

Chapter 01

Studying Intercultural Communication

As you approach the assessment of your students' learning bear in mind the earlier discussion of Bloom's Taxonomy and the depth and complexity of student learning. Multiple Choice and True/False questions will tend to address the lower levels of remembering and understanding. A good essay question can also assess application, analysis, and evaluation, but to assist them in deeper learning, to discover whether they are able to apply that learning in real world situations, and to assess aspects of affective and behavioral learning, other kinds of assignments are necessary. Having them engage in ethnography, civic engagement opportunities, in-depth values analysis essays of their own and another's cultural perspective, journaling about their feelings and reactions, and having them develop learning activities for their peers are excellent additional ways to assist and assess their learning. Such assignments can be done individually or in groups.

Multiple Choice Questions

1. The _____ imperative for studying intercultural communication refers to the need to understand differences in a diverse work environment, identify new business markets and develop new products for differing cultural contexts.

- A. economic
- B. technological
- C. peace
- D. demographic

2. The need to market products effectively in different countries illustrates the _____ imperative for studying intercultural communication.

- A. economic
- B. technological
- C. peace
- D. demographic

3. The possibility of communicating with people from different cultures via email, fax, and the internet illustrates the _____ imperative for studying intercultural communication.

- A. economic
- B. technological**
- C. peace
- D. self awareness

4. John, an engineer in a multinational corporation, emails coworkers from India and Taiwan on a weekly basis. John's communication illustrates the _____ imperative for studying intercultural communication.

- A. economic
- B. technological**
- C. peace
- D. demographic

5. Changes in the composition of the US population illustrate the _____ imperative for studying intercultural communication.

- A. economic
- B. technological
- C. peace
- D. demographic**

6. John and Nancy were raised in Illinois and speak only English. Many of their neighbors, however, have immigrated from countries outside the United States and speak English as a second language. John and Nancy's desire to have a positive relationship with their diverse neighbors illustrates the _____ imperative for studying intercultural communication.

- A. economic
- B. technological
- C. peace
- D. demographic**

7. Violence, conflict and tension between differing cultural groups in constant contact illustrates the _____ imperative for studying intercultural communication

- A. economic
- B. self awareness
- C. peace
- D. demographic

8. Ethnic conflicts in Bosnia and the Soviet Union as well as ethnic tensions in other multicultural nations illustrate the _____ imperative for studying intercultural communication.

- A. economic
- B. ethical
- C. peace
- D. demographic

9. Increased understanding of one's self as a cultural being illustrates the _____ imperative for studying intercultural communication.

- A. self awareness
- B. demographic
- C. ethical
- D. technological

10. Maria had never really thought much about her Italian heritage until she became friends with Aylin, an American of Middle Eastern descent. Through conversation and visits to Aylin's family, Maria gradually began to realize how many of her own behaviors were culturally determined. Maria's experience illustrates the _____ imperative for studying intercultural communication.

- A. economic
- B. ethical
- C. self Awareness
- D. demographic

11. People who believe that cultural differences are only superficial and that there are certain rules that apply across cultures are operating from a ____ position of ethics.

- A. political
- B. relativist
- C. judicial
- D.** universalist

12. People who believe that behavior can only be judged within the context in which it occurs are operating from a _____ position of ethics.

- A.** relativist
- B. cultural
- C. universalist
- D. demographic

13. Rebecca is appalled that in some countries, girls regularly marry before the age of fifteen. She believes that all females should be adults before they marry regardless of their culture because of issues of education, prenatal health and economic rights. Rebecca has assumed the _____ position of ethics.

- A. relativist
- B. westernized
- C.** universalist
- D. politicized

14. Toni tells her Chinese friend Guiwen that he should not be angry about his perceived superficial friendliness of many Americans without first understanding the cultural context of the behavior. Toni has taken a _____ position of ethics.

