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**МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ  
CROSS-CULTURAL COMMUNICATION**

Учебное пособие по дисциплине «Иностранный язык »  
для студентов 1 курса, обучающихся по программам бакалавриата  
технических направлений НГТУ

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Учебное пособие «Межкультурная коммуникация. Cross-cultural communication» разработано с целью развития навыков речевого общения в межкультурной среде на английском языке. Цель соответствует требованиям федеральных образовательных стандартов обеспечить общекультурную компетенцию «способность к коммуникации на иностранном языке для решения задач межличностного и межкультурного взаимодействия и способность толерантно воспринимать социальные и культурные различия». Пособие знакомит студентов с культурными различиями и особенностью коммуникации в разных культурах, включая европейские и восточные культуры. Учебное пособие способствует развитию толерантного отношения, необходимого при взаимодействии с представителями разных культур в профессиональных целях. Коммуникативные задания направлены на развитие устной речи и дискуссионной компетенции. Пособие может использоваться на практических занятиях и в самостоятельной работе студентами 1 курса технических направлений НГТУ.

Учебное пособие состоит из 9 тематических разделов. В конце предлагается тест на знание межкультурных различий с ключами для самоконтроля. К пособию прилагается диск с аудиозаписями для развития навыков восприятия устной речи на слух.

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# Unit 1

## National character

### Stereotypes

#### VOCABULARY

1. to share common history	11. time-keeping
2. to make fair (unfair) judgments	12. less formal
3. senior citizens	13. very common
4. to affect the success and lifestyles	14. own distinctive style
5. gender and race	15. on formal occasions
6. to cause a split in communication	16. all over the world
7. differences in the social behavior	17. at weddings
8. the vast majority	18. jewelry (bangles, neckles, rings, earrings)
9. to treat sons and daughters equally	19. at a funeral
10. rules tend to be stricter	20. in a negative (positive) way

*1 Examine the definitions of the words nation, stereotype given below.*

**Nation** is a group of people who share common history and usually a language, not always living in the same area.

**Stereotype** is a fixed set of ideas about what a particular type of person or thing is like, which is believed to be true in all cases.

*2 Work in pairs or small groups and give definition of the word combination national stereotypes.*

*3 Read the text and say if stereotypes affect people in a negative or positive way*

#### HOW WE MAKE STEREOTYPES

A "stereotype" is a generalization about a person or a group of people. We develop stereotypes when we are unable or unwilling to obtain all of the information we would need to make fair judgments about people or situations. In the absence of the "total picture", stereotypes in many cases allow us to "fill in the blanks". Our society often innocently creates stereotypes, but these stereotypes often lead to unfair discrimination and persecution when the stereotype is unfavourable.

For example, if we are walking through a park late at night and encounter three senior citizens wearing fur coats and walking with canes, we may not feel as threatened as if we were met by three high school-aged boys wearing leather jackets. Why is this so? We have made a generalization in each case. These generalizations have their roots in experiences we have had ourselves, read about in books and magazines, seen in movies or television, or have had related to us by friends and family. In many cases, these stereotypical generalizations are reasonably accurate. By stereotyping, we assume that a person or group has certain characteristics. Quite often, we have stereotypes about persons who are members of groups with which we have not had firsthand contact. Television, books, comic strips, and movies are all abundant sources of stereotyped characters. The problem begins when these stereotypes affect the success and lifestyles of individuals in a negative way when these beliefs carry no merit. Gender and race

have been categories used to stereotype a person in the past and whether they are negative or positive, they continually cause a split in communities.

**4** *There are at least 3 reasons in the text why people make stereotypes. Work in small groups and list them. Add more of your own.*

**5** *A survey about socializing was conducted amongst 16 to 34-year-olds around the world. The article below describes the findings of the questionnaire. Read it and try to restore all the questions the respondents were to answer.*

### SOCIALIZING

A night out in Tokyo is much the same as a night out in Milan these days. Whether you live in Korea or Canada, Italy or Ireland, a typical night out is spent eating burgers, seeing American films or listening to English-language music in clubs and bars. Individual differences do survive - the ballet is still particularly popular amongst Russians, while more Japanese favour an evening of Karaoke - but American culture is everywhere.

Differences in the social behaviour of the two sexes are also disappearing. The majority of respondents world-wide felt that it was 'perfectly normal' for groups of young women to go out alone, that it was 'equally acceptable' for young women to smoke and drink, and that a couple should split the bill when they go out together. Interestingly, however, the vast majority of the young people interviewed said that parents are still stricter with daughters than sons about where they go and who they go with. Overall, only 10 per cent thought that parents treat their sons and daughters equally, and almost no one thought parents were stricter with their sons! In most countries, it was also agreed that such rules tend to be stricter outside the big cities.

Important national differences did appear, however, when it came to time-keeping. Parents' rules reflect this. Most Japanese parents expect their teenagers home by ten o'clock or even earlier, whereas in Europe it is more likely to be eleven or twelve o'clock. The most surprising findings here came from Argentina, however, where it is apparently quite normal for 15 and 16-year-olds to stay out all night. But then perhaps this is because their parents have less to worry about. 80 per cent of Argentine youngsters claimed that they rarely or never drink alcohol!

**6** *Discuss the questionnaire in groups, comparing and explaining your answers. Discuss the findings that are similar to those in your country, different or what you found surprising about customs in other countries.*

### HOW TO DISCUSS

**A)** *Complete the phrases 1-8 using the endings from the box:*

agree with me?	all up, ...	considered, ...
important I'd like to add.	just like to say that ...	
to say is that ...	understand your point of view.	
I don't think that ...		

- 1 Excuse me, I'd \_\_\_\_\_
- 2 I think I can \_\_\_\_\_
- 3 So, all things \_\_\_\_\_

- 4 Sorry, but there is something \_\_\_\_\_
- 5 To be honest, \_\_\_\_\_
- 6 To wrap it \_\_\_\_\_
- 7 What I am trying \_\_\_\_\_
- 8 Would you \_\_\_\_\_

**B) Match the phrases 1-8 from exercise A to their functions a-d**

- a Expressing and justifying opinion
- b Summing up the discussion
- c Interrupting in a polite way
- d Expressing interest

**7 Discuss the following questions in groups.**

- 1) Is the influence of American culture increasing in your country? Does this worry you?
- 2) Should parents have strict rules about where their teenage sons and daughters go?
- 3) Do you think that sons and daughters should be treated the same?

**8 🎧 (Track 1) Listen to Henryk (Poland) speaking about dating in his country and check (✓) the statements he agrees with.**

- 1 Kids start dating at 16.
- 2 They have to have an adult to accompany them.
- 3 They go out to bars, parks, and to the movies.
- 4 They have to be home by midnight.
- 5 They start looking for a marriage partner by 20.
- 6 They need their parents' approval to get married.
- 7 Their parents arrange the marriage partner.

**9 Read the text Dressing up, which is about clothing in Kuwait, Sweden and India, and find out if it says anything about:**

- clothes for work
- traditional dress
- young people's fashions

**Check your answers with another student.**

### Dressing up

In Kuwait, men and women wear their traditional dress most of the time. For men, it is a long robe and a cloth covering the head. For women it's similar and they wear a veil. Foreign male visitors usually wear lightweight cotton trousers and white shirts with short or long sleeves.

The Swedish are very interested in clothes and are less formal than they were. People usually dress well in public and wear bright colours. In Sweden the winters are very cold, so overcoats and ski jackets are very common. Men wear business suits for work, with a shirt and a tie and women often wear slacks. Children and teenagers are more casual than their parents. For school, they wear blue jeans and T-shirts.

Traditional dress in India for women is the *sari* and for men the *achkan* suit. The *sari* has its own distinctive style depending on which part of India it comes from - every region has its own special colours, decoration and style. The men wear their heavy and expensive *achkan* suits on formal occasions but for less formal occasions they wear the *kurtha* suit, a long shirt and loose trousers.

**10** *Work in pairs. Ask and say what clothes people in your country wear. Talk about clothes for work, clothes at home, traditional dress, and young people's fashions.*

*Are the conventions for clothing in the passage different from conventions in your country?*

**11** *Read these statements. Decide if they are true or false for your country.*

- 1 The weather is usually rather cold in Russia.
- 2 It's difficult to buy good clothes.
- 3 Good clothes are very expensive.
- 4 People are quite formal.
- 5 Many people are quite small.
- 6 The quality of clothes design is good.

**12** *Read Raj's (India) comments about clothes customs . Are the customs similar or different to your culture?*

- 1 'At home you can be very casual. We have traditional Indian clothes, which men wear. Women also wear something similar, which is a long shirt and loose trousers to match it.'
- 2 'At school we have uniforms and at university you wear jeans and a sweatshirt.'
- 3 'A friend's party could be informal, so a shirt and trousers, or jeans and a shirt is fine, or it could be formal, depending on the situation.'
- 4 'At weddings it is very important to be formally dressed. The women wear a lot of jewelry, like bangles, neckles, rings, and earrings. That is something that is a part of our tradition and culture.'
- 5 'Women have a traditional Indian dress called *a sari*, which is 8-10 meters of cloth which is wound around the body. This is what women wear to a wedding.'
- 6 'At a funeral you would wear the extended long shirt over the loose trousers and the color would be white.'
- 7 'Business is conducted as it is in the West, in a suit and a tie, shirt and trousers.'

