

## Chapter 02 Communication and Culture **Answer Key**

### Multiple Choice Questions

1. The statement that "culture is a powerful influence on communication behavior" means that
- A. traditions have little influence on how we make sense of communication.
  - B. culture distinguishes one group of people from another.
  - C. what society we identify with has little effect on us.
  - D.** culture affects how we express ourselves and how we interpret and react to others.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Easy*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.*

*Topic: Cultures and Co-Cultures*

2. Which term describes the totality of learned, shared symbols, language, values, and norms that distinguish one group of people from another?
- A. Nationality
  - B. Society
  - C.** Culture
  - D. Ethnicity

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.*

*Topic: Cultures and Co-Cultures*

3. Which term describes a group of people who share common symbols, languages, values, and norms?

- A. Nation
- B. Culture
- C. Co-culture
- D.** Society

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.*

*Topic: Cultures and Co-Cultures*

4. In recent years, individuals with dwarfism have formed their own \_\_\_\_\_, with conventions, support groups, and television shows. In fact, they were responsible for the label shift from "dwarfs" or "midgets" to the more respectful "little people."

- A.** society
- B. nation
- C. ethnicity
- D. culture

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Easy*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.*

*Topic: Cultures and Co-Cultures*

5. Which classification best fits the individuals on your "friend" list on Facebook?

- A.** In-group
- B. Culture
- C. Out-group
- D. Society

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Medium*

*Learning Objective: 02-02 Differentiate in-groups and out-groups.*

*Topic: In-Groups and Out-Groups*

6. During the years of the U.S. wars in Iraq and Afghanistan, many Muslim students reported feeling excluded at the U.S. colleges and universities they attended. Their experience exemplifies how sometimes we mistreat people we perceive as part of

- A. an in-group.
- B. a co-culture.
- C. a society.
- D.** an out-group.

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Hard*

*Learning Objective: 02-02 Differentiate in-groups and out-groups.*

*Topic: In-Groups and Out-Groups*

7. Research shows that many immigrants experience abnormally high levels of stress during their first year in their new homeland because they identify as belonging to which of the following?

- A. In-group
- B.** Out-group
- C. Ethnicity
- D. Co-culture

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Hard*

*Learning Objective: 02-02 Differentiate in-groups and out-groups.*

*Topic: In-Groups and Out-Groups*

8. Many countries struggle with the issue of immigration, illustrating a strongly perceived \_\_\_\_\_ distinction.

- A. ethnocentric
- B.** in-group/out-group
- C. cultural/societal
- D. nationalistic

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Analyze*

*Learning Objective: 02-02 Differentiate in-groups and out-groups.*

*Topic: In-Groups and Out-Groups*

9. At school, Cara likes to spend time with other cheerleaders and athletes, the "jocks" of the school. In biology class, Cara is partnered with Levi, a quiet male student who likes to dress in black and wear eyeliner. Cara is angry, as all of her friends have been paired with others of her social group. Which of the following might be contributing to Cara's difficulty in working with Levi?

- A.** Her in-group/out-group distinction
- B. Pressure from friends
- C. Her opinion of Levi
- D. Enculturation

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Medium*

*Learning Objective: 02-02 Differentiate in-groups and out-groups.*

*Topic: In-Groups and Out-Groups*

10. Jorge's mother, father, and aunt are from Nicaragua. Jorge and his cousins show pride in their Nicaraguan \_\_\_\_\_ by wearing traditional clothing and preparing traditional dishes from their parents' country.

- A. nationality
- B.** ethnicity
- C. citizenship
- D. society

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Medium*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.*

*Topic: Cultures and Co-Cultures*

11. Which of the following terms refers to a person's status as a citizen of a particular country?

- A.** Nationality
- B. Ethnicity
- C. Enculturation
- D. Culture

*Type of question: Remember*

12. What term best describes the process of acquiring a culture?

- A. Nationalization
- B.** Enculturation
- C. Culturization
- D. Normalization

*AACSB: Knowledge Application  
Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.  
Topic: Cultures and Co-Cultures*

13. Which of the following statements best describes how culture is acquired?

- A. Culture is based on our perception of our ancestry or heritage.
- B. Culture is based on our status as a citizen of a particular country.
- C.** Culture is determined by the traditions and values of the people who raised us.
- D. Culture is determined by our genetically inherited characteristics.

