

## Unit 7: It's How We Say It

### Reading 2: Communication Across Cultures

Answer the questions as you read.

1. What can you infer about the validity of Geert Hofstede's research from paragraph 2?

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2. What can be inferred about high PDI cultures? (paragraph 3) \_\_\_\_\_

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3. Write a definition for *collectivism*. (paragraph 4) \_\_\_\_\_

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4. What words and phrases are used to describe historically feminine values and cultures? (paragraph 5) \_\_\_\_\_

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5. What words and phrases are used to describe historically masculine values and cultures? (paragraph 5) \_\_\_\_\_

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6. In which culture would police officers likely be respected more: low-UAI or high-UAI? (paragraph 6) \_\_\_\_\_

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7. In which culture would a product promising to make users rich quickly be more popular: one with long-term or short-term orientation? (paragraph 7) \_\_\_\_\_

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8. How do students in high-indulgence cultures view games in class? How do those from high-restraint cultures view them? (paragraph 8) \_\_\_\_\_

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9. What is the main flaw in Hofstede's model? \_\_\_\_\_

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10. What does the writer do in the concluding paragraph and why? (paragraph 10)

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