**13** *Write the questions the interviewer asked.*

**14** 🎧 *(Track 2) Listen to the interview and check your answers.*

## Unit 2

### British character

#### VOCABULARY

1. heavy drinkers and smokers	18. are pretty much alike
2. image of the typical Brit	19. to look for solution
3. to find out	20. patient and docile
4. a lot of violence	21. in any case
5. unfriendly to foreigners	22. to come to the conclusion
6. to change smb's mind	23. as far as clothes are concerned
7. rather conservative	24. to shake hands
8. good sense of humour	25. to exchange formal greetings
9. somewhat mystical	26. are widely used
10. as well as	27. to help women on and off with their coats
11. fatuous self-satisfaction	28. to ask for a light
12. serene sense of superiority	29. a box of matches
13. insular pride	30. to be responsible for
14. in a state of hatred	31. everyone's obligation
15. invention of the atomic bomb	32. to break the law
16. a slightly patronizing attitude	33. at the same time
17. driving on the wrong side	34. to look down on immediate neighbours

- 1 *When people think of a foreign country they picture in their minds different things. What do you usually think of when you think of a country? Make a list of things.*
- 2 *The magazine "Current" asked its readers to give their opinions of Britain. Here are some of their replies. Scan the replies to find out if they mention any of the things you mentioned in the exercise above. You have 4 minutes.  
What other places, people and things are mentioned?*

Unfortunately when people think of Britain they usually only think of London. If you travel 100 miles (160 km) out of London, it's as if you are in a different world. The people are kinder, more relaxed, more helpful, the landscape is more beautiful and there's no traffic jam. Another idea people have of Britain is that the weather is always cold and wet. I think they are correct. The British Isles have never been famous for good weather. Britain, though, should be recognized for beautiful landmarks and driving on the wrong side. (*Rob Wilson*)

When I think of Britain, I think of two main areas, Scotland and England. With Scotland some people associate those who are heavy drinkers and smokers. I know it's not true, I picture them as hardworking in industries such as steel, oil-mining and shipbuilding. When I think of England, I think of traffic noise and masses of people. The Royal Family is heavily linked with Britain, too. (*Marni Duncan*)

Often when I think of the British, a voice with a British accent comes into my mind. It says, "Would you like a cup of tea?" I've always had the idea that British



people are clever. I know several people from Britain. They are all kind and sympathetic and they work hard. From television and books I get another image of the typical Brit. He's an older man with a pipe in one hand. Perhaps he's eating fish and chips at a pub or playing darts. I also think of great clubs, bars and parties when I think of Britain. I have never been to Britain but I hope to go some day to find out if any of my impressions are true. (Sarah Wood)

I think of Britain as a place with a lot of different types of people. The only big city that I can picture is London. I imagine the rest of the country as small towns. There isn't much to do in the way of entertainment, that's why people may read more, or learn to play an instrument, or write, or do something else than go to a movie. The best thing I can think of about Britain is that there doesn't seem to be a lot of violence. When I turn on the television, I rarely hear about violence in Great Britain. My image of Britain is probably far from the truth, but it's the way I see it. (Dan Kerman)

### 3 Find in the text

- Any point which is mentioned by different people. Is there any contradiction between their opinions?
- Which two opinions are British? From which part of the country? Which are not? How did you guess?
- What ideas do these people have of Britain and its people? Do you believe this is true?

Use the word combinations given below.

... says that...  
 I'm not sure if this is right because...  
 Probably it's true but I've heard/read that...  
 I don't think it's true because ...  
 Many people think that...

### 4 Television, films, books, etc. have probably given you ideas about what British people are like. Describe the British using 3 adjectives. Compare your characteristics with your partner's.

Here is what people in different countries think about the British.

	People who hadn't visited Britain	People who had visited Britain
nice / kind to foreigners	24%	79%
friendly / honest	27%	29%
quiet / serious / polite	33 %	37,5 %
reserved (don't show their feelings) / cold	54%	33%
unfriendly to foreigners / conservative	45%	8,5 %
think that they are better than other people	32%	8%

What did most people think about the British? Did they change their opinion after they had visited Britain? Why? Use the word combinations given below.

Before going to Britain...had thought that...  
 After visiting Britain ...changed their minds.  
 More/less people began to believe that...

**5 Most people think in stereotypes. Travelers to Britain from all over the world noticed different characteristics about the British character.**

**Find the information that supports your prediction.**

"For centuries the British have been known as snobbish, aloof, hypocritical and unsociable".

"The British are said to be a polite and well-mannered people. Englishmen tend to be rather conservative, they love familiar things".

"The English are practical and realistic, prudent and careful about almost everything. Everything is orderly: the lawns and the trees are neatly trimmed".

"The British people are considered to be the world's greatest tea drinkers. They drink it at meals and between meals".

"Every Englishman is said to be a countryman at heart. The English countryside is many things to many people. It stands for freshness, for leisure, fun and games".

"The English are reputed to have a good sense of humour".

"The Scots are said to be serious people, rather inventive and somewhat mystical".

"The Irish are known for their charm as well as for beauty of the Irish girls".

"The Welsh are emotional people but sometimes reticent".

**6 Read the text and explain the words and word combinations in bold.**

#### The British Character

The national character of the English has been very differently described but most commentators agree over one quality, which they describe as fatuous self-satisfaction, serene sense of **superiority** or **insular pride**. English patriotism is based on a deep sense of security. Englishmen as individuals may have been **insecure**, threatened by the boss of a job, unsure of themselves, or unhappy in many ways but as a nation they have been for centuries secure and serene in their national successes. They have not lived in a state of **hatred** of their neighbours as Frenchmen or Germans have often lived. This national sense of security hardly threatened by the Armada, or by Napoleon, or by the First World War has been greatly weakened by the Second World War and by the invention of the atomic bomb.

The typical Englishman is too polite and too inarticulate to say so. But he can't avoid a slightly **patronizing** attitude to foreigners, which foreigners sometimes find hard to accept. He's not aware of it himself. He's not aware that he **looks down on** his immediate neighbours. He likes the Scots and the Welsh - they're the sort of people he would like to be if he couldn't be English. He even pays them the compliment of calling them English, and is puzzled to find they resent it.

First time visitors meet a number of British stereotypes – **tongue-tied** Englishmen, **unreliable** Welshmen, **bad-tempered** Scots. After a while these cartoon characters disappear and the truth emerged that people all over the world are pretty **much alike** when you get to know them.

Britons working abroad long for the day when they can retire home and Britons at home rarely consider **retirement** abroad. Yet you meet many **foreign residents** in Britain who are determined to extend their tours of duty or **settle down** for good somewhere in Britain. If the **natives** are not all that sociable, if since early seventies the

economic prospects have been getting steadily worse, and if some deprived **inner-city areas** have become subject to a kind of violence unknown in Britain before..., what's the attraction?

The attraction has something to do with Britain's **stable society**, her **insular position** and freedom from **foreign invasions** down the ages. The laws and customs are respected by the vast majority of people. On the whole, the typical Briton is patient and **docile** and polite to strangers. He hates to **make a fuss** and would rather live with his problem and **grumble about** it than look for a dramatic solution to it.

7 *Make up a plan of the text and render it.*

8 *What sort of things do you think foreigners might say about your country? What do you think of the Russian character?*

9 *Read the dialogue and act it out using the conversational formulas.*

1. How did you get on?	6. What struck me most...
2. What do you mean?	7. I was impressed by...
3. I see what you mean.	8. I think what you say is true.
4. It only goes to show that...	9. There is no denying that...
5. I was struck by...	

### Dialogue

Mrs. Barker and Mr. Atkins, two university teachers of English, meet a friend of theirs, Mr. Stein, who has just returned from a study trip to England.

**Atkins:** Well, how did you get on?

**Stein:** Very well. I got around quite a lot and met lots of interesting people. They were not very much like the conventional picture of English people.

**Barker:** What do you mean?

**Stein:** Well, you know every nation has a stereotyped reputation of some kind or another. The French are supposed to be sophisticated, intelligent people, fond of good food and the opposite sex. At the same time it is often said that they are intolerant, excitable and somewhat unpredictable.

**Barker:** I see what you mean. The Americans are said to be energetic, hospitable, generous and sociable, but rather boastful, naive and showy.

**Atkins:** And the Italians are supposed to be affectionate, impulsive, talkative, jealous and superstitious.

**Stein:** Yes, that is the kind of thing I had in mind. The English have the reputation of being practical, sensible, tolerant, rather conservative in dress and eating habits, but rather formal, snobbish, reserved and unsociable. And condescending towards foreigners but...

**Barker:** You took the words out of my mouth but I think these stereotyped ideas are very misleading.

**Stein:** Yes, very few of the people I met fitted in with the popular image of the typical Englishmen.

**10 Read and put four parts of the text into the correct order.**

### BRITISH MANNERS

d) But all this does not mean that English people are rude or have no manners. It only means that they have a different style of politeness. It is more a matter of improvisation than of following a strict code of rules. In his own way the average Englishman is considerate and helpfull. Foreigners are very often impressed by the disciplined and good-humoured way in which English people queue up. But if the bus is late or full up, they can get very impatient and irritable.

a) In any case we may come to the conclusion that national reputations are simply a matter of prejudice and false generalizations. But there is no denying that national differences in manners and outlook really do exist. They arise out of the specific economic, political and cultural development of each country.

b) Oftentimes people say that the Englishmen are very conservative as far as clothes are concerned. That may be partly true as far as the older generation is concerned, but young people dress in a very imaginative, unconventional way. There is an incredible variety of styles which seems to co-exist, which was almost impossible twenty years ago. And it goes to show how quickly such permanent national characteristics can change.

c) Manners in Great Britain are more informal than in some other countries. English people do not shake hands or exchange formal greetings when they meet friends or acquaintances, children are not taught to shake hands or to bow, and first names are widely used, even amongst people who have known each other for only a short time. Some people are struck by the fact that Englishmen do not help women on and off with their coats or pull out chairs for them in restaurants. People never say anything before starting a meal and if you ask for a light they very often simply hand you a box of matches or a lighter.

