**University Frères Mentouri- Constantine 1**

**Faculty of Arts and Languages**

**Department of Translation**

**Module: PL English/ Master 1**

**ANSWER KEY 01**

1. **Comprehension questions and academic discussion**:
* What has contributed to cultural diversity in the business world?

**Spread of high-tech communication, travelling, immigration, and free trade.**

* What can be inferred about the reason for a decrease in business profits?

**Business profits may decrease when there is unawareness of cultural differences between involved parties (lack of cultural intelligence)**

* According to paragraph 2, what is mindfulness?

**Mindfulness means objective observation of cultural differences. I is being aware of one’s own and others’ cultural programming and understanding how they influence cross-cultural relationships.**

* What does the author imply about mindfulness?

**He implies that it can be applied to others areas of life.**

* According to paragraph 3, what is true of countries like Canada and the United States?

**These countries value independence, initiative and individual action (self-efficiency).**

* According to paragraph 3, cultural misunderstandings are likely to be the result of conflicts involving which cultural scale?

**Involving the cultural scale of individual versus group distinction.**

* According to paragraph 4, a country that valued tradition would be an example of which type of cultural style?

**It would be an example of a cautious culture. (a culture that resist to change and relies on proven strategies).**

* According to the reading, what is cultural intelligence?

**Cultural intelligence is awareness of cultural distinction between countries and the ability to adapt one’s behavior and attitudes accordingly as to avoid misunderstanding that is liable to trigger business failure.**

* Do you think that cultural intelligence is an important skill in business and life? Why or why not? (answers may vary)

**As culture is a predominant feature of social life, it is important to develop this skill to improve one’s personal and professional life and to succeed in business (many conflicts can be avoided with colleagues or with friends and relatives when endowed with this type of skill)**

* Aside from helping in cross-cultural communication, how else can mindfulness prove beneficial in daily life? (Answers may vary)

**Mindfulness involves the ability to listen to others and to weigh between one’s desires and needs and those of the others. It is also to understand that we are not leaving alone in this world and we need to build channels of communication with other people, and in order to achieve that successfully, we need to show forgiveness, tolerance and leniency.**

1. **Vocabulary and synonyms**

**Overseas:** abroad

**Immigration:** settle abroad

**Cultures:** worldviews distinguishing nations

**Constitutes:** makes up

**Objective:** unbiased

**Aware:** to know about

**Prioritize:** prefer over

**Consultation:** seeking advice from others/discussing the problem with the group

**Hierarchy:** relation of an employee to his boss or superior

**Subordinates:** employees

**Straightforward:** direct

1. **Paraphrasing and summarizing**

**Paraphrase of paragraph 3:** (answers may vary)

Cultural intelligence is deemed very important especially in business. We acquire it through our awareness of cultural differences that lay behind the possible obstacles we may face when establishing relations with others. For example, there are people who prefer taking independent actions and decisions like Canadians and Americans and others who would never allow any action to take place before prior discussion with their partners and colleagues such is the case of Chinese and Mexicans. Subsequently, an American businessperson ignoring this principle and failing to consult his/her Chinese counterpart would clearly bring his business to a fiasco.

**150 word summary:**

Managers nowadays need more interaction at the international level because of the spread of technological communication, immigration, travelling and free trade. They need cultural intelligence to succeed in their business.

Cultural intelligence means the ability to adapt to new cultural situations. It involves knowledge of culture and how it affects our behavior, mindfulness of cultural distinctions and how they can be acted upon in the service of one’s objectives, behavioural skills and how they can help put this intercultural knowledge into action.

Cultural intelligence reposes on knowledge of possible conflicts arising between cultures like their attitudes towards individual/group distinction. Americans and Canadians prefer in this respect individual actions, whereas Chinese and Mexicans prefer acting in consultation with the group.

 Other cultural distinctions are hierarchy/equality between employees and their superiors at work, direct/diplomatic relations between business partners, task/relationship attitudes towards opening the business, risk/cautious strategies towards business plans.