*AACSB: Knowledge Application  
Accessibility: Keyboard Navigation  
Bloom's: Understand*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.  
Topic: Cultures and Co-Cultures*

14. Communicating effectively in a culture other than our own often involves a period of

- A. adaptation.
- B. ethnocentrism.
- C. instruction.
- D.** enculturation.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Easy*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.*

*Topic: Cultures and Co-Cultures*

15. In 2011, Prince William of Great Britain married his longtime girlfriend Kate Middleton, a nonroyal, who became Catherine, Duchess of Cambridge, following her marriage. According to reports, Middleton took lessons before her wedding to learn about royal etiquette. If these reports were true, Middleton was trying to become \_\_\_\_\_ to her future role in the royal family before the wedding.

- A.** enculturated
- B. acclimated
- C. socialized
- D. accustomed

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Analyze*

*Difficulty: Hard*

*Learning Objective: 02-01 Define culture and explain how culture is acquired.*

*Topic: Cultures and Co-Cultures*

16. What do Bobby and Carrie share if they are both avid fans of the same football team?

- A. A language
- B. A social custom
- C.** A co-culture
- D. A belief system

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Medium*

*Learning Objective: 02-03 Define co-culture and identify examples of co-cultures.*

*Topic: Cultures and Co-Cultures*

17. Groups of people who share values, customs, and norms related to mutual interests or characteristics besides their national citizenship belong to which of the following group distinctions?

- A.** Co-culture
- B. Culture
- C. Society
- D. Group

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-03 Define co-culture and identify examples of co-cultures.*

*Topic: Cultures and Co-Cultures*



18. Identify which factor would NOT help create a co-culture.

- A. Religion
- B. Political activism
- C. Physical abilities
- D.** National citizenship

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*Accessibility: Keyboard Navigation*

*Bloom's: Analyze*

*Difficulty: Medium*

*Learning Objective: 02-03 Define co-culture and identify examples of co-cultures.*

*Topic: Cultures and Co-Cultures*

19. Many deaf populations have certain values and customs, including social customs, that differ from those of hearing populations, thus making them members of the same

- A.** co-culture.
- B. culture.
- C. society.
- D. community.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Medium*

*Learning Objective: 02-03 Define co-culture and identify examples of co-cultures.*

*Topic: Cultures and Co-Cultures*

20. Which statement does NOT accurately describe the Internet's role in creating co-cultures?

- A. People can use Internet search engines to join co-cultures outside the online world.
- B. Online co-cultures often develop their own terminology, values, and communication practices.
- C.** Co-cultures developed through the Internet are largely specific to the online world.
- D. Members of co-cultures developed through the Internet may be geographically dispersed.

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*Bloom's: Evaluate*

*Difficulty: Medium*

*Learning Objective: 02-03 Define co-culture and identify examples of co-cultures.*

*Topic: Cultures and Co-Cultures*

21. Bruce is a very active individual while he goes to college. He is a baseball player, vice president of an honor society, and a bassist in a band. Bruce seems to identify with multiple

- A. societies.
- B. cultures.
- C. communities.
- D.** co-cultures.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Evaluate*

*Difficulty: Medium*

*Learning Objective: 02-03 Define co-culture and identify examples of co-cultures.*

*Topic: Cultures and Co-Cultures*

22. Which term best classifies the role of the U.S. flag and the bald eagle in U.S. culture?

- A. norms
- B. values
- C. symbols**
- D. idioms

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Easy*  
*Learning Objective: 02-04 Differentiate the components of culture and co-culture: symbols, language, values, and norms.*  
*Topic: Components of Culture*

23. According to the New York State Comptroller's office, 138 languages are spoken in Queens, New York. What does this fact illustrate?

- A. Languages can vary in and among cultures.**
- B. Symbols may be interpreted in different ways by people of the same culture.
- C. Values are often determined by the languages people speak.
- D. Norms depend on how many cultures are represented in a community.

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Analyze*  
*Difficulty: Medium*  
*Learning Objective: 02-04 Differentiate the components of culture and co-culture: symbols, language, values, and norms.*  
*Topic: Components of Culture*

24. Which term best describes the standards by which a culture judges what is good, desirable, or beautiful?

- A. Symbols
- B. Values**
- C. Norms
- D. Language

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-04 Differentiate the components of culture and co-culture: symbols, language, values, and norms.*

*Topic: Components of Culture*

25. Which of the following describes the rules or expectations that guide people's behavior within a culture?

- A. Norms**
- B. Values
- C. Symbols
- D. Morals

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-04 Differentiate the components of culture and co-culture: symbols, language, values, and norms.*

*Topic: Components of Culture*

26. Elena is used to kissing her friends on both cheeks as a form of greeting in her native country. She notices that her new friends in the United States are uncomfortable with this practice. Elena and her friends have different cultural
- A. values.
  - B. protocols.
  - C.** norms.
  - D. standards.