1	
2	
3	
4	

**11 Write down words which you associate with these things.**

childhood	family	home	money
neighborhood	politics	religion	school

**12 ☺ (Track 3) Listen to Robert, who is English, talking about his cultural identity and values. Check (✓) the words he associates with the things in 11.**

bad	church	corrupt	criminal	duty	good	helpful	hope	laughter
liar	opportunity	oppression	patriotism	power	priest	respect		
rules	sadness	society	trap	white				

**13 Work in pairs and check your answers. Does Robert mention any words you chose in 11?**

**14** Now listen again and check.

**15** Work in pairs. Which of these statements do you agree or disagree with?

- 1 A person should not show his or her feelings.
- 2 People are responsible for their future.
- 3 Every group needs a leader.
- 4 Luck plays no part in our lives.
- 5 Criminals should be re-educated, not punished.
- 6 A spiritual life will compensate for deficiencies in everyday life.
- 7 Getting married is everyone's obligation.

## HOW TO DISCUSS

You will have to make suggestions, reject and accept ideas. Match the phrases 1-10 to the following functions:

- A** Suggesting
- B** Disagreeing/Rejecting an idea
- C** Accepting an idea

1 Good

2 I don't think it is ... enough

3 How

4 I see what you mean, but

5 I'm not convinced.

6 Let's ...

7 OK., so we'll ... first, and then ...

8 I'm afraid I don't agree at all

9 OK./All right.

10 Why don't we ...?

**16** Match these comments from the people with the statements in 15.

- a 'To a certain extent I agree. People who break the law need to realize that there are consequences for their actions, but at the same time, just punishing someone are not letting them know why it was wrong and why they should not do it again in the future, is not should happen.' *Ben (America)*
- b 'Well, there is a Polish saying "People work out their destiny". But it's not true; not everybody has the same opportunities.' *Henryk (Poland)*
- c 'Yes, even though we have a sort of extended culture in the family, so there are other people who are responsible for your future. It's God's will first, and then you work on it.' *Deema (Jordan)*

- d 'Sometimes hard work and luck go together. I think it's quite simple.'  
*James (China)*
- e 'I think this is normal. I think people should show their feelings.'  
*Ashura (Tanzania)*

### Unit 3 American stereotypes

#### VOCABULARY

1. despite this belief	9. to start on time
2. is applicable to most Americans	10. for both men and women
3. as discussed above	11. to hold hands
4. always in a hurry	12. smoking is banned
5. to feel offended	13. sit with the ankle of one leg on the knee
6. way of greeting	14. it is acceptable
7. close friends	15. no one cares
8. time –conscious	16. it depends on

*1 Read the texts about America. Discuss with your partner if you agree or disagree with the author.*

#### American Stereotypes

Most Americans would have a hard time telling you, specifically, values Americans live by. The reason is that Americans believe, there is no definitive list of American values that each individual is so unique that the same list of characteristics could never apply to all or even most citizens. Despite this belief there is a list of a few values that could be applicable to most Americans.

##### **Informality**

- Americans are one of the most informal and casual groups of people in the world.
- Bosses sometimes urge their employees to call them by their first names and are uncomfortable being called "Mr." or "Mrs.". Dress is also very informal and can be at times shocking for people from other cultures.
- Americans are also informal in their greetings as discussed above.

##### **Materialism**

Many cultures view Americans as extremely materialistic and attached to their worldly possessions, while American tend to view them as the natural benefits of their hard work paying off.

Most people consider Americans to be outgoing, wealthy, generous, impolite, loud, boastful, immature, extravagant, wasteful/ignorant of other cultures/countries, always in a hurry.

## **Greetings**

- Americans are very friendly. They tend to greet each other with a smile, sometimes a handshake, and a friendly "Hello, how are you?", which is not a question about your health, or "What's up?". Such a greeting is very common, and does not always require an answer.
- If an American friend greets you with "Hi, what's going on?" and walks away, do not feel offended, it is a popular way of greeting.
- The common phrase "See you later" is not an invitation for a visit, but a way to say "Good bye".

## **Gifts**

- As a rule, gifts are given to relatives and close friends and are sometimes given to people with whom one has a casual but friendly relationship, such as a host or hostess, but it is not necessary or even common for gifts to be given to such people.
- Gifts are not usually given to teachers or others who hold official positions.

## **Time**

- Americans are very time-conscious and place high value on promptness.
- Buses, trains, meetings and classes generally start on time.
- If you are going to be more than five or 10 minutes late for work, a meeting, or an appointment, you should telephone to let the other party know you will be late.

## **Public Behaviour**

- A handshake is the customary greeting for both men and women, although you should wait and see if a woman offers her hand.
- Apart from greeting close family members or friends, Americans tend to refrain from greetings that involve hugging and other close physical contact.
- The standard space between you and your conversation partner should be about two to three feet. Most executives will be uncomfortable standing at a closer distance.
- Direct eye contact conveys that you are sincere, although it should not be too intense.
- Before smoking, the best policy is to ask if anyone minds, or wait and see if others smoke. Restaurants often have a section where smoking is permitted.
- When sitting, Americans tend to look very relaxed. They may sometimes sit with the ankle of one leg on their knee.

### **2 Work in pairs. Which of these items of food are traditional in your country?**

caviar	chips	hamburger	pasta	pizza
salad	sandwich	spare ribs	steak	

### **3 Work in pairs and discuss the questions**

- a Is it acceptable to eat in the street?
- b How long does a typical meal last?
- c What kind of food do you eat when you have guests for dinner?
- d If you had a special guest for dinner and you wanted to impress them, what would you offer them?
- e What do people eat with: knife, fork, spoon, chopsticks, or their hands?
- f How many meals a day do people have and at what times?

**4 Read the interview with Ben (from America).**

Read the interview with Ben and decide where the questions in 3 go.

- Interviewer** (1) \_\_\_\_\_
- Ben** Teenagers probably have four. Yeah, eat some breakfast, eat lunch at school, get out of school and have a slice of pizza, go home and have dinner.
- Interviewer** So, after school you have a slice of pizza?
- Ben** Or chips or something.
- Interviewer** And what time will you have those meals?
- Ben** Breakfast 7:30, then lunch 12:00, then 3:30 or 4:00, and dinner 7:00.
- Interviewer** (2) \_\_\_\_\_
- Ben** Breakfast, ten to fifteen minutes, if that. Lunch, thirty minutes. The meal after school, you probably eat it on your way home, so you don't even really stop for that. And dinner, probably forty-five minutes.
- Interviewer** (3) \_\_\_\_\_
- Ben** Knife and fork. If you eat Chinese food, chopsticks, and if you're eating a sandwich, your hands.
- Interviewer** (4) \_\_\_\_\_
- Ben** Yeah. Depends what you're eating. If you have something really messy like ribs with rice or something, people will look at you. But if you're walking along eating a sandwich no one cares.
- Interviewer** (5) \_\_\_\_\_
- Ben** If it's good friends you eat whatever, you know – barbecue, hamburgers, or cold Chinese. But if it's people that you're just getting acquainted with, then you want to have good food, like some steaks or some nice pasta with some salad.
- Interviewer** (6) \_\_\_\_\_
- Ben** Steak, I guess. Or, if you really want to impress them – caviar!



**5 ☺ (Track 4) Listen and check.**

**6 ☺ (Track 5,6) Listen to Ilya (Russia) and Valentina (Italy) talking about food. Which questions in 3 are they answering? Write the letter (a-f) of the questions.**

Ilya \_\_\_\_

Valentina \_\_\_\_



## Unit 4

### German stereotypes

#### VOCABULARY

1. purchase	8. to share apartment
2. maximum quality	9. half an hour
3. to obey the commands	10. to nod smb's head
4. without a recognized profession	11. personal space
5. tax-free	12. to be embarrassed
6. to be abducted by the aliens	13. it takes time
7. to sort out problems	14. life-long friendship

#### 1 Read the text and discuss it with your partner.

#### GERMAN STEREOTYPES

*Real Germans* want everything at least 99,999999 %. When they purchase any product it should be 100 % at a 1 Euro price. Maximum quality and minimum price. Many real German men love their cars more than their children. While children usually don't mind their parents, the car never fails to obey the commands of its driver.

Real Germans are in love with their jobs. A German without a recognized profession is a nobody.

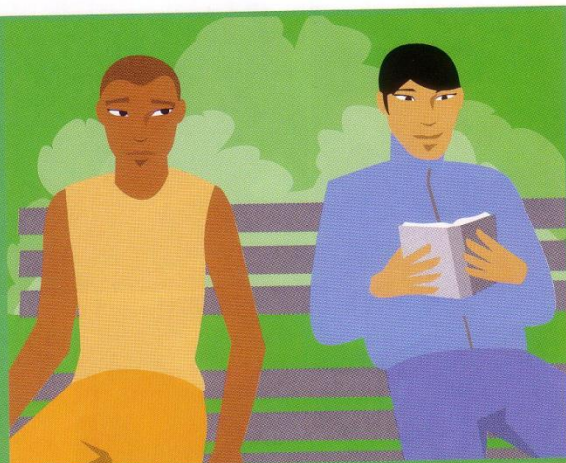
There is a rumor that Germans have no sense of humour. This is absolutely false. They do have a sense of humor, in fact there is even a non-translatable word for their sense of humor, "Schadensfreude". There are two words stuck in this word. The first one is "Schadens" which means "misfortune", "damage", "injury". The other word is "Freude" which means "joy", "happiness". In other words, it literally means "joy for another's misfortune", which is why Mr. Bean is more popular in Germany than in Britain. Germans do not feel any sympathy for Mr. Bean. They are not laughing with him; they are laughing at him.

