

quiz

read the material and finish the quiz.

任务点已完成

Chapter 1

Culture, Communication, Intercultural Communication

文化、交际及跨文化交际

In international business, as in most other areas of life, the best idea in the world can fail if it's not communicated effectively.

文化是同一人群一代又一代共享、获得和传承的信仰、习俗、价值、行为、制度以及思维模式的总和。人类的任何一种活动，从日常生活到社会活动，无不体现某种文化。中国人在除夕之夜包饺子，美国人在感恩节制做南瓜派；中国人用筷子进食，美国人用刀叉用餐；中国人穿着唐装旗袍参加盛典，美国人穿着西装礼服出席宴会；日本人初次见面鞠躬行礼，美国人初次见面握手致意。日本人在商务谈判之初寒暄客套，美国人在正式谈判前习惯于讲述一个幽默故事。德国人丁是丁，卯是卯地执行方案；企业家从事经营管理，科学家进行科学研究或技术发明，文学家、艺术家从事创作，思想家进行思考……人总是生活在文化中，文化现象在人的世界中无处不在。

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任务点已完成

matching 已完成

1 【连线题】

Match the terms with their definitions.

第一组数据

- 1、
- The belief that your own cultural background, including ways of analyzing problems, values, beliefs, language, and verbal and nonverbal communication, is superior.
- 2、
- The total accumulation of beliefs, customs, values, behaviors, institutions and communication patterns that are shared, learned and passed down through the generations in an identifiable group of people.
- 3、
- A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior, or the exchange of thoughts,1 messages, or information, as by speech, signals, writing, or behavior.

- 4、
- The communication is within business and administration, aiming at a common objective and profits for both the individuals and organizations.

- 5、
- The communication between people from different cultures when a member of one culture produces a message for consumption by a member of another culture.

- 6、
- The communication at the same level in an organization.

第二组数据

- A、 culture
- B、 communication
- C、 ethnocentrism
- D、 horizontal communication
- E、 intercultural communication
- F、 business communication

我的答案

- 1、----- C
- 2、----- A
- 3、----- B
- 4、----- F
- 5、----- E
- 6、----- D

任务点已完成

true or false 已完成

1 【判断题】

When culture is contrasted with nature, it can be defined as “life way of a population” in its broad sense, meaning what characterizes the particular way of life of a population.

我的答案： X

2 【判断题】

Culture is all men's medium; there is no aspect of human life that is not touched and altered by culture.

我的答案： ✓

3 【判断题】

The culture shown in an onion consists of two levels: a level of norms and values, or an invisible level, and a visible level of resultant behavior or artifacts of some form.

我的答案： X

4 【判断题】

The terms of intercultural communication and international communication can be used interchangeably.

我的答案： ✓

5 【判断题】

With the integration of language into the fabric of culture, confusion and dysfunction would reign and the culture would fail.

我的答案： X

6 【判断题】

Culture cannot be known without a study of communication, and communication can only be understood with an understanding of the culture it supports.

我的答案： ✓

7 【判断题】

Stereotypes, like culture itself, are learned in a variety of ways. They are the products of limited, lazy, and misguided perceptions.

我的答案： ✓

8 【判断题】

In the global village, neighbors communicate free of troubles and difficulties.

我的答案： X

上一章

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第1章 culture, communication, intercultural communication	1
1.1 skill learning	✓
1.2 quiz	✓
1.3 further exercise	✓
第2章 communication between cultures	2
2.1 skill learning	✓
第3章 communication between cultures	3
3.1 skill learning	✓
3.2 quiz	✓
3.3 writing task	✓
第4章 contrasting culture values	4
4.1 skill learning	✓
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第5章 culture shock in international communication	5
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read the material and finish the quiz.

任务点已完成

Chapter 3

Communication Between Cultures: Nonverbal Communication

跨文化交际之非言语交际

When you speak, you communicate; when you don't speak, you still communicate. Speaking is just one mode of communication, and there are many other ways.

非言语交际是对非语言手段的具体运用，是指人们运用非语言手段相互沟通思想感情的活动，是一种非言语行为的过程。非言语行为一般分为三类，其一为动态无声的，如面部表情、眼神、手势和身体行为（触摸、拥抱等动作）等。据统计，人的面部表情有 25 万种之多；仅求职人员的面部表情便可以传达 55% 的信息。其二为静止无声的，如站、坐、蹲、倚靠等姿势、体距、呼吸、气味、体魄、装束、眼镜、发型等；其三为有声的，如音调和节奏的变化。人际交流之中许许多多的意思及思想都是由非言语行为传递的。例如，任何一种特定文化都有其认可的交流距离。电话交谈、信件交流、网络交流、电视交流等，其非言语距离感，更值得

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任务点已完成

quiz 3 已完成

1 【判断题】

Nonverbal codes play an important part in communication or intercultural communication. But it is not as important as verbal codes.

