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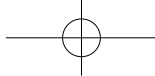
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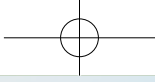
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Unit 1

Understanding Cultural Differences

Career Skill Description:



In this unit, you will learn to talk about:

1. the importance of culture and business etiquettes;
2. some western cultures and business etiquettes;
3. cultural awareness.

Section 1 Before-class Activities: Getting Things Ready

Activity 1 Listen and Repeat

Task 1 Listen to the following words and then repeat them after the recording.

diversity *n.* 差异, 多样性

flexible *a.* 灵活的, 有弹性的

formal *a.* 正式的

global *a.* 全球的

occasion *n.* 场合, 时机

properly *ad.* 恰当地

respectful *a.* 尊敬的, 有礼貌的

round *a.* 圆的, 圆形的

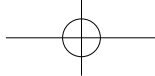
title *n.* 头衔; 标题

toast *n.* 祝酒, 干杯

be aware of 意识到, 明白

Task 2 Listen to the following sentences and then repeat them after the recording.

1. When in Rome, do as the Romans do.
2. I'd like to propose a toast to our successful co-operation.
3. The world is becoming so small that people call it a global village.
4. We need to have good knowledge of customs and habits of other cultures in order to behave properly.
5. It is the seat for the most important person at the round table.
6. We should be aware of the diversity of culture and be respectful to cultures different from ours.
7. You'd better dress formally on formal occasions.
8. You shouldn't use someone's first name unless you are invited to, and you should always use their title as well.
9. On many formal occasions, guests are expected to arrive on time or a litter earlier.
10. We need to be open and flexible to other cultures to be successful in this world.



Unit 1 Understanding Cultural Differences

Activity 2 Speak Out

Task 1 Talk to two students and complete the table below.

	Occasions	Things to Do	Things not to Do
Example	At a party	Arrive on time, dress properly, be friendly to guests, bring a small gift	Talk loudly, stay away from others, leave earlier without a good excuse
Student 1	At the table		
Student 2	At introductions		

Task 2 Prepare a short speech to be presented in class according to the information from the table above.



Section 2 In-class Activities: Things to Do

Activity 1 Task Check-up

Task 1 Listen and write.

1. _____	2. _____	3. _____	4. _____	5. _____
6. _____	7. _____	8. _____	9. _____	10. _____
11. _____	12. _____			
13. _____				
14. _____				
15. _____				

Unit 1 Understanding Cultural Differences

Task 2 Make a presentation. *Present the short speech you've prepared to your class.*

Task 3 Questions and answers. *Answer the teacher's questions first and then ask each other questions.*

Activity 2 Interactions

Task 1 Listen and repeat.

chuckle *v.* 吃吃地笑

course *n.* 一道菜

definitely *ad.* 明确地, 绝对地

etiquette *n.* 礼节, 礼仪

dishonest *a.* 不诚实

distinguished *a.* 高贵的, 重要的

extraordinary *a.* 非常的, 特别的

flatter *v.* 使高兴; 使满足

impolite *a.* 无礼貌的, 粗鲁的

informative *a.* 提供资讯的, 增长见识的

interact *v.* 互相作用, 互动

interaction *n.* 互动, 合作

kid *v.* 开玩笑

rude *a.* 粗鲁的, 无礼的

spirits *n.* 烈酒

venture *v.* 斗胆, 冒险

long-stewed soup 长时间(用火)炖的汤

on the increase 增加, 上涨

sort of 有点, 有些

Task 2 Listen and complete.

Dialogue One

Listen and choose the best answer for each blank. Then listen and repeat.

(Meeting a freshman on campus.)

M: Hi, Ah Fang! What's that you're reading?

W: Hi! A book named *An Introduction to Cultures and Business Etiquette*.

M: Why? Are you interested in the different cultures in different countries?

W: Yes, they are not just interesting but also 1) _____ and useful. You see, the world is becoming so small that people call it a global village.

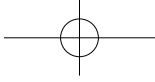
M: And 2) _____ between the people from different cultural backgrounds are on the increase day by day.