Real Germans are cleanliness fanatics. Usually they can only relax and stop worrying when they use their toilet at home, because then they are absolutely 100% sure that it was cleaned properly, because they did this themselves, after the cleaning lady cleaned it first.

Real Germans love clubs. Clubs in Germany even have a special financial tax-free status. There are clubs for everything from bowling to knitting, singing and rowing, for animal lovers of all kinds, even clubs for people who have been abducted by aliens.

**2 Work in pairs. Read the situations and talk about what you think went wrong.**

**1** On vacation in the UK, Raoul was sitting on a park bench when a man sat down beside him. The man nodded his head and smiled, but he didn't say anything. Raoul was embarrassed and felt that English people are always very cold and distant. Was his reaction fair?



**2** Michiko was working as a secretary in Sydney and made friends with Judy. They often had lunch together, and Judy helped Michiko sort out problems with settling in to live in Australia. They saw each other most days or talked on the phone, but Michiko didn't invite Judy home because she shared her apartment with three other people. After a while, Judy started to see less of Michiko and started having lunch alone. Michiko began to feel Judy was avoiding her. What do you think was the problem?

**3** Tony invited Indira to visit his home one day. They spent a few minutes chatting but then the phone rang and Tony spent half an hour talking to his friend on the phone. Indira was upset and left. Was she right to feel so angry?



**3** 🎧 (Track 7) Listen to Barbara, an expert in cross-cultural communication, talking about what went wrong in the situations in 2. Did you guess correctly? Does Barbara suggest what the people should do next time this happens?

**4 Work in pairs and discuss the questions.**

- 1 Where is your home? Is it where you live, where you were born, or where your parents live?
- 2 Would you like to live in another country? If so, where and why? If not, why not?
- 3 Would you like to live in Germany? Why?

## HOW TO DISCUSS

*Tick polite ways of disagreeing*

- 1 I see your point, but ...
- 2 You must be joking! No way!
- 3 see what you mean, but ...
- 4 I'm afraid I can't quite agree with you about that.
- 5 What a stupid idea!
- 6 I'm not sure that's a good idea!

5 *Read these exchanges from an interview with Valentina (from Italy) and number them in the correct order.*

- a ☐ **Interviewer** In your country, would you say there are a lot of people from different ethnic backgrounds?
- b ☐ **Interviewer** When someone asks where you are from, do you say your town or your village or your region or your country?
- c ☐ **Interviewer** What sort of ethnic background do people come from?
- d ☐ **Valentina** I say Italy and then I say Sicily and then I say Sciacca and then I start explaining where Sciacca is. Once someone asked me and I said Sicily, and then they asked me if Sicily was in Europe! So now I always say Italy.
- e ☐ **Valentina** Not in Sicily, but in the regions that make up Italy, especially in the north.
- f ☐ **Valentina** In the south they are more Mediterranean, more like Spanish people. Northerners are more like Germans or Austrians.

6 🎧 (Track 8) *Listen and check.*

## Unit 5

### Russian character

#### VOCABULARY

1. to give money to beggars	9. to behave the same way
2. belief in a happy future	10. to take care of
3. hope dies last	11. to have own apartment
4. meaning of life	12. to earn money
5. to overcome all the difficulties	13. to contribute to the family budget
6. to be in a good mood	14. to have moral support
7. it helps (to) survive	15. to be proud of
8. excessive care	16. Orthodox religion

*1 Read the text and agree or disagree with the author.*

#### RUSSIAN CHARACTER

Russians are open-hearted, generous, good-wishers, friendly, inventive and family-oriented. They are very sympathetic. Most of them will always give money to the beggars. Their hearts bleed for others as they try to put themselves in the other person's shoes.

Another national feature of Russians is optimism, and belief in a happy future. Russians say that hope dies last even if the situation is the pits. Hope is valued because it gives a meaning to the life. They believe that they'll overcome all the difficulties.

Humor always helps them. Russians try to be in a good mood, that helps them survive. What do they laugh at? Politics, financial problems, fashion, famous people, but most of all - ourselves!

#### **Attitude to family**

Parents play a very important role in the life of their children. They take care of their children for all their lives. They support them when they are in trouble, help them to follow the right way in life, to choose their future profession, and even sometimes mothers help their daughters to find husbands. Children usually don't like this excessive care, but when they grow up and become parents themselves, they behave the same way.

Russians put family in the first place, above the work and career. Parents make great contribution to their children's destiny. They consider it their responsibility to guide their kids. Parents pay for their education, and later on help them get a job. Usually children live with their parents until they marry, and have an opportunity to pay the rent for their own apartment.

Russians are not self-reliant or independent. At the age of 15-18 the majority of young boys and girls try to find a job. They earn some money for entertainment, or books for their studying. Thus they try to contribute to the family budget.

It is highly valued to have close relations between the members of the family. It is very important to have moral support at home. Russians admire their mothers, respect



their fathers, and are close friends with their brothers and sisters. They are always ready to help each other, even if their own life is very hard.

### **Formality**

Russia is in many ways more formal than other countries. People in working situations can't call each other by their first names. Russians speak more formally (more politely) with people who are older.

### **Education**

Education was, is and will be one of the greatest values in Russia, and I think it is of high quality in Russia. Russians respect educated people, and that is why almost all people try to graduate from a university, college, and find a good job.

"It is never late to study", they say. Self-education is very popular.

## **2 Discuss the text using the following phrases.**

I'd like to draw your attention to...	Just a small point...
The article covers some aspects of...	Perhaps I should mention...
The article deals with...	I almost forgot...
The main reason is....	In addition...
The other reason is...	And another thing...
Actually...	Not to mention the fact that...
To be honest...	Plus the fact that...
On the one hand..., on the other hand.	What I mean is...
Frankly speaking...	Let me put it another way...
That reminds me...	As a rule...
I'm fairly certain that...	By and large...
I'm convinced that...	In my experience...
Without a doubt...	In other words...
I'm absolutely certain that...	To cut a long story short...
Not everyone will agree with me, but..	To put the whole thing in a nutshell...
What's more...	To sum up...

## **3 Work in pairs and answer the questions. Use some of these words to help you.**

brave	charming	cheerful	dishonest	friendly	generous
hard-working	honest	ignorant	intelligent	irritable	loud
outgoing	polite	proud	racist	reserved	rude
talkative	violent	welcoming			shy

- How do you think people from other cultures and countries describe people from your country?
- How do you see yourself?
- How do you think others see you?
- What aspects of your culture are you proud of?

**4 Read the interview with Ilya (from Russia) and decide where the questions in 3 go.**

- Interviewer** (1)\_\_\_\_\_
- Ilya** It is a difficult question because I prefer not to talk about myself!
- Interviewer** (2)\_\_\_\_\_
- Ilya** Sometimes, my friends and relatives describe me as an ambitious but not always confident person. Some say that I'm romantic; others say I'm lazy. Some people find me too serious, but there are also people who are sure that I laugh too much.
- Interviewer** (3)\_\_\_\_\_
- Ilya** You see, historically Russia was not a very open country to foreigners. Russia had an image of everybody drinking vodka, bears in Red Square, very rich but uncultured people and so on. Some foreign people just know nothing about Russia, not even its geographic location. But others have a much more positive image of Russia. They know about our enormous contribution to culture, such as music, opera and ballet. And, above all, anyone who has experienced our hospitality will have the best possible impression of Russians.
- Interviewer** (4)\_\_\_\_\_
- Ilya** I'm proud of Russian scientists and science. I'm proud of our literature, poetry, painting, and the traditional arts from Gzhel and Hohloma. To my mind we have created one of the most beautiful architectural traditions in the world. I'm proud of wonderful Russian sportsmen. I'm proud of the Orthodox religion. And generally, I'm proud of the spirit of the Russian people.

**5 🎧 (Track 13) Listen and check.**

**6 Work in pairs and answer the questions.**

- 1 Is Ilya positive or negative about himself?
- 2 What do other people think about him?
- 3 What impression does Ilya think that the Russians give to people from other countries?
- 4 Do you agree with the aspects that make him proud to be Russian?

**7 Work in pairs and answer the questions.**

- 1 Do you think it's fair or useful to have a stereotypical view of people from different cultures if you don't know them?
- 2 Do you think it's fair for other people to have a stereotypical view of you if they don't know you?
- 3 Do you think stereotypical views can ever be dangerous? What can happen?
- 4 How can we avoid negative stereotypical views?

**8 Find out what others in your class think.**

## Unit 6 Japanese stereotypes

### VOCABULARY

1. an attempt to understand	12. empty seat
2. custom of giving presents	13. eye contact
3. expression of goodwill	14. dislike of saying no
4. sense of humility and respect	15. essential information
5. wrapped in paper	16. driver's fault
6. scissors	17. impression
7. a set of four	18. to lose temper
8. totaling an even number	19. refuse in a direct (indirect) way
9. symbolizes suffering	20. legal issue
10. to ensure comfort	21. contradictions
11. inconvenience	

#### *1 Read the text and write an abstract.*

### JAPANESE STEREOTYPES

For a foreigner, an attempt to understand what exactly is correct etiquette in the Japanese society can often seem to be an almost impossible task. There are so many different codes of behaviour for so many occasions, that the choice is bewildering.

Once you have spent some time in Japan, and formed relationships with people, you will soon discover that the custom of giving presents is widely observed. The act of giving a gift on a certain occasion strengthens the relationship between giver and receiver, and says so much without the need for words. If you are moving into a neighborhood for the first time, it is a good idea to present your neighbours with a small gift, preferably some souvenirs from your own country. They in turn will return a gift and thus you have established your arrival on a friendly note.