我的答案: ✕



2 【判断题】

Nonverbal behavior is significant because it spontaneously reflects the subconsciousness.

我的答案: ✓



3 【判断题】

As many movements are carried out at a subconscious or at least low awareness level, kinesic movements carry a significant risk of being misinterpreted in an intercultural communication situation.

我的答案: ✓



4 【判断题】

We put the index finger and mid-finger apart with palm against the receiver to mean “OK,” which was first used by Winston Churchill.

我的答案: ✕



5 【判断题】

Postures send same messages to all people, e.g. when you stand in an upright position, you impress others as being energetic.

我的答案: ✕



6 【判断题】

A simple eye gesture might be interpreted in a diversity of meanings across cultures.

我的答案: ✓



7 【判断题】

The British, like Americans, believe that looking someone directly in the eye is a mark of rudeness until a more intimate relationship is established.

我的答案: ✕



8 【判断题】

Eyes looking sideways can show one's coldness and superciliousness. It is impolite to move your head side to side while you are communicating with people, e.g. in India or Pakistan.

我的答案: ✕



9 【判断题】

Personal territory can be large or small, which is much related to certain elements such as place, sex, age and character.

我的答案: ✓



10 【判断题】

How closely people position themselves to one another during a discussion or talk cannot communicate what type of relationship exists between them.

我的答案: ✕



11 【连线题】

Match the terms with their definitions.

第一组数据

- 1、 The study of peoples perception and use of space.
- 2、 The process by which nonverbal behaviors are used, either singly or in combination with verbal behaviors, in the exchange and interpretation of messages in a given situation or context.
- 3、 The nonverbal behavior related to the movement of the body or part of the body.
- 4、 It means that nonverbal behavior can support, but could not replace the verbal message in communication.
- 5、 It refers to the space that people have for their own activities.

第二组数据

- A、 nonverbal communication
- B、 kinesics
- C、 complementing
- D、 proxemics
- E、 personal territory

我的答案

- 1.----- D
- 2.----- A
- 3.----- B
- 4.----- C
- 5.----- E

第1章 culture, communication, intercultural communication	
1.1 skill learning	✓
1.2 quiz	✓
1.3 further exercise	✓
第2章 communication between cultures	
2.1 skill learning	✓
第3章 communication between cultures	
3.1 skill learning	✓
3.2 quiz	✓
3.3 writing task	✓
第4章 contrasting culture values	
4.1 skill learning	✓
4.2 quiz	✓
4.3 further exercise	✓
第5章 culture shock in international communication	
5.1 skill learning	✓
5.2 quiz	✓
5.3 further exercise	✓
第6章 business etiquette and social culture	
6.1 skill learning	✓
6.2 quiz	✓
6.3 further exercise	✓
第7章 business negotiation across cultures	

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1.2 quiz	✓
1.3 further exercise	✓
第2章 communication between cultures	
2.1 skill learning	✓
第3章 communication between cultures	
3.1 skill learning	✓
3.2 quiz	✓
3.3 writing task	✓
第4章 contrasting culture values	
4.1 skill learning	✓
4.2 quiz	✓
4.3 further exercise	✓
第5章 culture shock in international communication	
5.1 skill learning	✓
5.2 quiz	✓
5.3 further exercise	✓
第6章 business etiquette and social communication	
6.1 skill learning	✓
6.2 quiz	✓
6.3 further exercise	✓
第7章 business negotiation across cultures	

quiz

read the material and finish the quiz.

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Chapter 4

Contrasting Cultural Values

文化价值观比较

To be successful in international business and to be good citizens of the international community, we should learn to honor and respect our own cultures and also to develop an appreciation, tolerance, and respect for other cultures.