W: That's why we need to have a good knowledge of 3) _____ of other cultures in order to behave properly.

M: I agree. Will you show me some examples?

one

- a. customs and habits
- b. be respectful to
- c. informative
- d. a matter of
- e. interactions



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W: Sure. In India it is considered rather rude and impolite to say “no” to people asking for help. So when you ask them the way, they’d give you directions anyway even if they don’t exactly know how to get there!

M: Really? That’s so funny! But that’s sort of dishonest, isn’t it?

W: Well, we definitely can’t say so. When interacting with people from a different culture, it’s not just 4) _____ behaviour; it’s the attitude that matters.

M: Attitude? I’m confused.

W: We should be aware of the diversity of culture and 5) _____ cultures different from ours.

Dialogue Two

Listen and supply the missing words. Then listen and repeat.

two

(Receiving a visitor in the company)

W: Welcome, Mr. Smith. Please come here and take this seat.

M: Glad to see you again, Mrs. Wang. Thank you for 1) _____ to this dinner. Is this seat special?

W: Yes, it is the seat for the most important person at the round table.

M: Well! I feel so honored and flattered. Thank you ever so much!

W: You are welcome. You are our 2) _____ today. Have a cup of tea first and help yourself to the cold dishes first.

M: The cold dishes first! You mean there are more dishes?

W: Sure! These are just to start with. Aha, here comes the soup. Have a try, please.

M: Wow, it’s so delicious! Tell me, Mrs. Wang. 3) _____ it tastes so extraordinary while there is nothing in it but just clear water?

W: *(Chuckles.)* This is the Cantonese style of soup called long-stewed soup. We just drink the soup without eating the contents and we have it before the 4) _____.

M: The main dishes! I’m nearly full now.

W: You must be kidding. There are eight big courses to come yet! Now please tell me what you’d like to drink, wine or Chinese spirits, Mr. Smith.

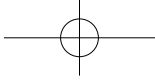
M: Please call me Jack. I hear Chinese spirits is very strong, but I’d venture to try some.

W: That’s good. Now, everyone, I’d like to 5) _____ to our successful co-operation!

M: Yes, and good health, everyone!

W & M: Cheers!





Unit 1 Understanding Cultural Differences

Task 3 Have a try: Role-play the dialogues.

Work in pairs or groups. Each plays a part. Read the dialogues loudly until you can learn them by heart. Then act them out.

Task 4 Just do it: Make up your own dialogue. Make up a similar dialogue with your partner and present it to the class. Use the following as clues.

Situation 1:

Talk with your partner about the bad manners of some people.

For your reference:

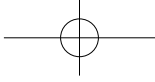
1. travel around the world
2. leave a poor impression
3. have a bad reputation
4. embarrass ... with ...
5. improve our image

Situation 2:

Mrs. Yang invites Mr. White home for a dinner. They are talking at the dinner table.

For your reference:

1. Thank you for preparing such a splendid dinner.
2. Make yourself at home.
3. Shall I serve you?
4. Help yourself to some fish.
5. How about a drink before dinner?



Unit 1 Understanding Cultural Differences

Task 5 Challenge yourself: Ask questions. *Look at the pictures and ask each other questions about them with your partner. Use the words as clues. They may be used as answers to your questions.*

A

placing napkin
using the spoon
using knife and fork
propose a toast
tipping



How many questions did you ask your partner?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

How many questions did you answer?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

B

spitting
littering
talking loudly
cutting in line
improve our image

How many questions did you ask your partner?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

How many questions did you answer?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5



Unit 1 Understanding Cultural Differences

Activity 3 Listen Out

Task 1 Listen and repeat.

appropriately *ad.* 适当地
 attentiveness *n.* 专心; 注意力
 badge *n.* 徽章
 chopstick *n.* 筷子
 diverse *a.* 不同的, 变化的
 embarrass *v.* 令人尴尬
 hygienic *a.* 卫生的
 punctuality *n.* 准时

reflect *v.* 反映, 反射
 revolving *a.* 可旋转的
 sincerity *n.* 真挚; 真诚
 souvenir *n.* 纪念品, 纪念物
 total *v.* 总计
 globalized society 全球化的社会
 stretch out 伸手