#### **Gifts**

Gifts are given on congratulatory occasions such as birthdays (especially at ages 60, 70, 77, 88, and 99), anniversaries, weddings, births, children's festivals, business openings, new homes, promotions, children passing entrance exams or graduation. Gifts are also important when returning from a trip for family, friends, and coworkers.

Gifts are always wrapped in paper, or at least in a fashionable box or container. Gifts are presented and received with a sense of humility and respect. Use both hands to give the gift and a bow. Often you say, "This is just a small thing" or "This is just a box of cookies". Receive the gift with both hands and a bow. It would be best to ask if you may open it, opening it carefully and respectfully. Do not crumple up the wrapping paper, but fold it nicely.

#### **What to give**

- money (clean bank notes) is appropriate for certain occasions such as weddings, funerals, births, and birthdays. Money must always be concealed or wrapped. There are special envelopes for each occasion available at stationery stores;

- food is a very common gift as Japanese homes are small and do not have much room for souvenirs or knickknacks;

### **What not to give**

- items that symbolize the severing of a relationship such as scissors, knives, or letter openers;
- items in sets of four, a set is considered to be five, unlike the Western custom of a set of four, six, or eight;
- items totaling an even number, such as four flower stems (the number four symbolizes death); items totaling nine (the number symbolizes suffering);
- flowers are generally used at times of illness, death, or courting only;
- white and yellow chrysanthemums are for funerals.

### **House guests**

If you are fortunate enough to have a home-stay visit, you should understand that your Japanese hosts have probably gone very much out of their way to ensure your comfort and enjoyment. Typically, there will always be someone with you, all your meals will be cooked and served to you, and you will be given the best sleeping arrangements that will inconvenience the rest of the family. The Japanese family will treat you like royalty while you are guests in their home.

### **Being on time**

As a general rule, the Japanese are always on time. If an event is to begin at 09.00, then it is best to arrive a few minutes earlier to get yourself organized and be prepared to begin right at 09.00 (not 09.05).

### **Table seating**

The guests face the door or entrance while the hosts face the guests. The highest ranking guest and host face each other at the centre of the table.

### **Cars**

The most important person enters the car first and sits right behind the driver in the back seat. He or she is the last person to exit the car. Next, the second and third passengers sit respectively with the least important person sitting in the front seat next to the driver.

## **2 Answer the questions about personal space.**

- 1 You're talking to a co-worker. How close do you stand?
- 2 You are talking to a friend. Do you touch each other?
- 3 You're in a crowded elevator. Where do you look?
- 4 You're standing in a line. How close do you stand to the person in front?
- 5 You get on the bus. There is an empty row of seats at the back, and an empty seat close by. Where do you sit?
- 6 You're in a library and there's an empty seat beside you. Do you want to stop someone sitting there? If so, how?
- 7 You're going to the beach. Do you like to see lots of people or very few?
- 8 When you're talking to someone, do you look them in the eye?
- 9 You're on a train. Do you talk to the other passengers?



**3** 🎧 (Track 9,10,11) Listen to people talking about personal space. Check (✓) the topics they are talking about.

	<b>Valentina</b> <i>Italy</i>	<b>James</b> <i>China</i>	<b>Hiroshi</b> <i>Japan</i>
eye contact			
touching			
greeting strangers			
distance			

**4** Write the questions the interviewer asked.

**5** Work in pairs and play How does it feel?

**Student A:** Ask and answer the questions in 2. Follow the instructions on how to behave: keep smiling and touching Student B, and sit close. Try to keep the conversation going. Ask lots of questions and repeat each answer in a different way to make sure you have understood.

**Student B:** Ask and answer the questions in 2. Follow the instructions on how to behave: answer student A's questions, but only give the essential information. Don't look at student A. You don't like people touching you, but you are too polite to say anything.

**6** Look at these two expressions about face.

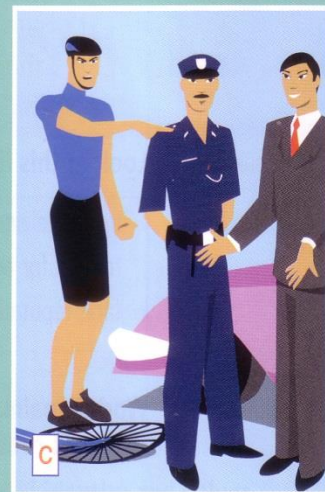
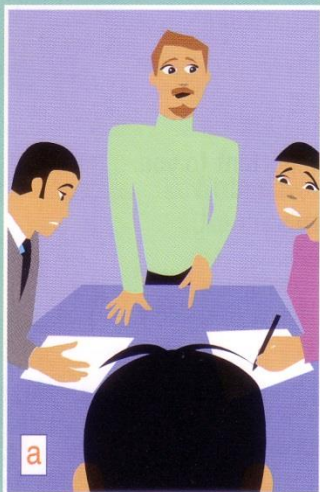
1 to lose face

2 to save face

Which of these words do you associate with each expression?

anger	dislike of saying no	disrespect
embarrassment	honor	kindness
	reputation	status

**7** Read some stories by Westerners about experiences in Asia. Which stories do the pictures show?



**1** 'I was walking along a street in Singapore when a man drove into a cyclist and knocked him off his bicycle. The cyclist wasn't hurt but he began to shout at the driver. A police officer arrived and listened carefully to the driver but ignored the cyclist, who was very angry and still shouting. It was clearly the driver's fault, but why didn't the police officer listen to the cyclist?'

**2** 'My teacher of Japanese was teaching us the names of countries and cities, when she said that New York was the capital of the USA. Now, I'm from Washington DC, so I raised my hand and politely said that she was wrong. She was silent for a moment, and then carried on teaching. What did I do wrong?'

**3** 'I invited my Singaporean friend to a dinner party at my apartment last Thursday. She replied, "Yes, I'd love to come, but it might be difficult." So I guessed she would either find a way to come or let me know if she couldn't. I didn't hear from her, so we were expecting her on Thursday, but she didn't come. Why didn't she call me?'

**4** 'One of my employees was always arriving late, so during a team meeting, when we'd finished the main business, I said, "Weimin, you've been getting to work late fairly often recently. Could you get to work on time, please?" Everyone looked very embarrassed, and since then, I get the impression that I did something wrong. Did I?'

**5** 'I'm going back to the UK next week, and a friend of mine asked if I could take something for his son who is studying there. It turned out to be a very heavy suitcase, so I decided to call him and say I couldn't take it. What else could I do?'

**8** *Work in pairs and discuss the situations in 7. Decide which of the aspects of face in 6 the situations show, and for whom?*

**9** 🎧 *(Track 12) Listen to Barbara, an expert in cross-cultural communication, and check your answers.*

## Unit 7

### Family life in different countries

#### VOCABULARY

1. single-parent family	11. adolescence
2. to divorce	12. is especially appreciated
3. in urban areas in particular	13. to ask personal questions
4. family income	14. female coworkers
5. to look after children	15. politely but firmly
6. to share the housework	16. to feel insulted
7. to protect from evil spirits	17. opposite sex
8. Make yourselves at home	18. managerial jobs
9. Muslim (Moslem)	19. man's behavior towards his wife
10. monk	

**1** *Work in pairs. Would you describe your family life as typical of your country? Can you use any of these words and expressions to describe your family?*

single-parent family	unmarried partners	divorced	step-parents
half-brothers and sisters			

**2** *Read about marriage and family in Algeria. Is it similar in your country?*



#### Marriage and Family in Algeria

Traditionally, it was usual for three or more generations - including grandparents, married sons and their wives, and unmarried children - to share the same home. Today, in urban areas in particular, the smaller family has become more common. Mothers care for the children and household, while fathers are responsible for family income and



discipline. Children don't question their parents, and they look after them when they are old.

Marriage is not just between two people, but two families. So parents help their children choose their marriage partners. Women generally marry in their early 20s, and men a few years later.

**3** *Underline anything in the text which is different in your country. Rewrite the text so that it's true for your country. Do/did you do things differently in your family?*

**4** 😊 *(Track 14) Listen to Deema (from Jordan) talking about family life. Number the questions in the order she answers them.*



- a When do children usually leave home? {....}
- b How many people live in your home? {....}
- c Do you have a head of the family? {....}
- d Who does the housework? {....}
- e Who runs the family? {....}
- f How many rooms do you have to sleep in? {....}

**5** *Work in pairs and check your answers. Can you remember in detail what Deema said?*

**6** *Now listen again and check.*

**7** *Match these answers with the questions in 4.*

- 1 ☐ 'It depends. I know people who are 28 or 30 and still live with their parents. In general, people stay at home until they marry' (*Adriana, Brazil*)
- 2 ☐ 'My mother. I wouldn't like to see my father doing housework. Even if my father took a plate from the table to wash it up, I wouldn't like it.' (*Valentina, Italy*)
- 3 ☐ 'Yes. But even if the man is the head of the family, the woman is usually the head of the home. We even have a saying that the man is the head of the family but the woman is the neck.' (*Henryk, Poland*)
- 4 ☐ 'If it is a daughter, generally after she leaves high school the parents are looking around to find a boy for her, and to get her married, which would mean she would leave home. If it is a son, his career in his mid-twenties could take him away from the family. But I still live with my parents.' (*Raj, India*)
- 5 ☐ 'The maid.' (*Adriana, Brazil*)

- 6 ☐ 'Three bedrooms, one for my brothers, one for me and my sisters, and one for my parents.' (*Valentina, Italy*)
- 7 ☐ 'Before, grandparents and parents all lived together. But this stopped about twenty years ago.' (*James, China*)

**8 Work in pairs and answer the questions in 4.**

**9 Read the text about two special occasions in Thailand.**

**Find out when they happen, what happens, and why they happen**

**A**

When the newborn baby is a month old, the parents give a feast for relatives and friends, and the baby has its first haircut. This ceremony protects the baby from evil spirits who like to make themselves at home in the hair. It announces to the world that the baby has been born, has survived the most dangerous period of its life and is ready to be introduced into the Buddhist community.