价值观是文化中最深层的部分，它支配着人们的信念、态度和行为。中国是有着深厚文化传统的国家，中国人受传统思想的影响非常深。中国古代的管理思想家们认为，人固然有生物属性，要谋取利益，但也有社会属性，有时也会“舍生取义”，因此人们的行为应符合集体要求。而在西方文化中却完全不同。比如，西方人富有冒险和创新精神，以利润最大化为终极价值目标，尊重个人，奉行能力主义。这些都与中国文化有着巨大差异。中西文化是两种不同的文化体系，在个人和群体的关系方面，中国思想家偏重于群体秩序中的个人，讲“人伦”；西方思想家偏重于个人组

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任务点已完成

quiz 4 已完成

1 【判断题】

Where power distance is large, the society believes that there should be a well-defined order of inequality in which everyone has a rightful place.

我的答案：✓

2 【判断题】

Large power distance countries such as the United States, Austria, Finland, and Denmark hold that inequality in society should be minimized.

我的答案：✗

3 【判断题】

Where individualism is high, the society emphasizes the role of the group.

我的答案：✗

4 【判断题】

Individualists prefer self-sufficiency while collectivists give more recognition to their interdependent roles and obligations to the group.

我的答案：✓

5 【判断题】

Asian, Latin American, and West African nations are societies high in individualism but low in collectivism.

我的答案：✗

6 【判断题】

In high masculinity societies, sex roles are clearly differentiated and men are dominant.

我的答案：✓

7 【判断题】

In high masculinity societies, people tend to believe that matters of material comfort, social privilege, etc. are related to ability.

我的答案：✓

8 【判断题】

In feminine societies, men and women are considered socially unequal.

我的答案：✗

9 【判断题】

Where uncertainty avoidance is low, the society is comfortable with uncertainty and is open to the unknown.

我的答案：✓

10 【判断题】

Where uncertainty avoidance is high, the society is concerned with certainty and security.

我的答案：✓

11 【连线题】

I. Matching the terms with their definitions.

- 第一组数据
- 1、

A learned organization of rules for making choices and for resolving conflicts.
- 2、

The degree to which power differences are expected and accepted by society.
- 3、

The degree to which individual decision-making and action is accepted and encouraged by the society.
- 4、

The degree to which traditional male values are important to a society.
- 5、

The degree to which the society is willing to accept and deal with ambiguity and uncertainty.

