

7 Culture

Answer key

- 1 1 Interpersonal space
2 By using it as a sub-heading for the paragraph
3 Two contrasting groups/cultures – one that gets closer and one that stays further apart when conversing
4 *Suggested answer:* It is important to be aware of the sense of personal space when communicating in an intercultural setting.
- 2 b **Individualism and collectivism** are two ways cultures can be divided depending on the group mentality. The concept of **time** can largely be divided into two areas.
Language is important in understanding a culture and for preventing potential miscommunication.
- 3 *Suggested answers*
 - a Individualism does not focus on a collective goal but on that of an individual. For example, personal performance and attainment of goals by the individual are highly valued, even at the expense of the group. People from countries which are more individualistic are more likely to care about their own personal gain than someone from a collectivist culture. This is perhaps reflected in the way awards are commonly given to individuals rather than groups, such as ‘manager of the month’ rather than ‘team of the month’. In other words, the individual is central to all aspects of life.
 - b Polychronic time is the opposite to monochronic time in that events do not run to the clock but are more flexible to the situation and people involved. For example, if a situation or person is considered important, people are more likely to remain in that setting than leave for a prior arrangement. Typically, countries from southern Europe are polychronic, with a much more flexible approach to time than northern Europe. Whilst in a monochronic culture punctuality is considered a vital quality, it is of lesser importance in a polychronic society.
- 4 1 they = polychronic cultures
2 it = a reward ceremony that recognizes personal achievement
their = someone from a collectivist culture
3 it = the Japanese language
- 5 1 perception 2 individuals 3 feel 4 collisions