**B**

Thais consider every 12th birthday of life particularly important and usually celebrate it with a special party at the house and by inviting nine monks to chant. Gifts of money from visitors are especially appreciated if the amount is 9 or 99, or even 999 baht. Most important is the 60th birthday, which often marks retirement from the active world.

**10 🎧 (Track 15,16,17,18,19) Listen to different people talking about special occasions. Which special occasions are they talking about: adolescence, anniversary, birth, special birthday, death, Eid, marriage, name-giving, retirement?**

Ben (*America*) \_\_\_\_\_

Raj (*India*) \_\_\_\_\_

Valentina (*Italy*) \_\_\_\_\_

Henryk (*Poland*) \_\_\_\_\_

Chutima (*Thailand*) \_\_\_\_\_

**11 Listen again and answer the questions.**

- 1 What special birthdays are there in the USA?
- 2 Who chooses the child's given name in India?
- 3 How long do people visit after a funeral in Italy?
- 4 What is the 50th wedding anniversary called in Poland?
- 5 Why do you think Chutima says a funeral in Thailand is quite expensive?
- 6 Why does Chutima release turtles on her birthday?

**Answers to Test (on page 40):** 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a, 9b, 10a, 11c, 12a, 13a, 14d, 15b, 16a, 17d, 18a, 19a, 20a, 21a, 22d, 23d, 24c, 25a, 26b, 27a, 28b, 29a, 30d, 31a, 32a, 33b, 34a, 35c, 36c.

## Unit 8

### Men and Women in different cultures

**1** *Read these statements and say if you agree, disagree or don't know.*

- 1 Few women are good enough to be top managers.
- 2 Women should be paid the same as men for doing the same job.
- 3 A husband should earn more than his wife.
- 4 Boys are more highly regarded than girls.
- 5 Women shouldn't work when they have children to look after.
- 6 It's a woman's duty to marry and have children.
- 7 It should be acceptable for a man to have a mistress.
- 8 A wife should only have female friends.
- 9 The husband should make all the important financial decisions.
- 10 A wife should take her husband's salary and give him an allowance.
- 11 It's a man's duty to protect the family.
- 12 A husband and a wife should share the housework.

**2** 🎧 *(Track 20) Listen to Deema (from Jordan) talking about men and women. Put a check (✓) by the statement in 1 she agrees with. Which statement does she disagree with?*

**3** *Read these situations. Are they likely to happen in your country?*

- 1 'My boss is always complimenting his female staff on their looks, their clothes and asking personal questions about their boyfriends or husbands. My female coworkers don't seem to mind, but I find his behavior rather rude. What can I do?' *Julia*
- 2 'I travel a lot and often spend the evening on my own in a restaurant, which is fine. But there's always someone who thinks I look lonely and offers to buy me a drink. How can I explain politely but firmly that I'm happy with my own company?' *Ingrid*
- 3 'I'm six months pregnant, and my partner and I don't mind if we have a boy or a girl. But we have several friends who, when we talk about the baby, make it clear that they wish me to have a boy. I realize there's a cultural difference but I don't know what to say.' *Aisha*
- 4 'I have a boyfriend who is great fun to be with, but he continually holds doors open for me to go through first, or walks on the outside of the pavement, so I don't get splashed by the traffic, or offers to carry my bag and books back from university. I know he only wants to be polite, but I find his behavior sexist. Am I right?' *Isabella*
- 5 'Some foreign business people have been over here negotiating a deal with my husband. When the meeting was over they invited him out for dinner, but they didn't invite me, even though I had met them. Should I feel insulted?' *Ok*

**4** *Work in pairs. What's the problem in each situation in 3? What advice would you give to each person?*

**5** 🎧 *(Track 21, 22) Listen to Raj (from India) and Chutima (from Thailand) answering these questions. What do they say?*

- a Do you have many friends of the opposite sex?
- b Does a man's behavior towards his wife change after they get married?
- c Who looks after the family finances?
- d Do most women have a job outside the household?
- e Are there many women in managerial jobs?
- f Are there certain jobs which only men or women do?

**6** *Talk about men and women in your country. Answer the questions in 5.*

## Unit 9

### How to do business with your potential partners

#### VOCABULARY

1. to conduct negotiations	12. to arrange a banquet
2. cover letter	13. to arrive precisely on time
3. to obtain a visa	14. Embassy
4. to speed the decision making process	15. extra days
5. to know so little of	16. schedule is flexible
6. business card	17. to seek (avoid) confrontation
7. to exaggerate your ability	18. to show willingness
8. to have great significance to	19. to serve as a mediator
9. method of doing business	20. subordinates
10. to maintain a relationship	21. highest ranking person
11. agreement on financial terms	22. issue of prices

**1** *Read the text. Complete the table using the information about doing business in China.*

#### CHINA

Planning a business trip	Conducting negotiations	Business gifts	Business entertainment

• Remember that to do business in China, you must have an invitation. In Europe, check with the PRC Embassy in your country to learn the details of gaining an invitation\* to do business in China.

• Be aware\* that getting an invitation to come to China for business can take a year or more. If you have your cover letter, and, better yet, your entire proposal translated into Chinese, you can greatly speed the decision-making process. Don't exert pressure\* to speed up the invitation, however. It will only upset the Chinese.

- Realize that you are at a disadvantage if you are with a small company and that you have an edge\* if you are with a large, well-known foreign company, since the Chinese generally prefer to deal with the largest foreign firms,
- Plan to travel to China several times before any arrangement is made final. It's best not to make return reservations\* for each trip. Wait to see how long negotiations last.
- Don't plan business trips during the Chinese Lunar New Year (whose date varies according to the lunar calendar). Many businesses close for a week before and a week after that festival.
- The Chinese are very proud of their past and will be impressed that you have taken the time to learn about their culture. They are often hurt\* that Western visitors know so little of their ancient and important culture.
- Also bone up on your competitors\* and the specific details of their products. Expect searching questions from the Chinese as to your product versus those of your competitors.
- Men should be aware that women in China have important positions in international trade and should be very careful not to speak or behave in a sexist/chauvinist manner\*. It will only hamper negotiations\*.
- Remember that punctuality is *very* important.
- When you receive someone's business card, remember that the first name on the card is the family name. When doing business and meeting someone for the first time, address the person by professional title plus family name.
- Expect most of the conversation to be between the senior Chinese and the senior foreign team members\*. If other members of your group interrupt, the Chinese will be shocked.
- In preparing your proposal, make it objective and factual, telling why you and your firm are the best choice. Don't exaggerate your ability, because the Chinese check such claims.
- Prepare to present your material to many different groups at different levels. It's difficult to identify the person who makes the actual decision, so it's important to treat everyone with equal respect\*.
- Use black-and-white photographs for your collateral materials because colors have great significance to the Chinese (e.g., yellow is the colour of emperors). Don't use maps showing Hong Kong as British or Taiwan as independent.
- Show patience and tolerance for the Chinese method of doing business, which is to develop and then maintain a relationship\*. It may take years to develop a good relationship of cooperation between your foreign firm and the Chinese bureaucracy.
- Remember also that the Chinese make no important decisions without first consulting the stars for a lucky day.
- Expect the Chinese to drive a hard bargain on prices\*. Sometimes, when you think you have reached an agreement on financial terms, they will want to reopen the issue of prices.
- Listen for clues as to when to end a meeting\*. The Chinese usually finish work by 4:00 p.m. and may say something such as, "You must be in a hurry". Regard such a statement as an invitation to leave.



## Business Gifts

Don't give an individual a business gift in China. It will probably be returned immediately, resulting in embarrassment for both parties. You could, however, make a gift from your company to the organization or factory. The gifts should not be lavish\*. Give illustrated books about your section of your country, records, a subscription to a magazine\*, pens, notepads, or calendars. Don't give a clock, as the word for clock sounds like the word for funeral, and don't bring food, as Chinese tastes are very different. If appropriate, wrap the gifts, preferably in red, a lucky color. (Don't use white; it's the color for funerals).

## Business Entertainment

- Be aware that business lunches have become more popular with the increase in international-style hotels, but, as a foreign business-person, you will be treated to at least one evening banquet\*. You may receive the invitation only the day before - or up to a week in advance, if at all possible, reciprocate for the banquet on the same trip\*; if not, be sure to do so on your next trip. Always allow the Chinese to issue the first invitation.

- Ask your interpreter, the Chinese interpreter, or your hotel information clerk to arrange your banquet. Specify the menu\*; always reciprocate with the same price per person as the Chinese spent at your banquet. Arrive half an hour before your guests; they will arrive precisely on time. Most dinners start between 6:30 and 7:00 P.M. and last for about two hours. Restaurants usually close by 9:30 or 10:00 p.m.

- Note that toasting customs\* are the same at business and social banquets.
- Don't expect to be asked to a business colleague's home, as entertaining a Westerner could cause suspicion\*.

## Notes

*the details of gaining an invitation* — подробные сведения о том, как получить приглашение;

*to be aware* — помнить;

*Don't exert pressure* — Не оказывайте давления;

*to have an edge* — иметь преимущество;

*to make return reservations* — заказывать обратные билеты

*be sure to familiarize yourself* — не забудьте познакомиться;

*They are often hurt* — Они часто обижаются;

*Also bone up on your competitors* — Также ознакомьтесь с информацией о ваших конкурентах;

*be very careful not to speak or behave in a sexist/chauvinist manner* — всячески старайтесь, чтобы в вашем поведении и разговорах не проявлялась дискриминация по отношению к женщинам или шовинизм;

*to hamper negotiations* — препятствовать переговорам;

*the senior foreign team members* — старшие по положению члены иностранной команды (группы);

*Avoid slang or Western business "jargon".* — Избегайте сленга или западного делового жаргона.