- 第二组数据
- A、

power distance
- B、

values
- C、

uncertainty avoidance
- D、

masculinity
- E、

individualism

我的答案

- 1.-----

B

⌵
- 2.-----

A

⌵
- 3.-----

E

⌵
- 4.-----

D

⌵
- 5.-----

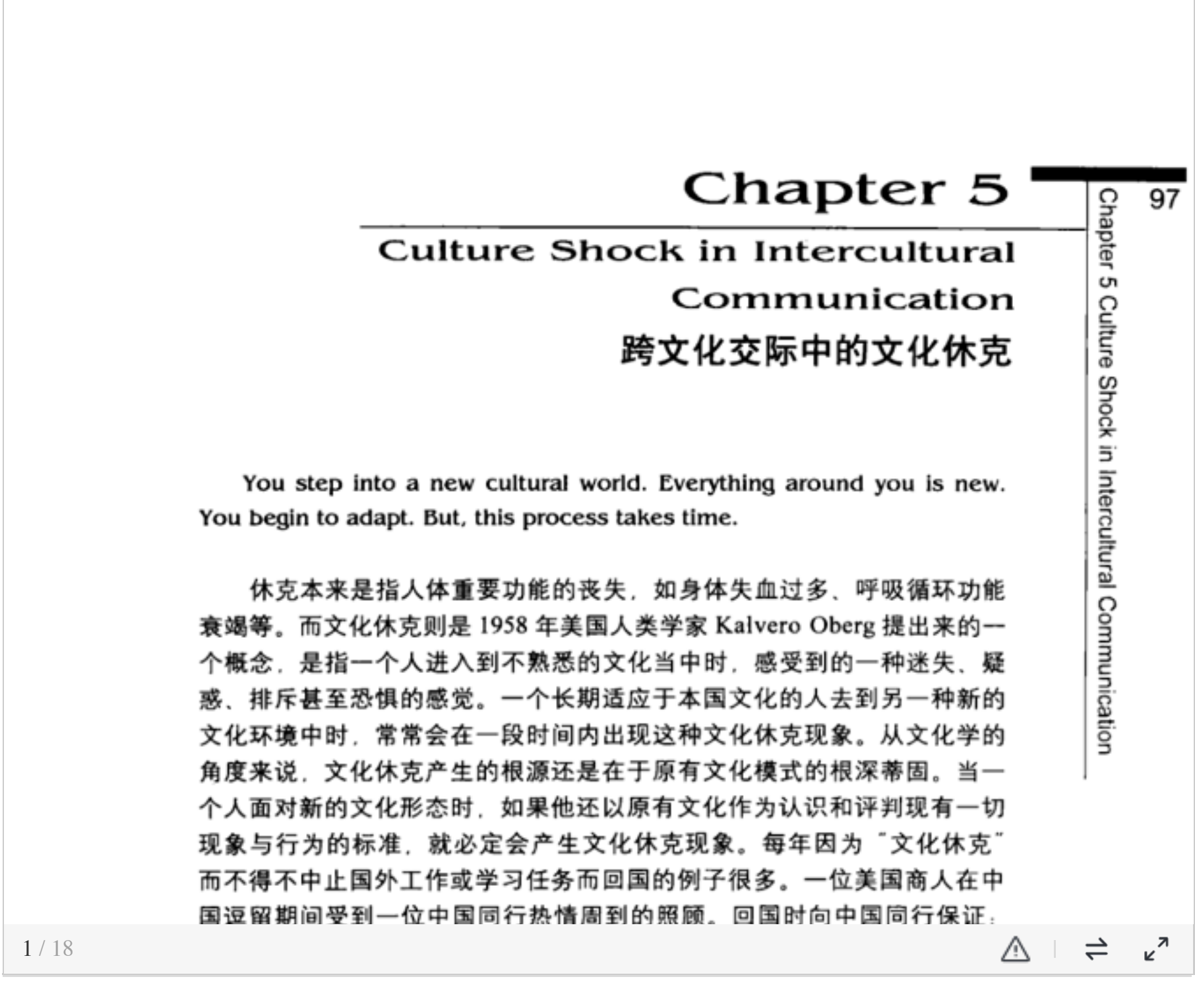
C

⌵

上一章

下一章

read the material related to the culture shock and finish the quiz.



quiz

任务点已完成

quiz 5 已完成

1 【判断题】

People of different cultural backgrounds usually behave and respond in different ways in the same context.

我的答案: ✓



2 【判断题】

The term, culture shock, was introduced to describe the anxiety produced when a person moves to a completely new environment, especially when a person arrives in a new country where he is confronted with a new cultural environment.

我的答案: ✓



3 【判断题】

For some multinational firms, they can alleviate culture shock by selecting employees for overseas assignments who possess certain personal and professional qualifications.

我的答案: ✓



4 【判断题】

The easier it is to adjust to a new culture, the easier it is to readjust to home culture.

我的答案: ✕



5 【判断题】

In high-context culture, that of North America, for example, a large portion of the message is left unspecified and accessed through the context.

我的答案: ✕



6 【判断题】

In low context cultures, people judge what someone is talking about not only by what he is saying but also by the context in which the message occurs.

我的答案: ✓



7 【判断题】

In high-context communication the listener is already “contexted” and so does not need to be given much background information.

我的答案: ✓



8 【判断题】

The French culture is a high-context culture; American culture is a low-context one.

我的答案: ✓



9 【连线题】

Matching the terms with their definitions.

第一组数据

- 1、 This term expresses the lack of direction, the feeling of not knowing what to do or how to do things in a new environment, and not knowing what is appropriate or inappropriate.
- 2、 A stage of culture shock, in which the new arrivals may feel euphoric and be pleased by all of the new things encountered.
- 3、 A stage of culture shock characterized by gaining some understanding of the new culture.
- 4、 It refers to the “shock”one experiences upon returning to one's home culture after growing used to a new one.
- 5、 A coping mechanism against culture shock in which we pretend that everything is acceptable and nothing bothers us.
- 6、 A coping mechanism against culture shock in which we think we don't need anybody, and we are coping fine alone.
- 7、 It refers to groups of cultures that value individual orientation and overt communication codes and maintains a heterogeneous normative structure with low cultural demand characteristics.

- 8、 It refers to groups of cultures that value group identity orientation and covert communication codes and maintains a homogeneous normative structure with high cultural demand characteristics.

