

7 Culture

Answer key

1 b *Ideas in the Unit 7 text*

- 1 An engineer from China would be unwilling to attend an American-style awards ceremony, as they would be uncomfortable with the 'individual' praise given.
 - 2 Conflict may arise over deadlines if two cultures (with different perceptions of time) are working together.
 - 3 Americans and Europeans may be uncomfortable in a Middle Eastern setting, where standing close to a person while talking is the norm.
 - 4 Learners of a language who are unaware of social conventions may make mistakes.
- 2 1 Duty and loyalty to family, friends, organization and country above self-interests
- 2 No. Some Native Americans and recent immigrants from Latin America and Asia value collectivism over individualism.
 - 3 Someone from Northern Europe would be more concerned about punctuality.
 - 4 When working in another culture, it is important to change your expectations regarding time.
 - 5 They stand at arm's length when talking with others.
 - 6 Japanese is a situational language, which means that the language used depends on the relationship between the speakers or the person who is being talked about, families, ages, status and companies.
 - 7 English speakers would find Romance and Germanic languages easiest to learn, e.g. Spanish, German, Swedish.
- 3 a It mainly follows structure c (comparison/contrast).
- b People in individualistic cultures focus primarily on individual rights, roles and achievements. The United States and Canada are highly individualistic cultures. People in collectivist cultures – such as Egypt, Mexico, India and Japan – rank duty and loyalty to family, friends, organization and country above self-interests. (*Individualism versus collectivism*, §1)
- In contrast, polychronic time involves the perception of time as flexible, elastic and multidimensional. (*Time*, §2)
- ... as Arab hosts strive to get closer, while their American and European guests shuffle backwards ... (*Interpersonal space*, §1)
- ... and although 200 million Chinese are studying English, a paltry 24,000 American children are trying to master Chinese. (*Language*, §5)

- c *while* – links Arabs, who don't mind being close to others, and American and Europeans, who try to maintain a greater social distance.
- although* – links 200 million Chinese studying English and 24,000 American children learning Chinese.
- Note: comparison in the first example in Exercise 3b is signalled by the parallel structure *People in individualistic cultures ... People in collectivist cultures ...*
- 4 them = Greek people
they = Greek people
city = Athens
one = a city
 - 5 *Suggested answer*
The idea of cultural difference and adaptation is a much-studied area and field. The extent of the disparities that exist varies depending on the countries being compared. Furthermore, it is important to remember that such differences do not only exist between countries, they also exist within the same country. It would be naïve to believe that there were variations in Europe but that a nation the size of Russia has just one culture.
 - 6 **Bias:** It is biased towards only one Mediterranean country. This situation may not be true for other countries with polychronic time.
Expertise: The support is anecdotal and based on one person's observations. The observer is not involved in research in the area of polychronic time, so could not be considered an expert.
Neutrality: Only one situation in Greece has been considered. To be neutral and objective, it would be better to incorporate other evidence from Greece, which may or may not support Heyl's opinion.
 - 8 *Hall referred to time as a silent language of culture.*
He was providing a definition.
 - 9 1 a acknowledges b asserts
2 *Disputes* would change the author's point of view.
3 *States* would weaken the author's stance.