*Don't exaggerate your ability to deliver* — Не преувеличивайте ваши возможности в области поставок товаров.

*check such claims* — проверяют подобные заявления;

*to treat everyone with equal respect* — обращаться со всеми с равным уважением;

*which is to develop and then maintain a relationship* — который состоит в том, чтобы установить и затем поддерживать отношения;

*to take notes during meetings* — делать записи во время встреч;

*to drive a hard bargain on prices* — упорно торговаться о ценах;

*you have reached an agreement on financial terms* — вы достигли согласия по финансовым условиям;

*Listen for clues as to when to end a meeting.* — Следите за тем, не намекают ли вам, что пора заканчивать;

*The gifts should not be lavish.* — Подарки не должны быть чрезмерно дорогими (щедрыми).

*a subscription to a magazine* — подписка на журнал;

*you will be treated to at least one evening banquet* — вам устроят по крайней мере один вечерний банкет;

*reciprocate for the banquet on the same trip* — дайте ответный банкет во время своего пребывания;

*Specify the menu* — Уточните меню

*what was served at the banquet hosted by the Chinese* — что подавали на банкете, устроенном китайской стороной;

*toasting customs* — манера произносить тосты;

*entertaining a Westerner could cause suspicion* — приглашение домой западного гостя может показаться подозрительным.

## 2 Read the text. Complete the table using the information about doing business in India.

### INDIA

Planning a business trip	Making appointments	Conducting negotiations	Business entertaining

- Plan business trips between December and March. Before leaving, check with the Government of India Tourist Office, the Indian Embassy, or a nearby Indian Consulate for the schedule of religious holidays during the period that you plan to be in India. There are hundreds of holidays in various regions, and business is not conducted during that time. Avoid travelling in India in October or November. Make appointments at least one month in advance. Try to have a schedule flexible enough to allow for extra days\* in India, because people sometimes don't appear for a meeting.

- Be aware that Indians are impressed by punctuality but will often not be on time themselves. Try to keep your schedule loose to accommodate delays\*.

- Bring business cards. It's acceptable to have them printed in English.

- Be prepared to answer many personal questions. When you meet someone for business the first time, you'll be asked about yourself, your family, whether you like sports, and what your hobbies are. You are expected to ask your Indian hosts the same

questions. Show special interest in your host's wife and children, and bring pictures of your own family. Don't begin a business discussion without these preliminaries\*.

- Expect to be overwhelmed by hospitality. Westerners sometimes have a problem in avoiding many invitations. Never directly refuse an invitation, but don't make an explicit commitment\* unless you genuinely want to accept.

- Realize that business will be conducted at a very slow pace\*, and dealings won't be concluded quickly. After they present and discuss a proposal, Indians don't conclude an agreement at once. Expect additional discussion.

- If you are giving a speech and are offered a flower garland\* (a sign of respect and affection), accept it, but remove it from your neck at once to show humility\*.

### Notes

*the monsoon season* — сезон дождей;

*transportation becomes difficult or impossible* — проезд может оказаться трудным или вообще невозможным;

*schedule flexible enough to allow for extra days* — достаточно гибкая программа, которая позволит дополнительное пребывание;

*Try to keep your schedule loose to accommodate delays.* — Постарайтесь не делать свой график слишком плотным, учитывая возможные опоздания партнеров.

*Don't begin a business discussion without these preliminaries.* — Не приступайте к деловому обсуждению без этих предварительных светских разговоров.

*to be overwhelmed by hospitality* — быть окруженным избытком гостеприимства;

*don't make an explicit commitment* — не давайте четко выраженного согласия;

*business will be conducted at a very slow pace* — дело будет вестись очень медленно;

### 3 Read the text. Complete the table using the information about doing business in Japan

#### JAPAN

Planning business trip	Conducting negotiations	Business entertaining	Business gift

#### Before the Trip

- Do not attempt to approach a Japanese firm without an introduction from some third party. An ideal introduction would come from someone who knows you, your background, your company, and the Japanese company with which you want to deal; the introduction could be via letter\* or in person.

- Check carefully the proposed schedule for your trip to Japan before you agree to it. The Japanese tend to overbook visitors and schedules are adhered to slavishly\*, so make sure you won't need a last-minute change.

- Try to learn a little Japanese before beginning your business dealings. Even a few words will make a very favorable impression.

- If possible, prepare visual aids such as charts, drawings, samples, slides, and films\* for use in your presentation.

- Be sure to be prompt for business appointments\*. In Tokyo, allow considerably more time than you think you'll need if you're going by car or taxi; traffic delays can be lengthy. Also, be sure to allow ample time\* between appointments.

- Hand the business card directly to your host while facing him. He will read it and nod - a gesture of acknowledgment. Accept your host's business card and put it in the place in your wallet from which your own card came. Don't put the card in your pocket or briefcase.

- Be conscious\* that a business relationship is based more on personal relations than on the cost of a product. The Japanese first want to know about you, your age, the university you attended, and your firm. Business comes later.

- Begin negotiating by praising the Japanese company and discussing the pleasure of doing business with such a firm.

- Be sure that you are negotiating with your counterpart or even a superior\* in the Japanese company. Your first connection may be with the person whose English is most fluent, but that person may not be your counterpart. If you show willingness to negotiate with that person, you will lose status in the eyes of the Japanese\*.

- Don't expect a Japanese manager to take the same leadership role as a Western manager - to stand out from other workers\*. The Japanese manager serves as a mediator or father figure; he is sensitive to the needs of his subordinates\* and never gives direct orders. If you are meeting with a small group - say, three people, - don't be surprised if the subordinates speak little or not at all, even though their English may be superior to that of the highest-ranking person at the meeting.

- Avoid manifesting those qualities Japanese find offensive\* in many Westerners: speaking loudly; being direct and aggressive; seeking, rather than avoiding, confrontation.

- Prepare to be very patient. Decisions are made by workers at all levels of a company, not just by the chief executive. Once a decision is made, however, implementation is immediate\*.

- If Japanese are silent at a business meeting, it may indicate that they have not come to a decision. Be patient and allow them to speak first.

- Adhere to Japanese wishes on lucky days based on astrology for signing contracts or breaking ground for a building\*.

### **Business Entertaining**

- Note that the Japanese expect to entertain foreign businessmen; they don't expect to be repaid. Anticipate a dinner invitation, rather than a lunch invitation\*. Don't expect to be invited to your Japanese colleague's home, but prepare for an evening in a restaurant and nightclubs.

- It is very rare for Japanese wives to accompany their husbands for an evening of business entertainment. If the wife is invited, the businessman may well turn up without her and offer an excuse\*.

- Remember that the Japanese consider frankness a mistake, even when drunk, so be cautious\*. The following morning, expect people to assume their normal reserve\*.

- After being invited to a *karaoke* bar, reciprocate by inviting your Japanese colleague to a restaurant. The Japanese don't expect you to take them to *karaoke* bars.

- Realize that no business deal is sealed without dinner in a restaurant\* or a drink at a bar.

### **Business Gifts**

- Good gifts with your company's logo are pens, appointment books, pocket calculators, digital desk clocks, pocket-knives, rulers with calculators. Have the gifts wrapped but don't put bows or ribbons on them, because crossed ribbons mean bad luck\*. Don't expect to be thanked for the gift.

### **Notes**

*the introduction could be via letter* — представить можно посредством письма;  
*schedules are adhered to slavishly* — придерживаются программ с необычайной точностью;

*visual aids such as charts, drawings, samples, slides, and films* — наглядные средства, такие, как диаграммы, чертежи, образцы, слайды и фильмы;

*to be prompt for business appointments* — приходить вовремя на деловые встречи;

*traffic delays can be lengthy* — опоздания из-за транспорта могут быть очень значительными;

*ample time* — достаточно времени;

*to be conscious* — понимать, осознавать;

*your counterpart or even a superior* — равный вам или выше по чину;

*you will lose status in the eyes of the Japanese* — в глазах японцев вы тем самым потеряете свой престиж;

*to stand out from other workers* — выделяться из числа других работников;

*sensitive to the needs of his subordinates* — чуток к нуждам своих подчиненных;

*Avoid manifesting those qualities Japanese find offensive* — Избегайте проявлять качества, которые кажутся японцам оскорбительными.

*Once a decision is made, however, implementation is immediate.* — Однако, если решение принято, выполнение его начинается сразу же.

*to break ground for a building* — разбивать площадку под строительство;

*Anticipate a dinner invitation, rather than a lunch invitation.* — Будьте готовы к тому, что вас пригласят скорее на обед, чем на ланч.

*turn up without her and offer an excuse* — появится без нее и принесет извинения;

*consider frankness a mistake, even when drunk, so be cautious* — считают откровенность плохой манерой поведения даже в пьяном виде, так что будьте осторожны;

*to assume their normal reserve* — обретать свою обычную сдержанность;

*no business deal is sealed without dinner in a restaurant* — ни одна деловая сделка не считается завершенной без обеда в ресторане;

*don't put bows or ribbons on them, because crossed ribbons mean bad luck* — не прикрепляйте к ним банты или ленты, поскольку перекрещенные ленты символизируют несчастье.