第二组数据

- A、 culture shock
- B、 reverse culture shock
- C、 recovery stage
- D、 low-context culture
- E、 repression
- F、 honeymoon stage
- G、 rejection
- H、 high-context culture

我的答案

- 1.----- A
- 2.----- F
- 3.----- C
- 4.----- B
- 5.----- E
- 6.----- G
- 7.----- D
- 8.----- H

3.2 quiz	✓
3.3 writing task	✓
第4章 contrasting culture values	
4.1 skill learning	✓
4.2 quiz	✓
4.3 further exercise	✓
第5章 culture shock in international c-	
5.1 skill learning	✓
5.2 quiz	✓
5.3 further exercise	✓
第6章 business etiquette and social cu-	
6.1 skill learning	✓
6.2 quiz	✓
6.3 further exercise	✓
第7章 business negotiation across cult-	
7.1 skill learning	✓
7.2 quiz	✓
7.3 further exercise	✓
第8章 intercultural management	
8.1 skill learning	✓
8.2 quiz	✓
8.3 further exercise	✓

read the material related to the business etiquette and finish the quiz.

Chapter 6

Business Etiquette and Social Customs

商务礼仪及社会习俗

Chapter 6 Business Etiquette and Social Customs

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You might be a bore if you talk about your own interest at great length while your listeners do not have the least taste for it.

商务礼仪指的是商务交往活动中的举止和行为。主要包括：见面介绍、握手问候、交换名片、商务活动着装及餐桌礼仪等。良好的礼仪是商务活动中必不可少的素质，也是商务活动取得成功的基本保证。在国际商务活动中，应该学习和运用必要的现代国际商务礼仪，以便在业务往来中树立良好的形象。在纷杂的环境下更好地处理公共关系，提高自身的竞争力，达到更好的合作洽谈效果。建立双方相互尊重、信任、宽容、友善的良好合作关系。以商业聚餐为例，在所有国家的文化中，商务人士都会和客户、合作伙伴一起吃饭，但对其重视程度却不尽相同。对中国人而言，商务用餐是他们在生意场上极其重要的一部分。为了建立和维护商业关系，定期进行商务聚餐是一件相当重要的事情。在用餐过程中，虽然也会

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quiz

任务点已完成

chapter 6 已完成

1 【判断题】

Nonverbal greetings include shaking hands, kissing, bowing and making introductions.

我的答案: ✕



2 【判断题】

Shaking hands at different time will leave different impressions upon the person you are addressing.

我的答案: ✓



3 【判断题】

In Europe and North America, business cards are far less formalized and are used merely to keep track of who's who during a hectic meeting schedule.

我的答案: ✓



4 【判断题】

Clothes make the man or the woman and the reality is that how you look goes a long way toward leaving a great first impression.

我的答案: ✕



5 【判断题】

It is rude to season without tasting and this may actually reflect negatively on your character by implying that you are prone to making hasty decisions before checking out the facts.

我的答案: ✓



6 【判断题】

In Europe, people hold the fork in the left hand and the knife in the right hand throughout a meal.

我的答案: ✓



7 【判断题】

The goal at a cocktail party is to meet as many people as possible. Everyone expects to get into deep discussions.

我的答案: ✕



8 【判断题】

In the United States, a businessman who is invited for dinner to the private home of a business contact is expected to write a thank-you note shortly after the event.

我的答案: ✓



9 【判断题】

Some businesspersons maintain that American humor is helpful to export and appreciate.

我的答案: ✕



10 【判断题】

Taboos often are rooted in the beliefs of the people of a specific region or culture and are passed down from generation to generation.

我的答案: ✓



11 【连线题】

Matching the terms with their definitions.

第一组数据

- 1、 It refers to manners and behavior considered acceptable in social and business situations.
- 2、 The formal presentation of one person to another, in which people get to know each other and establish relationships with each other.
- 3、 They are behaviors generally expected in specific situations and are established, socially acceptable ways of behaving in given circumstances.
- 4、 Beliefs that are inconsistent with the known laws of science or what society considers to be true and rational.
- 5、 Practices or verbal expressions considered by a society or culture as improper or unacceptable.

第二组数据

- A、 introduction
- B、 etiquette
- C、 superstitions
- D、 customs
- E、 taboos

我的答案

- 1.----- B
- 2.----- A
- 3.----- D
- 4.----- C
- 5.----- E

3.2 quiz	✓
3.3 writing task	✓
第4章 contrasting culture values	
4.1 skill learning	✓
4.2 quiz	✓
4.3 further exercise	✓
第5章 culture shock in international c-	
5.1 skill learning	✓
5.2 quiz	✓
5.3 further exercise	✓
第6章 business etiquette and social cu-	
6.1 skill learning	✓
6.2 quiz	✓
6.3 further exercise	✓
第7章 business negotiation across cult-	
7.1 skill learning	✓
7.2 quiz	✓
7.3 further exercise	✓
第8章 intercultural management	
8.1 skill learning	✓
8.2 quiz	✓
8.3 further exercise	✓

quiz

task 1: watch the video and fill in the blanks. (此视频可随时拖拽)

● 任务点已完成



quiz 1

● 任务点已完成

negotiating prices 已完成

1 【填空题】

Negotiating Prices

- Watch the video and fill in the blanks with the information.You can get from the video.Write your answers on a piece of paper and then transfer them to the quiz session.

