, cuisine, social behaviors, art, literature, and music.
- b) Ignorance of local traditions can lead to strained relationship between countries.
- c) At the heart of today's most timely culture clashes and divides is a pervasive process of devaluing the less powerful or non-dominant group in contrast with the more powerful or dominant group.
- d) Sometimes we tend to ascribe particular features to people basing just on our faulty assumptions.
- e) Stereotypes exert a strong influence on forming our attitude to particular groups of people.
- f) Lack of tolerance and a number of prejudices can fill people with wrath and frustration when they face cultural differences.
- g) Companies may deem person's behaviour inappropriate if it doesn't correspond to their business ethics.

II. Match the words with the corresponding definitions. Points: 9

1. ethnocentrism <u>f</u>	a) to try to do something or achieve something <u>5</u>
2. conflate - <u>d</u>	b) to consider or deal with as a group <u>3</u>
3. lump - <u>b</u>	c) a very thin fibre <u>7</u>
4. off-putting - <u>g</u>	d) to combine two or more separate things <u>2</u>
5. pursue - <u>a</u>	e) an ability to understand what other people need, and be helpful and kind to them <u>6</u>
6. sensitivity - <u>e</u>	f) belief that an ethnic group is superior or inferior to other <u>1</u>
7. thread - <u>c</u>	g) slightly unpleasant or worrying so that you do not want to get involved in any way <u>4</u>
8. hostility - <u>i</u>	h) fear or dislike of foreigners and strangers <u>9</u>
9. xenophobia - <u>h</u>	i) anger, hatred, strong opposition <u>8</u>

III. Match the synonyms. Points: 7

1. cognitive - <u>b</u>	a) negative effect on society <u>5</u>
2. shortcut - <u>g</u>	b) mental <u>1</u>
3. repercussion - <u>d</u>	c) succumb to <u>7</u>
4. resent - <u>f</u>	d) consequence <u>3</u>
5. social cost - <u>a</u>	e) attenuate <u>6</u>
6. mitigate - <u>e</u>	f) object <u>4</u>
7. fall victim - <u>c</u>	g) label <u>2</u>

IV. Read the abstract and match the words in bold with the antonyms in the box. Points: 9

retain local wane refute posterity limited homogeneity tumble revive

More and more businesses are relying on a geographically diverse workforce to **flourish** in today's global economy. They assemble and manage a global team that combines the greatest global functional experience with in-depth, local knowledge of the most promising markets. Consequently, they benefit from international **diversity** by bringing together people from many cultures with a wide range of work experiences and viewpoints on strategic and organisational issues. All of this helps **cosmopolitan** professionals compete in today's global economic market.

However, when team members come from various nations and functional backgrounds and operate in separate places, communication can quickly **degrade**, misunderstandings can arise, and collaboration may quickly **devolve** into distrust. Remote employees and counterparts from various backgrounds have only **surged** in recent years since the pandemic began.

This **implies** that managers need to manage a global team and be in charge of leading teams of people with a variety of professional as well as cultural **descent**, locations, and work ethics. Managing a global workforce effectively needs exceptional leadership and communication abilities, as well as a **keen** understanding of cultural differences.

V. Complete the table providing the missing word forms. Points: 12

Verb	Noun	Adjective
to alienate	alienation	alienating
to discriminate against	discrimination	discriminatory
to generalise	generalisation	generalising
to judge	judgment	judgmental
to tolerate	tolerance	tolerant
to perceive	perception	perceptive

VI. Choose the correct option to answer the questions. Points: 7

1. Which one of the following is an action that equal employment opportunity legislation was enacted to address?	a) prejudice b) discrimination c) stereotyping
2. Which one of the following is an action of making a common statement to encompass all individuals who belong to a particular category?	a) diversity b) hostility c) generalisation

3. What is a person called who can deal with something unpleasant or annoying?	a) alienated b) ethnocentric c) tolerant
4. What is a person called who is insightful, intelligent, and able to see what others cannot	a) perceptive b) biased c) judgmental
5. What is it called when you want to remove or take away something?	a) eliminate b) attribute c) perceive
6. How can it be defined when the Ancient Greek anticipated foreigners as "barbarians"?	a) superiority b) xenophobia c) racism
7. Which one of the following is an action of saying that someone or something is not good or important?	a) elimination b) denigration c) judgement

VII. Make derivatives of the words in bold so that they fit the abstract. Points: 7

Global Business has been conducted 1) increasing (**to increase**) over the Internet, where communication is cheapest. Even a virtual face-to-face 2) meeting (**to meet**) is possible with the Internet today, where privacy and security cost only a little bit more — much less than actual air travel and hotel room rentals. For this reason, business communication that can 3) be conducted (**to conduct**) office to office — worldwide — can still continue by 4) using (**to use**) the Internet tools and apps, as well as old-fashioned e-mail.