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*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Hard*

*Learning Objective: 02-04 Differentiate the components of culture and co-culture: symbols, language, values, and norms.*

*Topic: Components of Culture*

27. Which of the following is NOT a cultural difference that influences how people communicate with one another?
- A. Orientation toward time
  - B. Power distance
  - C. Communicative context
  - D.** Ethnocentrism

*Type of question: Analyze*

28. Research shows that the United States, Canada, Great Britain, and Australia are the most highly \_\_\_\_\_ cultures.
- A. feminine
  - B. collectivistic
  - C. polychronic
  - D.** individualistic

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Hard*

*Learning Objective: 02-05 Contrast individualistic and collectivistic cultures.*

*Topic: Individualistic and Collectivistic Cultures*

29. In class, Mark frequently interrupts Professor Chang, asking direct questions and sometimes challenging her statements. Mark believes that it is his right to question an instructor to accommodate his learning style. Professor Chang also calls on Mark frequently in class, as she knows he will have a comment or observation related to the lecture. This style of classroom interaction represents what type of culture?

- A. Collectivistic
- B. Individualistic**
- C. Masculine
- D. Feminine

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Hard*

*Learning Objective: 02-05 Contrast individualistic and collectivistic cultures.*

*Topic: Individualistic and Collectivistic Cultures*

30. Chin believes that her primary responsibility is to her family, community, and employer. She considers the needs of her in-groups more important than her own needs. This example illustrates what type of culture?

- A. Collectivistic**
- B. Low-context
- C. Low-power-distance
- D. Monochronic

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Analyze*

*Difficulty: Medium*

*Learning Objective: 02-05 Contrast individualistic and collectivistic cultures.*

*Topic: Individualistic and Collectivistic Cultures*

31. The motto "I am my family and my family is me" is representative of what type of culture?

- A.** Collectivistic
- B. Individualistic
- C. Low-power-distance
- D. High-power-distance

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Medium*

*Learning Objective: 02-05 Contrast individualistic and collectivistic cultures.*

*Topic: Individualistic and Collectivistic Cultures*

32. People in a(n) \_\_\_\_\_ culture are taught that their primary responsibility is to their families, their communities, and their employer.

- A. low-power-distance
- B.** collectivistic
- C. high-power-distance
- D. individualistic

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-05 Contrast individualistic and collectivistic cultures.*

*Topic: Individualistic and Collectivistic Cultures*

33. Which term best describes cultures that emphasize the importance of knowing oneself, being self-sufficient, and being true to what one wants in life?

- A. High-context
- B. Low-context
- C. Individualistic**
- D. Collectivistic

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-05 Contrast individualistic and collectivistic cultures.*

*Topic: Individualistic and Collectivistic Cultures*

34. Which term best describes a culture in which people are expected to be direct, to say what they mean, and to avoid "beating around the bush"?

- A. High-context
- B. Low-context**
- C. Monochronic
- D. Polychronic

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-06 Distinguish between low- and high-context cultures.*

*Topic: Low-Context and High-Context Cultures*



35. Sue has an issue with her best friend. Rather than state the problem directly, Sue talks indirectly about the issue so her friend won't be embarrassed. With which type of cultural affiliation does Sue most likely identify?
- A. Collectivistic
  - B. High-context**
  - C. Polychronic
  - D. Low-context

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Hard*

*Learning Objective: 02-06 Distinguish between low- and high-context cultures.*

*Topic: Low-Context and High-Context Cultures*

36. In what type of culture would a supervisor publicly reprimand an employee, directly stating the employee's shortcomings in front of others?
- A. Collectivistic culture
  - B. High-context culture
  - C. High-power-distance culture
  - D. Low-context culture**

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Medium*

*Learning Objective: 02-06 Distinguish between low- and high-context cultures.*

*Topic: Low-Context and High-Context Cultures*

37. The belief that all people are created equal and that no one person or group should have excessive power is characteristic of what type of culture?