我的答案:

第一空: in the position to

第二空: the authority

第三空: product lines

第四空: discounts

第五空: big boss

第六空: what's on the table

第七空: numbers

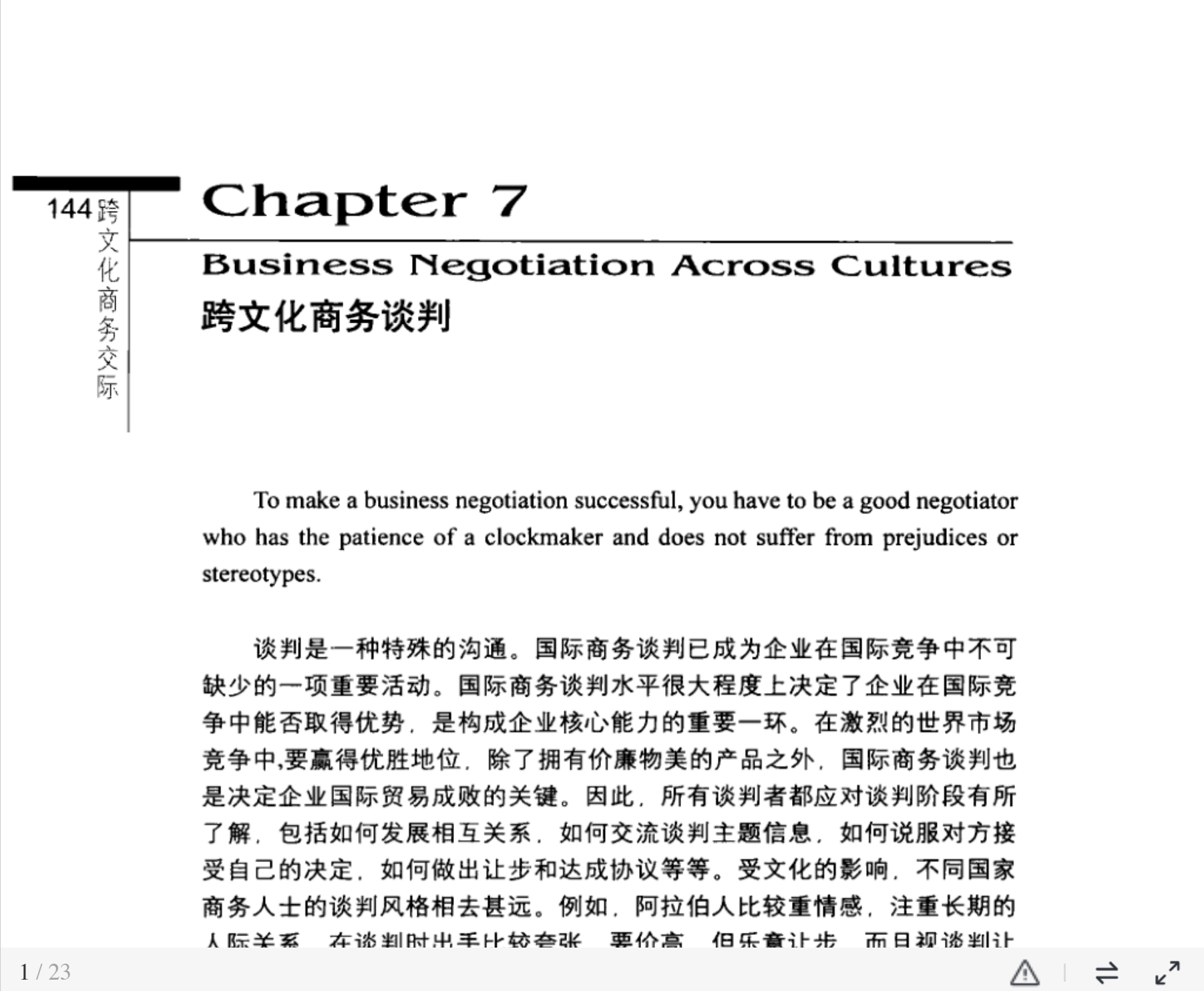
第八空: ten thousand

第九空: a guarantee of delivery

第十空: make a very large sale

task 2: read the material related to the business negotiation and finish the

quiz.



quiz 2

● 任务点已完成

quiz about business negotiation 已完成

1 【判断题】

Cultures that use communication to encourage harmony, preserve face, and develop long-term relationships are not satisfactory with direct and explicit talk.