Task 2 Listen and match. Listen and write the corresponding letter in the right place.

a Gift giving
 d Eye contact
 g No smoking

b Handshake
 e Tipping
 h Punctuality

c Dress etiquette
 f Table manner



1 ()



2 ()



3 ()



4 ()



5 ()



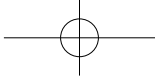
6 ()



7 ()



8 ()



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Task 3 Listen and judge. *Listen to the five short conversations and tell if the statements are true or false. Write T for true and F for false.*

1. The woman will not bring any gift. ()
2. They exchanged gifts as souvenirs. ()
3. They will try some Western food for a change. ()
4. Westerners don't like talking about personal affairs. ()
5. Mr. Zhang doesn't give the waitress tips. ()

Task 4 Listen and decide. *Listen to the dialogues and choose the best answer for each question.*

Dialogue One

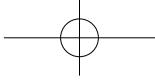
one

- ① A. Western way of eating.
B. Chinese way of eating.
C. Both of them.
D. Neither of them.
- ② A. Chopsticks are much easier to handle.
B. Knives and forks are much easier to handle.
C. Western style of eating is better than the Chinese way of eating.
D. Different ways of eating reflect different cultures.

Dialogue Two

two

- ③ A. Because he forget to shake hands.
B. Because he used his left hand to shake with the boss.
C. Because he shook hands with his left hand in his pocket.
D. Because he shook hands with the boss weakly.
- ④ A. Using first name to show friendliness.
B. Using last name to show respectfulness.
C. Using first name without being asked to.
D. Using last name together with the title.
- ⑤ A. America, Japan and Italy.
B. Germany, Japan and Italy.
C. Italy, Japan and America.
D. Germany, America and Italy.



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Task 5 Listen and complete. *Listen to the passage and fill in the blanks with the words you hear.*

In the globalized society of the 21st century, we need to understand different cultures. Understanding different cultures helps us 1) _____ unfamiliar environment in which we meet, work and live with other people from different cultures. Adjustment and 2) _____ toward different cultures help us to take active roles in the 3) _____ society. It is not only a matter of knowing what to say or when to arrive for a meeting, it also involves a continued effort to 4) _____ our partners' culture and etiquette. We need to know and respect their greeting practice, gift-giving etiquette, table manners, and other aspects of etiquette. In a word, we need to be 5) _____ to other cultures to be successful in this world.



Section 3 After-class Activities: Listen for More

Listen, read aloud and recite.

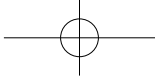
American Culture

The main content of American culture is the emphasis on individuals' value, the pursue of democracy and freedom, the promotion of deploitation and competition and the need of reality and practicality. Its core is individualism.

American citizens emphasize achievements and respect heroes. They have a great sense in their hearts to praise success and heroes. Personal achievements are one of those with

美国文化的主要内容是强调个人价值，追求民主自由，崇尚开拓和竞争，讲求实际和实用，其核心是个人主义。

美国公众注重成就，仰慕英雄，有深厚的成就崇拜和英雄崇拜的心理积淀。个人成就是美国人心目中最高的价值之一。



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the highest value in Americans' mind.

The process and result of how they strived have become the frame of reference of social culture value and the real life text book for parents to educate their children.

Many people living in the states, no matter whether they are native Americans or immigrants from overseas, have the same dream of changing their social class and make their lifetime dream come true through their own efforts. This is what they often call "American dream".

他们个人奋斗的过程和结果，成了社会文化价值取向的参照物，父母教育子女的活教材。

许多生活在美国的人，无论是土生土长的美国人，还是漂洋过海来到美国的外国移民，都有一个梦，即通过自己的努力，改变自己的社会地位，实现自己的人生梦想。这就是人们常津津乐道的“美国梦”。

For your reference:

democracy *n.* 民主；民主制

deplotation *n.* 开拓；经营

frame *n.* 框架；结构

immigrant *n.* 移民；侨民

individualism *n.* 个人主义

practicality *n.* 实用性；可行性

strive *v.* 奋斗；力求