

ΑΓΓΛΙΚΑ III

Ενότητα 6α: Business across cultures

Ζωή Κανταρίδου
Τμήμα Εφαρμοσμένης Πληροφορικής



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



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While doing business in East Asia, would it be appropriate to ...

- Address a person of lower company status first when meeting a company's representatives.
- Only put forward your business proposal at the third meeting, not earlier.
- Ask a Japanese trainee a comprehension question in front of the whole group.
- Talk informally to your subordinates and ask them to call you by your first name.
- Promote a highly qualified, though younger employee over a more experienced one with seniority in the company.

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True or False?

1. Whether a person is a team worker or not is exclusively a matter of character.
2. Roger Dixon offended the two workshop participants without knowing it.
3. With globalization, people are gradually letting go of their national cultures.
4. Protestantism is related to altruism.
5. Former colonists are not very popular with the countries they used to occupy.
6. A young person in the US has more independence from his family than in Eastern cultures.
7. In the Middle East a person can transcend his social class by becoming educated.
8. If during a conversation in China the participants have nothing to say for 3 minutes, they do not feel awkward.
9. Vastness of the terrain is related to materialism and individualism.

Answer in your own words

1. Why didn't the Thai workshop participants want to volunteer?
2. Why didn't anyone say what was wrong?
3. What is guanxi? What is its significance?
4. How does freedom of expression reflect on a country's language?

Find the contrasts in

- Religion
- Education
- Economics
- Politics
- Family
- Social classes

Find the contrasts in/ Answers

- Religion Buddhism/ Protestantism
 - » Harmony, humility, collective good/ emphasis on individual
- Education: Teacher-centred, formal, theoretical
Student-centred, autonomy, liberal, participative
- Economics: market-directed vs centrally planned
- Politics: totalitarian vs democratic
- Family: extended vs nuclear
- Social classes: social mobility, equal opportunities

Cultural Differences (1)

Cultural Feature	West (US)	East Asia
Expression of Disagreement	Likely to express disagreement (1). (2) to disagree for fear of making interlocutor (3)
Openness of Communication	Explicit,(4) (5).
Structure of family	Nuclear (6)

Cultural Differences (2)

Cultural Feature	West (US)	East Asia
Structure of society	Social (7) is possible	Fixed, closed classes.
The Role of the Individual	Has autonomy. Individual achievement is valued	It is subordinate to the (8) good
Business vs. Social Relationship (9) to the business purpose.	The web of social(10) is all-important.

Lexical cohesion: find phrases in the text related to...(1)

Political system

Religion

Lexical cohesion: find phrases in the text related to...(2)

Political system

- Regime
- Society
- Rights
- Government
- Citizen

Religion

- Supernatural
- Protestantism
- Buddhism
- Preaches

Lexical cohesion: find phrases in the text related to...(3)

Capitalism

Geography

Lexical cohesion: find phrases in the text related to...(4)

Capitalism

- Free market
- Market-directed
- Competition

Geography

- Latitude
- Terrain
- Climate
- Soil

Reference: Find the antecedents of the pronouns in bold type.

- a. In the US the dominant religion is Protestantism and **this** results in a strong emphasis placed on the individual...
- b. Language is the vehicle of communication that reflects the culture whose meanings and values **it** is recruited to express.
- c. a Japanese researcher would be reluctant to sound so forward and maybe opt for the passive, or say that in **his** opinion **this** was the case.
- d. A society's class system may be more 'open' or 'closed', **the latter** disallowing the free movement of individuals from one caste to another.

Guess the meaning of the following words

1. a successful trainer, Roger Dixon, who had a brilliant **track record** training managers
2. Culture often determines ... the role that **seniority** plays in a company's organization.
3. even this direct **plea** for comments proved unsuccessful in getting them to come forward.
4. No-one was willing to **air** their opinion of the trainer, certainly not a negative one.
5. Nowadays societies seem to **converge** toward free-market systems, with formerly Marxist economies like China embracing the capitalist model.

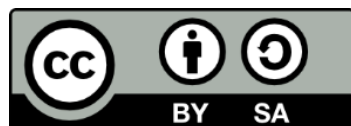
Paraphrase the following examples (1)

1. Dixon resorted to picking two volunteers himself, opting for two older men, who, however, felt very self-conscious in the process and seemed to have lost face.
2. An effective Chinese colleague will often be able to analyse body language at meetings, work out who in the other negotiating team holds real power - not always the boss - and help smooth out any inadvertent wrinkles.

Paraphrase the following examples (2)

3. To them, a completed contract may merely be the proof that both sides have grown close enough to develop a trusting relationship. Further concessions may then be requested - a difficult prospect for the Westerner who has shaved his margin down to the bone.
4. Western business visitors are often deadline-driven and unwilling to slow down to the Chinese pace when discussing business. ... Those involved in negotiations know how long they can drag on when the Chinese side is consulting internally or has other reasons for delay. But Chinese negotiators can move with lightning speed on other occasions.

Τέλος Ενότητας



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