我的答案: ✓

2 【判断题】

Cultural differences can generate positive impacts on negotiation as people can learn from each other.

我的答案: ✕

3 【判断题】

American negotiators tend to be competitive in their approach to negotiation, beginning with an realistic offer.

我的答案: ✕

4 【判断题】

German businessmen have serious principles about interpersonal relationship and they focus on personal credit.

我的答案: ✓

5 【判断题】

People of India approve of displays of emotions, and negotiators must use patience and allow the Indians to take the lead in negotiations.

我的答案: ✕

6 【判断题】

Japanese negotiators tend to put more emphasis on the literal meanings of words used in negotiation and less emphasis on the relationships established before negotiating begins.

我的答案: ✕

7 【判断题】

The best aim is the ideal aim that will benefit you best and help you achieve all desired results planned at the beginning of the negotiation.

我的答案: ✓

8 【判断题】

It is not advisable to make a high offer at the beginning of negotiation.

我的答案: ✕

9 【判断题】

Control of the schedule often leads to control of the negotiating agenda.

我的答案: ✓

10 【判断题】

In Asian cultures, signed agreements are far less important than keeping the interdependent, interwoven organizations involved in a good relationship.

我的答案: ✓

11 【连线题】

Matching the terms with their definitions.

第一组数据

- A discussion between two or more disputants who are trying to work out solution to their problem.
- People who see deal-making as a collaborative and problem-solving process.
- People who see deal-making as confrontational.
- It concerns the approach a negotiator uses to interact with counterparts at the table.
- An aim in negotiation, though providing you with lower interests than the best aim, is fairer for both parties.

第二组数据

- win/lose negotiators
- negotiation
- satisfactory aim
- win/win negotiators
- personal style
- international business negotiation