- A.** Low-power-distance
- B. Low context
- C. High-power-distance
- D. High context

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Medium*

*Learning Objective: 02-07 Differentiate low- and high-power-distance cultures.*

*Topic: Low-Power-Distance and High-Power-Distance Cultures*

38. In which instance is Mia most likely functioning in a low-power-distance culture?

- A. Mia believes that her employer should make all decisions, which she follows without question.
- B. Mia faces pressure to choose her mate from within her social class.
- C.** Mia feels that it is her right to question her professor in class if she does not agree.
- D. Mia uses direct language with her friends and tells them what she thinks; she does not "beat around the bush."

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Analyze*

*Learning Objective: 02-07 Differentiate low- and high-power-distance cultures.*

*Topic: Low-Power-Distance and High-Power-Distance Cultures*

39. Maricel is from the Philippines, where she has been taught that certain people or groups deserve more power than others and that respecting power is more important than equality. Maricel is from a \_\_\_\_\_ culture.

- A. collectivistic
- B. high-context
- C. high-power-distance**
- D. low-context

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Hard*

*Learning Objective: 02-07 Differentiate low- and high-power-distance cultures.*  
*Topic: Low-Power-Distance and High-Power-Distance Cultures*

40. Because the United States tends to value sex-differentiated roles and values such qualities as achievement and the acquisition of resources, the United States could be considered a moderately \_\_\_\_\_ culture.

- A. high-power-distance
- B. low-power-distance
- C. masculine**
- D. feminine

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Easy*

*Learning Objective: 02-08 Summarize how cultures vary in views about masculinity and femininity, and about men and women's roles.*  
*Topic: Cultural Views on Masculinity and Femininity*

41. Which of the following scenarios reflects a feminine culture?

- A.** Ally is the primary wage earner, while her husband stays home to care for their children.
- B. Ally stays at home and cares for the children while her husband goes to work.
- C. Ally believes that she should be direct and to the point while speaking.
- D. Ally values her autonomy and freedom of choice in how she does her job.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Hard*

*Learning Objective: 02-08 Summarize how cultures vary in views about masculinity and femininity, and about men and women's roles.*

*Topic: Cultural Views on Masculinity and Femininity*

42. Anika, a new mother in Sweden, gets 450 days of paid maternity leave, a practice most common in what type of culture?

- A. Collectivistic
- B. Individualistic
- C. Masculine
- D.** Feminine

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Medium*

*Learning Objective: 02-08 Summarize how cultures vary in views about masculinity and femininity, and about men and women's roles.*

*Topic: Cultural Views on Masculinity and Femininity*

43. Which type of culture values sex-specific roles for men and women, preferring that men hold the wage-earning and decision-making positions while women occupy the nurturing positions, such as mother and homemaker?

- A. Low-power distance
- B. High-power-distance
- C. Feminine
- D.** Masculine

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Remember*  
*Difficulty: Medium*

*Learning Objective: 02-08 Summarize how cultures vary in views about masculinity and femininity, and about men and women's roles.*

*Topic: Cultural Views on Masculinity and Femininity*

44. Which of the following categories is LEAST accurate in describing culture in the United States?

- A. Low-power-distance
- B.** Feminine
- C. Individualistic
- D. Low-context

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Analyze*  
*Difficulty: Medium*

*Learning Objective: 02-08 Summarize how cultures vary in views about masculinity and femininity, and about men and women's roles.*

*Topic: Cultural Views on Masculinity and Femininity*

45. Which of the following statements exemplifies a polychronic culture?

- A. Time is a finite commodity.
- B. Time must be properly managed.
- C.** Time is fluid and flexible.
- D. Time is valuable.

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Easy*

*Learning Objective: 02-09 Describe how cultures vary in their orientation toward time and uncertainty avoidance.*  
*Topic: Monochronic and Polychronic Cultures*

46. Sara decides to host a party for her new American friends. She tells them that the party will begin at 8 p.m. She is shocked when most of her guests arrive at or near 8 p.m., as in her culture an 8 p.m. start time means that guests will arrive around 9 p.m., if not later. Sara hasn't even put food out for the party yet. Sara most likely comes from which type of culture?

