

Chapter Two

True/False

1. The most relevant feature of individualism, as defined in the majority of the studies, is valuing personal independence.

Ans: true

2. Individualism is linked to a sense of duty to group, interdependence, harmony, and working with the group.

Ans: false

3. Individualism and collectivism are not mutually exclusive; that is, they can coexist within a person of any culture.

Ans: true

4. Within a low context culture, interactants primarily will look to the physical, sociorelational, and perceptual environment for information.

Ans: false

5. In a low-context communication, the verbal code is the primary source of information.

Ans: true

6. In China, a dominant cultural value is filial piety (obedience to parents, respect for parents, honoring of ancestors).

Ans:true

7. Cultures with a smaller power distance emphasize that inequalities among people should be minimized.

Ans: true

8. In cultures with a strong uncertainty avoidance orientation, uncertainty is seen as a normal part of life, where each day is accepted as it comes.

Ans: false

9. Cultures with a strong uncertainty avoidance orientation sense that uncertainty in life is a continuous threat that must be fought.

Ans: true

10. During intercultural communication, higher uncertainty is usually associated with lower anxiety.

Ans: false

Multiple Choice

1. Which of the following types of cultures emphasize individual goals over group goals?

- a. Individualistic cultures.
- b. Large power distance cultures.
- c. Small power distance cultures.
- d. High context cultures.

Ans: a

2. Which of the following statements best describes a collectivistic culture?

- a. Emphasis is placed on individuals' goals over group goals.
- b. People communicate using a restricted code.
- c. People are taught to be creative, self-reliant, competitive, and assertive.
- d. Society stresses values that serve the ingroup.

Ans: d

3. Which of the following statements best describes an individualistic culture?

- a. Society stresses approval of the outgroup.
- b. People are seen as interdependent with others.
- c. Self-concept is consistent with public behavior.

d. People communicate using a restricted code.

Ans: c

4. Which of the following countries is the most individualistic?

a. The United States

b. Japan

c. Russia

d. Brazil

Ans: a

5. Which of the following countries is the most collectivistic?

a. The United States

b. Japan

c. Russia

d. Canada

Ans: b

6. Which of the following statements best describes a high context culture?

a. Society stresses approval of the outgroup.

b. People are seen as interdependent with others.

c. Self-concept is consistent with public behavior

d. People communicate using a restricted code.

Ans: d

7. Which of the following statements best describes a low context culture?

a. People communicate using a restricted code.

b. Nonverbal code is the primary source of information.

c. Verbal code is the primary source of information.

d. People heavily rely on the contextual elements of the communication setting.

Ans: c

8. Which one of the following countries is considered a high context culture?

a. Canada

b. South Korea

c. England

d. Saudi Arabia

Ans: b

9. Which one of the following countries is considered a low context culture?

- a. Germany
- b. Spain
- c. China
- d. Vietnam

Ans: a

10. Which of the following statements best describes a large power distance culture?

- a. Inequalities among people are expected and desired.
- b. Inequalities among people should be minimized.
- c. People communicate using “powerful” messages (e.g., direct, assertive).
- d. People communicate using “powerless” messages (e.g., indirect, hesitant).

Ans: a

11. Which of the following statements best describes a small power distance culture?

- a. Inequalities among people are expected and desired.
- b. Inequalities among people should be minimized.
- c. People communicate using “powerful” messages (e.g., direct, assertive).
- d. People communicate using “powerless” messages (e.g., indirect, hesitant).

Ans: b

12. Which of the following countries is considered large power distance?

- a. Great Britain
- b. Scotland
- c. Finland
- d. Mexico

Ans: d

13. Which of the following statements best describes a strong uncertainty avoidant culture?

- a. Uncertainty is seen as a normal part of life.
- b. Uncertainty is seen as a continuous threat.
- c. Most of the population experiences communication apprehension.
- d. Few people experience communication apprehension.

Ans: b

14. Which of the following statements best describes a weak uncertainty avoidant culture?

- a. Uncertainty is seen as a normal part of life.
- b. Uncertainty is seen as a continuous threat.
- c. Most of the population experiences communication apprehension.
- d. Few people experience communication apprehension.

Ans: a

15. People who are certainty oriented

- a. undertake activity that maintains clarity.
- b. undertake activity that is socially prescribed.
- c. undertake activity that is hierarchically prescribed.
- d. undertake activity that is monochronically prescribed.

Ans: a

Essay/Short Answer

18. Define and describe the essential differences between individualistic and collectivistic cultures.

Ans: The most relevant feature of individualism is valuing personal independence, an emphasis on personal responsibility and freedom of choice, personal autonomy, and achieving self-fulfillment. Individualists strive to maintain distinctive personal attitudes and opinions and prefer self-directed behavior and independence of groups. Individualists tend to see themselves as unique from others. Collectivism is linked to a sense of duty to group, interdependence, harmony, and working with the group. In collectivistic societies, group goals take precedence over individual goals. Collectivistic cultures stress values that serve the in-group by subordinating personal goals for the sake of preserving the in-group. Collectivistic societies are characterized by extended primary groups such as the family, neighborhood, or occupational group.

19. Define and describe the essential differences between high and low context cultures.

Ans: High-context cultures generally have restricted code systems. Users of a restricted code system rely more on the contextual elements of the communication setting for information than on the actual language code. In restricted-code cultures, communication is not general across individuals in content but is specific to particular people, places, and times. Within a high-context transaction, the interactant will look to the physical, sociorelational, and perceptual environment for information. Of particular importance is the social relationship between the interactants. In a low-context culture, the verbal code is the primary source of information. Low-

context cultures generally rely on elaborated codes. Unlike users of restricted codes, users of elaborated codes rely extensively on the verbal code system for creating and interpreting meaning. Information to be shared with others is coded in the verbal message. Although persons in low-context transactions recognize the nonverbal environment, they tend to focus more on the verbal context. Moreover, the rules and expectations are explicitly outlined. Users of elaborated codes are dependent on words to convey meaning and may become uncomfortable with silence. In low-context transactions, the communicants feel a need to speak.

20. Define and describe the essential differences between large and small power distance cultures.

Ans: Cultures with a smaller power distance emphasize that inequalities among people should be minimized and that there should be interdependence between less-powerful and more-powerful people. In cultures with small power distance family members are generally treated as equal and familial decisions are reached democratically. In cultures with a larger power distance, inequalities among people are both expected and desired. Less powerful people should be dependent on more powerful people. In many larger power distance cultures, there is a strict hierarchy among family members where typically the father rules authoritatively.