我的答案

1..... B

2..... D

3..... A

4..... E

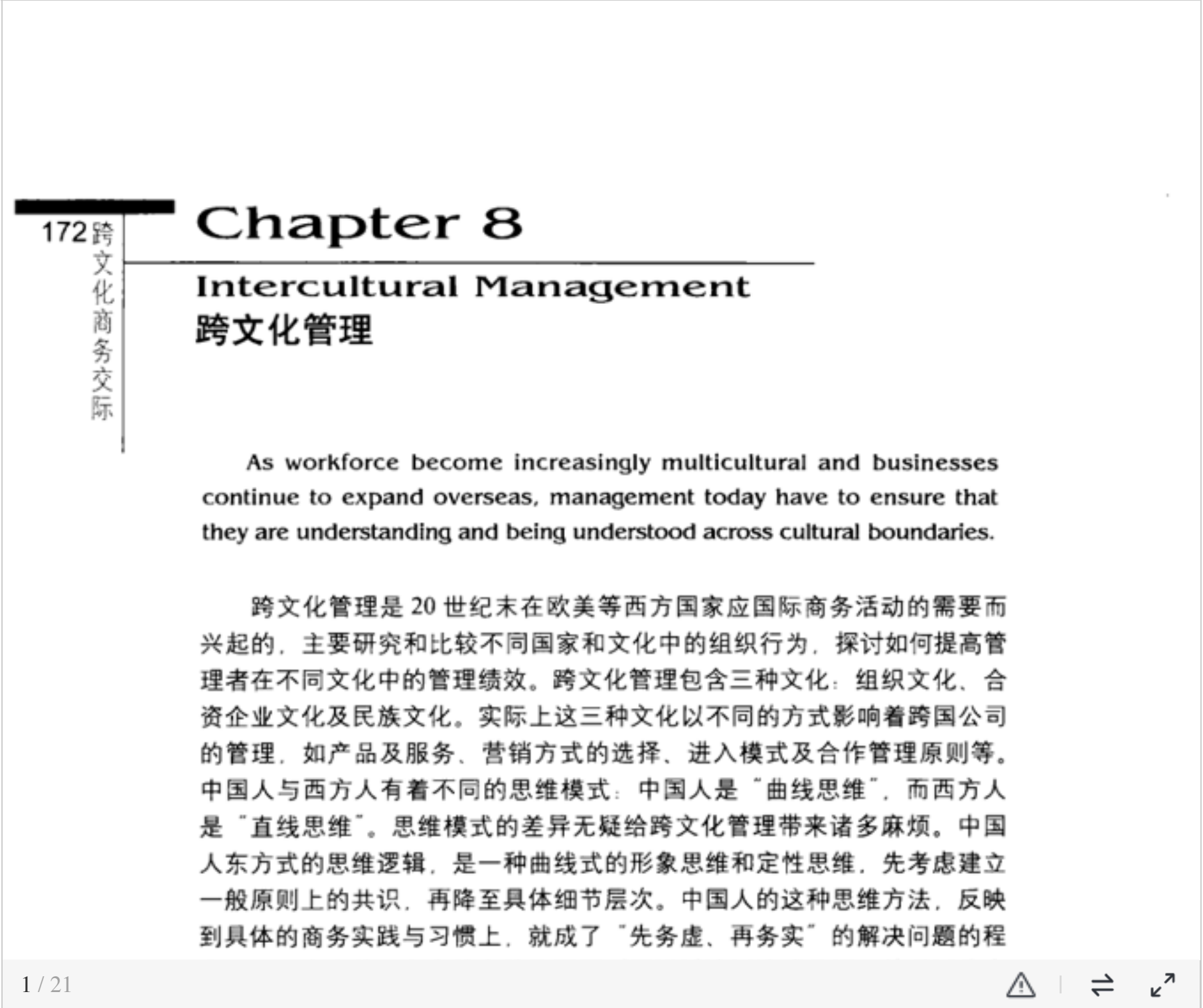
5..... C

上一章

下一章

3.2 quiz	✓
3.3 writing task	✓
第4章 contrasting culture values	
4.1 skill learning	✓
4.2 quiz	✓
4.3 further exercise	✓
第5章 culture shock in international c-	
5.1 skill learning	✓
5.2 quiz	✓
5.3 further exercise	✓
第6章 business etiquette and social cu-	
6.1 skill learning	✓
6.2 quiz	✓
6.3 further exercise	✓
第7章 business negotiation across cult-	
7.1 skill learning	✓
7.2 quiz	✓
7.3 further exercise	✓
第8章 intercultural management	
8.1 skill learning	✓
8.2 quiz	✓
8.3 further exercise	✓

read the material related to the business etiquette and finish the quiz.



quiz

任务点已完成

quiz 8 已完成

1 【判断题】

In baseball team culture, the most important thing for employees is to fit into the group.

我的答案：×



2 【判断题】

Culture serves to create a general consensus on fundamental issues and facilitates decision-making during crises.

我的答案：√



3 【判断题】

Though culture can eliminate the need to make new decisions for every case, it cannot substitute for structural and human resources management.

我的答案：×



4 【判断题】

Culture offers ways of identifying with the organization and creates a “you-feeling.”

我的答案：√



5 【判断题】

The different levels of culture, that is, individual, organizational or national, do not exist in isolation. They are always linked together.

我的答案：√



6 【判断题】

The effective management principle and method for a local corporation might not achieve expected result if employees come from different countries in international corporation.

我的答案：√



7 【判断题】

A company's culture is influenced by all members of the organization.

我的答案：×



8 【判断题】

Marketing has to be adapted to the local cultures.

我的答案：×



9 【连线题】

Matching the terms with their definitions.

第一组数据

- 1、 A working knowledge of the cultural variables affecting management decisions.
- 2、 The culture of an organization which provides a stable environment where employees can develop and exercise their skills.
- 3、 The look, the feel, the atmosphere of an organization and people within it.
- 4、 The cooperation among employees and employers.
- 5、 The strategic process of marketing among consumers whose culture differs from that of the marketer's own culture at least in one of the fundamental cultural aspects, such as language, religion, social norms and values, education, and the living style.

第二组数据

- A、 intercultural marketing
- B、 academy culture
- C、 cultural savvy
- D、 corporate culture
- E、 teamwork

我的答案

- 1.----- C
- 2.----- B
- 3.----- D
- 4.----- E
- 5.----- A

目录	笔记
3.2 quiz	✓
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8.3 further exercise	✓