- A.** Polychronic
- B. Monochronic
- C. Low-context
- D. High-context

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Evaluation*  
*Difficulty: Medium*

*Learning Objective: 02-09 Describe how cultures vary in their orientation toward time and uncertainty avoidance.*  
*Topic: Monochronic and Polychronic Cultures*

47. If you expect class to begin promptly on time, you are most likely from which type of culture?

- A. Low-context
- B. Polychronic
- C. Monochronic**
- D. High-context

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Easy*

*Learning Objective: 02-09 Describe how cultures vary in their orientation toward time and uncertainty avoidance.*  
*Topic: Monochronic and Polychronic Cultures*

48. If Jamaica takes a "live and let live" approach, preferring as few rules as possible that restrict behavior, we would consider Jamaica to be what type of culture?

- A. Low-context
- B. Uncertainty-accepting**
- C. Feminine
- D. Low-power-distance

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Medium*

*Learning Objective: 02-09 Describe how cultures vary in their orientation toward time and uncertainty avoidance.*  
*Topic: Uncertainty Avoidance*

49. What term is used to describe the extent to which people try to avoid situations that are unstructured, unclear, or unpredictable?

- A. Communication apprehension
- B. Power distance
- C. Uncertainty avoidance**
- D. Awareness

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-09 Describe how cultures vary in their orientation toward time and uncertainty avoidance.*

*Topic: Uncertainty Avoidance*

50. Amish communities in the United States adhere to strict guidelines regarding dress, behavior, and the use of modern technology. This co-culture has a(n) \_\_\_\_\_ tolerance for uncertainty.

- A. high
- B. low**
- C. average
- D. conditional

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Medium*

*Learning Objective: 02-09 Describe how cultures vary in their orientation toward time and uncertainty avoidance.*

*Topic: Uncertainty Avoidance*



51. The statement "be mindful about cultural differences" is equivalent to which of the following statements?

- A. Operate on similarity assumptions.
- B. Assume that other cultures are inferior to your own.
- C.** Avoid the tendency to judge all differences negatively.
- D. Don't question cultural assumptions.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Easy*

*Learning Objective: 02-10 Describe strategies for communicating with cultural awareness.*

*Topic: Cultural Awareness*

52. Upon his return from vacation in France, Matt tells his friends how rude and backward French people are. What is Matt illustrating in his response?

- A. American values
- B.** Ethnocentrism
- C. A superiority complex
- D. Similarity assumptions

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Hard*

*Learning Objective: 02-10 Describe strategies for communicating with cultural awareness.*

*Topic: Cultural Awareness*

53. Which of the following is an example of ethnocentrism?

- A.** Nadia thinks that Americans are rude and too outspoken.
- B. Nadia doesn't understand why Americans shake hands upon meeting.
- C. Nadia enjoys learning new American norms because they are different from hers.
- D. Nadia is homesick and wants to return to her own country.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Hard*

*Learning Objective: 02-10 Describe strategies for communicating with cultural awareness.*

*Topic: Cultural Awareness*

54. Which of the following terms refers to the tendency to judge other cultures' practices as inferior to one's own?

- A. Uncertainty avoidance
- B. Ignorance
- C. Similarity assumption
- D.** Ethnocentrism

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-10 Describe strategies for communicating with cultural awareness.*

*Topic: Cultural Awareness*

55. Jenny, born and raised in the United States, is visiting her father's family in Brazil. She has only a very basic understanding of the language because her father speaks English at home. As she is taking her leave of her cousin, he says, "Lavar a egua," an expression used in his culture to wish someone success. Jenny is confused, interpreting her cousin as telling her to "wash the horse." Jenny's confusion demonstrates a breakdown in which communication code?

- A. Values
- B. Norms
- C. Symbols
- D.** Idioms

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Apply*  
*Difficulty: Hard*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*  
*Topic: Communication Codes*

56. Which of the following is NOT an example of a communication code?

- A. Gesture
- B. Idiom
- C.** Metaphor
- D. Jargon

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Medium*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*  
*Topic: Communication Codes*

57. Jane, an American student, tells her Brazilian friend Lucia that it is "raining cats and dogs." Lucia is confused when she looks outside to see only rain falling from the sky. This is an example of a breakdown of which type of communication code?

- A. Gestures
- B. Language
- C. Jargon
- D.** Idioms

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Medium*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communication Codes*

58. Language whose technical meaning is understood by people within a given co-culture but not necessarily by those outside it is what type of communication code?

- A.** Jargon
- B. Symbols
- C. Idioms
- D. Norms

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communication Codes*

59. In 2007, the actor Richard Gere sparked massive protests in India after kissing the Bollywood star Shilpa Shetty at a rally in New Delhi. Later, an Indian court even issued an arrest warrant for Gere. The actor was possibly unaware of

- A.** communication codes.
- B. legal codes.
- C. gender codes.
- D. moral codes.