People in business are 5) continuing (**to continue**) communicating. Deals must be made. Trades must 6) trade (**to trade**). Contracts must be negotiated, written, signed and witnessed. Requirement documents must be written and read. Design documents must 7) be composed (**to compose**) and approved.

VIII. Complete the gaps with the appropriate options (a-d) from the box. Points: 7

In cross-cultural negotiations, above and beyond the issues of personal negotiation styles and techniques, one must 1) consider the impact of cultural difference. This 2) impact will often be tied to communication issues, increasing the possibilities of misunderstanding. Things that are said, 3) left unsaid, or unclearly said can all create an extra layer of difficulty on top of the 4) substantive issues to be discussed. In cross-cultural negotiations, we also often bring a certain amount of baggage to the table 5) based on our personal and group history, with all of the stereotypes and 6) assumptions that may 7) go along with that history.

1. a) describe	b) create	c) consider	d) confirm
2. a) impact	b) issue	c) chance	d) concept
3. a) leave	b) left	c) leaving	d) be left

4. a) substance	<input checked="" type="radio"/> b) substantive	c) substantially	d) sustainable
5. a) based	b) basis	<input checked="" type="radio"/> c) based on	d) base
6. <input checked="" type="radio"/> a) assumptions	b) assume	c) assumed	d) assuming
7. a) go on	b) go ahead	c) go through	<input checked="" type="radio"/> d) go along with

IX. Translate the abstract “Culture” into Belarusian/Russian in a written form. Use a dictionary, if needed. Points: 15

Culture

Culture consists of explicit and implicit patterns of historically-derived and selected ideas and their embodiment in institutions, practices, and artifacts; cultural patterns may be considered as products of action and as conditioning elements of further action. This definition conceptualises culture as a system or a cycle. In this cycle, sociocultural patterns shape or guide people’s actions, while people’s actions, in turn, can either reinforce and reflect or contest and change these sociocultural patterns. To visually and conceptually represent the dynamic processes through which the cultural and the psychological interact and mutually constitute one another, we use a tool that we call the “culture cycle”. This schematic depicts culture as a system of four, dynamically interacting and interdependent layers. Here, culture is made up of the ideas, institutions, and interactions that guide and reflect individuals’ thoughts, feelings, and actions. Analytically, the culture cycle starts from either the left-hand or the right-hand side. From the left, the ideas, institutions, and interactions of an individual’s mix of cultures shape the self, so that a person thinks, feels, and acts in ways that reflect and perpetuate these cultures. From the right, individuals participate in and create cultures to which other people, both in the present and throughout time, adapt.

X. Render the article devoted to the barriers in cross-cultural communication in a written form. Points: 20.

What Is the Biggest Barrier to Cross-Cultural Communication?

Published on August 23, 2022 on Country Navigator

It’s often said that the biggest barrier to successful cross-cultural communication is cultural differences. But what makes up these differences, and how can we overcome them?

Cross-cultural communication is the process of sharing information between people from different cultures. It is important to remember that each culture has its own set of values, beliefs, and norms, which can impact the way information is interpreted. When communicating with someone from another culture, it is essential to be aware of these differences and to adjust your communication style accordingly.



More than just simply sharing information, cross-cultural communication is a process of understanding and relating to people from other cultures. It involves considering the cultural differences that exist between people and using that information to create meaningful interactions.

There are several ways to transmit a message, including verbal communication, nonverbal communication and written communication. Verbal communication is the most common form of communication and includes face-to-face conversation, telephone calls, video conferencing, and speeches. Nonverbal communication includes body language, facial expressions, and tone of voice. Written communication includes email, letters, and text messages.

Communication barriers can occur at any stage of the process. The sender may encode the wrong message, the receiver may decode the message incorrectly, or there may be interference during transmission. Barriers can also occur if there is a lack of commonality between the sender and receiver, such as when they speak different languages or have different cultural backgrounds.

