



DE KIEM TRA MON GIAO THOA VAN HOA 1

kế toán (Trường Cao Đẳng Kinh tế Công nghiệp Hà Nội)

Họ và tên sinh viên: _____ Lớp: _____

Ghi chú:

BÀI LÀM

1. What is cross - culture communication? (2 points)

Cross-cultural communication: communication (verbal and nonverbal) between people from different cultural; communication that is influenced by cultural values, attitudes and behavior; the influence of culture on people's reactions and responses to each other.

The act of communication consists of several interpersonal and intrapersonal skills, which include: speaking, listening, observing, questioning, processing, analyzing and evaluating. The recipient of a message should be able to identify the sender's intent, decipher the context, decode the information and figure out how to act on it. These skills are significant for forming relationships, creating a sense of community as well as achieving success in the workplace. The ability to communicate effectively (superiors, colleagues, and staff) is one of the most important things, in all industries.

Cross-cultural communication in the workplace plays an important part in organizational development on the whole.

2. There is a number of definitions of culture. What do you think is the most adequate definition? Why do you think so? (3 points)

From my perspective, culture is a way of thinking and living whereby one picks up a set of attitudes, values, norms, and beliefs that are taught and reinforced by other members of the group. A culture consists of unwritten and written principles and customs that guide how an individual interacts with the outside world. For example, in most of Asian countries, when we were kids, we are taught to respect, obey parents, elder members, and love other sibling in our family. When we go to school, we also were taught to be respectful, believe, and obey our teachers. When, we grow up and go to work, we must respect and follow the rules of our company, society, and government. Members of the same culture can be identified by the fact that they share some similarities such as religion, geography, race, or ethnicity. We observed some countries such as the US have a small area called "Vietnamese town" where Vietnamese people live and practice their culture together. Culture also influences the style of communication, the words we speak, the way we approach others, and our behavior. Therefore, culture is a part that builds our trait and characters.

3. What is the basic difference between high-context and low-context cultures? (5 points)

+) Low-Context Cultures

Communicators in low-context cultures (such as those in Germany, Scandinavia, and North America) convey their meaning exclusive of the context of a situation. Meaning depends on what is said- the literal content of the message- rather than how it is said. Information has to be explicit and detailed for the message to be conveyed without distortion.

Low-context communicators don't need to be provided with much background information, but they do expect messages to be professional, efficient, and linear in their logic. Conclusions are explicitly stated. Effectively communicating within this culture, therefore, requires messaging that is perceived as objective, professional, and efficient.

+) High-Context Cultures

In high-context cultures (such as those in Japan, China, Korea, and Arab countries), communication relies heavily on non-verbal, contextual, and shared cultural meanings. In other words, high-context communicators attach great importance to everything that surrounds the explicit message, including interpersonal relationships, non-verbal cues, and physical and social settings. Information is transmitted not through words alone but also through non-verbal cues such as gestures, voice inflection, and facial expression, which can have different meanings in different cultures. Eye contact, for example, which is encouraged in North America, may have ambiguous meaning or be considered disrespectful in certain high-context cultures. Meaning is determined not by what is said but by how it is said and by how social implications such as the communicator's status and position come into play.

For high-context cultures, language is a kind of social lubricant, easing and harmonizing relations that are defined according to a group or collectivist orientation where "we" rather than "I" is the key to identity. Because directness may be thought of as disrespectful, discussions in high-context cultures can be circuitous, circling key issues rather than addressing them head-on. Communicating with high-context cultures can require you to focus on politeness strategies that demonstrate your respect for readers and listeners.

Comparing Communication Styles in Low- and High-Context Cultures

Low Context	High Context
Tend to prefer direct verbal interaction	Tend to prefer indirect verbal interaction
Tend to understand meaning at one level only	Tend to understand meanings embedded at many sociocultural levels
Are generally less proficient in reading nonverbal cues	Are generally more proficient in reading nonverbal cues
Value individualism	Value group membership
Rely more on logic	Rely more on context and feeling
Employ linear logic	Employ spiral logic
Say 'no' directly	Talk around point; avoid saying no

Low Context

Communication in highly structured messages, provide details, stress literal meaning

High Context

Communication is simple, sometimes ambiguous, messages; understand visual messages readily