- A. explanatory
- B. universalist
- C.** relativist
- D. non-judgmental

15. The process by which we "look in the mirror" to see ourselves as cultural beings is known as ____.

- A.** self reflexivity
- B. self awareness
- C. journaling
- D. heterogeneity

16. The term _____ refers to the result of increased contact (through the internet, media reports and travel) between people around the world.

- A.** global village
- B. heterogeneity
- C. self reflexivity
- D. assimilatable

17. The term _____ refers to the ability of southern and Eastern European immigrants to "blend" into the general US population.

- A. global village
- B. heterogeneity
- C. self reflexivity
- D.** assimilatable

18. Principles of *conduct* that help govern the behavior of individuals and groups are known as ____.

- A. morals
- B.** ethics
- C. values
- D. beliefs

19. _____ are the result of the tendency for members of particular ethnicities to settle in the same area (such as Latinos in Englewood and East Los Angeles).

- A. Class structures
- B. Ethnic tensions
- C. Global villages
- D.** Enclaves

20. Economic disparity among ethnic groups in the United States can best be understood by looking at _____.

- A. enclaves
- B. class structure**
- C. assimilatable groups
- D. economic mobility

21. The expansion of businesses into markets around the world is known as _____.

- A. immigration
- B. mobility
- C. heterogeneity
- D. globalization**

22. *Historically*, the anti-immigrant nativistic movements

- A. targeted immigrants of Southern European descent only.
- B. were not supported by the government of the United States.
- C. promoted violence against newer immigrants to the United States.**
- D. were a form of economic protection for enclave communities.

23. The changes in the patterns of immigration during the last 40 years illustrate the fact that the population of the United States is becoming much more _____.

- A. heterogeneous**
- B. classist
- C. nativist
- D. ethical

24. The study of intercultural communication in order to proselytize others without their consent illustrates a/an _____ issue about the application of intercultural knowledge, according to Martin & Nakayama.

- A. ethical**
- B. practical
- C. religious
- D. demographic

25. Token stories of success and upward mobility (illustrated by Oprah Winfrey, J.K. Rowling and Steve Jobs) reinforce ____ and perpetuate the myth that there is equal opportunity for all to achieve upward mobility in the US.

A. heterogeneity

B. class structure

C. economic diversity

D. assimilation

True / False Questions

26. Many American companies provide little or no training before sending their workers overseas.

TRUE

27. Anti-immigrant, nativist sentiment was well supported at the government level during the late 1800s.

TRUE

28. The Chinese Exclusion Act officially prohibited Chinese from immigrating to the United States.

TRUE

29. *Maquiladoras* are an example of how multinational corporations can reap lower labor costs while adhering to U.S. environmental policies.

TRUE

30. Until the 1960s, most immigrants to the United States came from Europe.

TRUE

31. Blogging and social media like Twitter are places where people can *meet up*.

TRUE

32. The majority of immigrants to the United States now come from Latin America or Asia.

TRUE

33. Generally speaking, all immigrants can assimilate in the American "Melting Pot."

FALSE

34. The universalist position holds that cultural behavior can only be judged from the context in which it occurs.

FALSE

35. In the next 20 years, the racial and ethnic diversity of the U.S. population will be distributed more evenly across the nation.

FALSE

Essay Questions

36. In what ways might economic conditions make a difference in attitudes toward foreign workers and immigration policies.

Answers will vary

37. In what ways might the study of intercultural communication be helpful in understanding ethical issues involved in intercultural interaction?

Answers will vary

38. Identify and discuss three ways in which we might become ethical students of culture.

Answers will vary

39. Identify and discuss 4 of the six imperatives for studying intercultural communication.

Answers will vary

40. Compare and contrast the universal and relativist positions with regard to ethical intercultural interaction.

Answers will vary

41. In what ways have the wars in Afghanistan and Iraq underscored the need to study intercultural communication?

Answers will vary

42. How has the history of immigration influenced cultural relations within the United States?

Answers will vary

43. How might self reflexivity improve intercultural communication?

Answers will vary

44. How have the changing demographics in the United States affected intercultural communication?

Answers will vary