Cross-cultural communication has various implications at the workplace. It has become increasingly important in our globalised society, as businesses strive to create a more diverse and inclusive workforce. However, many challenges come with effectively communicating across cultures. Some of the most common ones at the workplace are differences in communications styles, attitudes toward conflict, approaches to completing tasks, decision-making styles, attitudes toward disclosure, approaches to knowledge.

One of the biggest barriers to cross-cultural communication is the tendency for people to filter their thoughts and experiences through the lens of their own culture. Sometimes our preconceived notions about what culture is 'right' or 'better' can be the obstacle that prevents us from achieving good cross-cultural communication. This can lead to misunderstandings and miscommunication. For example, in some cultures, it is considered rude to make direct eye contact with someone who is speaking to you, while in others, it is considered a sign of respect. As a result, it is important to be aware of the potential for cultural filters to impact communication.

To overcome these barriers, we need to be open-minded and willing to learn as much as possible about the cultures of the people you will be working with and develop cross-cultural communication skills. By learning about other cultures and developing empathy, we can build bridges instead of walls. Only then can we hope to truly understand one another.

(<https://www.countrynavigator.com/blog/what-is-the-biggest-barrier-to-cross-cultural-communication/>)

IX. Перевод на русский язык.

Культура.

Культура состоит из явных и неявных шаблонов исторически сложившихся и отобранных идей и их воплощений в институтах, практиках и артефактах; культурные шаблоны могут рассматриваться как продукты действий и как обуславливающие элементы дальнейших действий. Это определение описывает культуру как систему или цикл. В этом цикле социокультурные шаблоны формируют или направляют действия людей, в то время как действия людей, в свою очередь, могут либо укреплять и охранять, либо опаривать и изменять эти социокультурные шаблоны. Для визуального и концептуального представления динамических процессов, в рамках которых культурное и психологическое взаимодействуют и взаимно составляют друг друга, мы используем инструмент, который называем "культурный цикл". Эта схема изображает культуру как систему из четырех динамически взаимодействующих и взаимозависимых слоев. Здесь культура состоит из идей, институтов и взаимодействий, которые направляют и охраняют мысли, чувства и действия индивидов. Аналитически, культурный цикл начинается либо с левой, либо с правой стороны. Слева — идеи, институты и взаимодействия, связанные с сочетанием культур индивида, формируют его "я", так что человек думает, чувствует и действует способами, которые охраняют и укрепляют эти культуры. Справа индивиды чувствуют и создают культуры, к которым другие люди, как в настоящем, так и на протяжении времени, приспосабливаются.

X. Article rendering

The headline of the article I've read is „What Is the Biggest Barrier to Cross-Cultural Communication?“ It was published on Country Navigator.

The article discusses significant problems in cross-cultural communication, emphasizes that cultural differences form the main barrier. It explores the impact of these differences on communication processes and provides an idea of how to mitigate these obstacles.

At the beginning of the text, the author discusses the fundamental issue of intercultural communication and its importance in global interactions. The author touches upon the definition of intercultural communication, emphasizing the influence of cultural differences on the interpretation of information and the essence of understanding people from different cultures and establishing relationships with them. The article examines in detail various forms of communication - verbal, non-verbal and written - highlighting potential barriers that may arise at different stages of the communication process. In addition, it examines the consequences of cross-cultural communication in the workplace, highlights issues such as differences in communication styles, conflict relationships and approaches to decision-making. The article emphasizes the barrier of filtering communication through the prism of one's own culture and its potential to cause misunderstanding. Finally, it suggests methods to overcome these barriers, emphasizes the importance of open-mindedness, cultural studies, the development of empathy and the acquisition of cross-cultural communication skills.

I find this article informative and extremely important for understanding the complexities of cross-cultural communication. The issues under consideration are of great importance, especially in today's interconnected and diverse world. The article perfectly describes the key barriers to effective cross-cultural communication, giving an idea of how cultural differences affect the exchange of information. This effectively

highlights the importance of being aware of one's cultural biases and the need to develop empathy and understanding of other cultures to facilitate successful communication. Proposals to overcome these barriers are practical and necessary to promote harmonious cross-cultural relations. In general, the text contains valuable information about problems and solutions for effective cross-cultural communication.