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Medium*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*  
*Topic: Communication Codes*

60. In December 2008, President George W. Bush was giving a news conference in Iraq when the Iraqi journalist Muntadar al-Zaidi shouted an insult and threw his shoe at Bush, nearly hitting the president. Since showing the soles of one's shoes is a sign of disrespect in many Arab cultures, al-Zaidi was using which of the following as a code to communicate his insult?

- A. Language
- B.** Symbols
- C. Idioms
- D. Values

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Analyze*  
*Difficulty: Medium*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*  
*Topic: Communication Codes*

61. In 2008, the then presidential candidate Barack Obama bumped his fist against his wife Michelle Obama's fist before going onstage to accept the Democratic nomination. The *Washington Post* went on to call the gesture "the fist bump heard 'round the world." Many media outlets and pundits weighed in on the meaning and appropriateness of this fist bump in the following days, thus illustrating the \_\_\_\_\_ nature of this action.

- A.** symbolic
- B. odd
- C. ethnocentric
- D. controversial

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Analyze*  
*Difficulty: Medium*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communication Codes*

62. The fact that putting a thumb between the index and middle finger means good luck in Brazil but is an obscene expression in Russia shows that cultures can differ a great deal in their use of

- A.** gestures.
- B. idioms.
- C. mindfulness.
- D. values.

*AACSB: Knowledge Application*  
*Accessibility: Keyboard Navigation*  
*Bloom's: Understand*  
*Difficulty: Easy*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communication Codes*

63. Which of the following statements is important to remember when interacting with people from other cultures?

- A. Expect consistency.
- B.** Adapt to the behavior patterns you observe.
- C. Be aware of similarities in access to communication technology.
- D. Anticipate that others will imitate your behavior patterns.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Easy*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communicating across Cultures*

64. Marissa travels to Israel as part of her study abroad program. Because she knows little about the culture and the language, she feels unsure and not certain of what to do. It is important for Marissa to remember that such \_\_\_\_\_ is common when people interact cross-culturally.

- A. adaptation
- B.** ambiguity
- C. ethnocentrism
- D. tolerance

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Evaluate*

*Difficulty: Medium*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communicating across Cultures*

65. Because cultures can differ substantially in communication patterns, it is common to experience a lack of certainty when communicating with someone from another culture. This lack of certainty is called

- A. uncertainty avoidance.
- B. disorientation.
- C. flexibility.
- D.** ambiguity.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Hard*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communicating across Cultures*

66. Atsuko is from Japan, and Mahek is from Pakistan. They meet as exchange students in Australia. At the end of the semester, they return to their native countries. Atsuko has regular access to a computer and e-mails Mahek regularly. She grows frustrated as Mahek, instead of e-mailing back, sends letters via traditional mail, which can take weeks. What term would a social scientist use to describe what Atsuko and Mahek are experiencing?

- A.** Digital divide
- B. Culture clash
- C. Ethnocentrism
- D. Values

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Hard*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communicating across Cultures*



67. Kyle, an Australian student, uses the Internet regularly to do research for projects. His Bolivian friend, Diego, instead goes to a local library to use books. Social scientists refer to this difference in access to communication technology as

- A. ethnocentrism.
- B. low-power-distance.
- C.** the digital divide.
- D. norms.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Apply*

*Difficulty: Medium*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communicating across Cultures*

68. To \_\_\_\_\_ means to change your behavior to accommodate what others are doing.

- A. alter
- B. overcome
- C. be respectful
- D.** adapt

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Remember*

*Difficulty: Easy*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communicating across Cultures*

69. The musician Madonna, although born and raised in the United States, has been filmed by media speaking with a British accent after having lived in England for several years. In fact, her publicist once e-mailed a major newspaper saying that Madonna naturally picks up on the languages and sounds of people around her. This behavior could be seen as an example of which of the following?

- A. Ethnocentrism
- B. Adaptation**
- C. Values
- D. Norms

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Hard*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communicating across Cultures*

70. Adaptation is likely to be most effective when it appears

- A. deliberate.
- B. natural.**
- C. deferential.
- D. exaggerated.

*AACSB: Knowledge Application*

*Accessibility: Keyboard Navigation*

*Bloom's: Understand*

*Difficulty: Medium*

*Learning Objective: 02-11 List and summarize communication codes that vary across cultures.*

*Topic: Communicating across Cultures*