**4 Read the text. Complete the table using the information about doing business in Australia.**

### AUSTRALIA

Planning a business trip	Conducting negotiations	Business entertaining

- Know that the Australians are not at all class-conscious and can be approached very easily, no matter what their position\*. They will almost always make time to give a visitor an appointment.

- Bring business cards, although not all Australians use them.

- Be sure to be on time for your appointments.

- Be prepared to find most businesspeople easy-going and friendly. Recall that personal relationships are just as important to Australians as productivity. Try to develop a friendly relationship, especially by partying with people in the evening (but never discuss business while partying).

- Be aware that Australians also tend to be cynical, laconic, and understated in their conversation\*. They also feel free to express negative opinions about people and situations.

- To gain Australians' respect, don't try to avoid taking a position on an issue. Take a definite stand\*. But don't take a position in which you don't believe just because you think it will please others and make them more likely to accept your company. Be sincere. Australians see through - and dislike - any display of phoniness\*.

- Expect Australians to be more interested in major issues than in fine points and minuscule details\*.

- Never give orders to an Australian. Always negotiate.

#### **Entertaining**

Expect to do business over drinks. Be sure to buy your round of drinks in turn. Don't however use entertainment as an opportunity to talk business. During their free time, Australians want recreation.

#### **Notes**

*very easily, no matter what their position* — не показывают своей классовой принадлежности, и к ним можно свободно обращаться независимо от занимаемого ими положения;

*cynical, laconic and understated in their conversation* — циничные, немногословные, не открываются до конца в беседах (разговорах);

*Take a definite stand.* — Займите определенную позицию.

*any display of phoniness* — любое проявление лжи (фальши);

*more interested in major issues than in fine points and minuscule details* — более заинтересованы в основных вопросах, чем в тонкостях и мелких деталях.

**5 Read the text *Culture Clash*. Are the situations surprising or usual in your culture?**

## CULTURE CLASH

**1** 'I had come half way round the world to negotiate a sale. I spent a whole day in a meeting with my clients, and at the end of it, I expected a decision. But instead, we just shook hands and said goodbye. That was three weeks ago, and I still haven't heard anything from them. Was it worth the trip?' *Ed*

**2** 'On a recent trip I met a new business partner and I gave him my business card. He apologized and said he had run out of his own cards. So he tore my card in half, wrote his name, address, and other details on the back of it, and gave it back to me. Am I right to think this was rude?' *Satoshi*

**3** 'I was in a meeting at an important client's office, who I had made an appointment to see. We didn't have much time, but during the meeting, we were interrupted all the time by various people, who walked in without knocking and demanded information and decisions from my host. We finished the meeting without finishing our business. Is this usual?' *Helen*

**4** 'We were finishing our negotiation over a major purchase and I asked for a moment to discuss with my co-workers. The salesman then offered me a sum of money to 'help me make my mind up'. I was quite shocked, because we don't usually accept bribes. I refused, but should I have accepted?' *Tom*

**5** 'I happened to be in the area of a major client, so I called by and asked to see her. The receptionist told me to call later and fix a date and a time, as the client never sees anyone without an appointment. Am I right to think this was rude?' *Maurizio*

**6** 🎧 (Track 23) Listen to Barbara, an expert in cross-cultural communication, explaining the culture clashes, described in 5. How does she answer each person's question?

**7** Discuss these questions about meetings and negotiations in your country.

- 1 Do people do business on the phone?
- 2 Do people do business in a meeting?
- 3 Do people do business in a restaurant?
- 4 Do people make an appointment to see someone?
- 5 Do people exchange business cards with people they meet for the first time?
- 6 In a meeting do people expect others, who are not part of the meeting? To interrupt and discuss other business?
- 7 Are the final decisions about deals and negotiations made by a team?
- 8 Do people ever talk about personal matters when they're talking business?
- 9 Is it helpful to offer a gift or money to ensure a successful negotiation?

**8** 🎧 (Track 24) Listen to Raj (India) and check (✓) by the statements in 7 he agrees with.

**9** Work in pairs and check your answers. Can you remember in detail what Raj said? Listen again and check.

## TEST

*“Do you know what everybody should know?”  
Check yourself.*

1. The famous Battle of Trafalgar which resulted in the victory of the British fleet and the death of the national hero Admiral Nelson was fought in \_\_\_\_\_.  
a) Spain b) England c) France d) Belgium
2. Food which is served in Mc Donald's is called \_\_\_\_\_.  
a) fast food b) easy food c) prepared food d) cheap food
3. The tallest and longest living tree in Canada is \_\_\_\_\_.  
a) Douglas Fir b) Redwood c) Giant Sequoia d) White Pine
4. A famous American humorist and author of popular and outstanding autobiographical works, travel books and novels, whose real name is Samuel Langhorne Clemens, is \_\_\_\_\_.  
a) Mark Twain b) Daniel Defoe c) Ernest Hemingway d) Thomas Jefferson
5. A stage through which a bill has to go before it becomes an Act of the British Parliament is called \_\_\_\_\_.  
a) reading b) ratification c) consideration d) consent
6. Most of the population of the mainland USA lives \_\_\_\_\_.  
a) on the east and west coasts                      b) on the east coast  
c) on the west coast                                      d) in the centre
7. Lady of the Snows is another name for \_\_\_\_\_.  
a) Vancouver b) Montreal c) Toronto d) Ottawa
8. A Scottish moral philosopher and a pioneer of political economics is ...  
a) Adam Smith b) Jonathan Swift c) Michael Faraday d) Charles Darwin
9. The part of the UK which is officially bilingual is \_\_\_\_\_.  
a) England b) Wales c) Northern Ireland d) Scotland
10. The most recent state to join the USA was \_\_\_\_\_.  
a) Hawaii b) Alaska c) Texas d) Virginia
11. Canadians measure things in \_\_\_\_\_.  
a) feet b) inches c) meters d) leagues
12. An American film producer, director and animator who made the first full-length animated musical cartoon is \_\_\_\_\_.  
a) Walt Disney b) Jerry Springer c) Stephen Spielberg d) Robert Zemeckis
13. The Palace which has never been the official London residence of the English Sovereigns is \_\_\_\_\_.  
a) the Palace of Holyroodhouse                      b) the Palace of Whitehall  
c) St James's Palace                                      d) Buckingham Palace



14. In the USA the executive branch is headed by the \_\_\_\_\_.  
a) Senate b) Vice president c) Congress d) President
15. Canada's official national sport in summer is \_\_\_\_\_.  
a) golf b) lacrosse c) football d) volleyball
16. An American civil rights leader who fought through nonviolent action is \_\_\_\_\_.  
a) Martin Luther King b) John Kennedy c) Thomas Paine d) Henry Ford
17. The maple leaf, a Canadian symbol, appears on the \_\_\_\_\_.  
a) dollar b) nickel c) quarter d) penny
18. An English musician one of the founding members of The Beatles is \_\_\_\_\_.  
a) John Lennon b) Freddie Mercury c) Michael Jackson d) Phil Collins
19. The Queen's representative, the \_\_\_\_\_, carries out most of the royal duties in Canada.  
a) Governor General of Canada b) Prime Minister of Canada  
c) President of Canada d) Minister of Justice of Canada
20. Stonehenge is a (an) \_\_\_\_\_ which is located in Britain.  
a) prehistoric monument b) old castle c) unique palace d) ancient church
21. As the Americans are made up from nearly all races and nations the USA is often called the \_\_\_\_\_.  
a) «melting pot» b) «cosmopolitan race»  
c) «multinational place» d) «mixture point»
22. Canada is one of the world's leading \_\_\_\_\_ producers and exporters.  
a) wool b) textiles c) cotton d) wheat
23. There are \_\_\_\_\_ main political parties in the USA.  
a) few b) no c) many d) two
24. A famous American writer of wit short stories with clever twist endings is \_\_\_\_\_.  
a) Ernest Hemingway b) Graham Green c) O. Henry d) F. Scott Fitzgerald
25. The largest city in Britain which will host the Summer Olympics in 2012 is \_\_\_\_\_.  
a) London b) Manchester c) Sheffield d) Glasgow
26. The Beaver State is a nick name for \_\_\_\_\_.  
a) Ohio b) Oregon c) Louisiana d) Washington
27. One of the most popular, very slow and long English summer games played on a green field by two teams of eleven players each is called \_\_\_\_\_.  
a) cricket b) lawn tennis c) golf d) football
28. The main industry of Washington D. C. is \_\_\_\_\_.  
a) aircraft b) government c) textiles d) armaments
29. The first woman to hold the office of prime minister of Great Britain was \_\_\_\_\_.  
a) Margaret Thatcher b) Vivien Leigh c) Hillary Clinton d) Condoleezza Rice
30. There are \_\_\_\_\_ provinces and territories in Canada.

- a) twelve b) ten c) eleven d) thirteen
31. A Scottish biologist and pharmacologist whose best-known achievement is the discovery of the antibiotic substance penicillin in 1928 is \_\_\_\_\_.  
a) Alexander Fleming b) Francis Bacon c) Isaac Newton d) Oscar Wild
32. The capital of Northern Ireland is \_\_\_\_\_.  
a) Belfast b) Cardiff c) Dublin d) Edinburgh
33. The part of the UK which had been an independent state and was joined to Britain in 1707, after a long struggle for its independence is \_\_\_\_\_.  
a) Northern Ireland b) Scotland c) Wales d) England
34. The Irish Sea separates Great Britain from \_\_\_\_\_.  
a) Ireland b) England c) France d) Scotland
35. In China the color of emperors is \_\_\_\_\_.  
a) green b) red c) yellow d) black
36. In Japan white and yellow chrysanthemums are for \_\_\_\_\_.  
a) weddings b) birthdays c) funerals d) business partners.

*Compare your answers with those given at the bottom of page 29.*

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