

ИНОСТРАННЫЕ ЯЗЫКИ И МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ
(Английский язык) /
FOREIGN LANGUAGES AND INTERCULTURAL COMMUNICATION
(English Language)

10-11 классы / 10th and 11th Grades

Вариант 8 / Version 8

Duration – 80 minutes
Maximum score – 100 points

The test consists of 2 parts: Language and Culture Studies and Analytical Writing.

PART 1. LANGUAGE AND CULTURE STUDIES (50 points)

Task 1. For questions 1-6, read the text below and answer the questions (24 points).

Saving Face and Losing Face

One renowned quote by American civil rights activist Maya Angelou goes: "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Keep that advice very much in mind during your interactions in Asia, since causing someone to "lose face" — even if done inadvertently — can provoke deficient interactions.

First-time travellers in Asia often end up perplexed having witnessed inexplicable, what-just-happened scenarios, for instance, sometimes letting someone be wrong is just better than *pointing out* they are wrong. Being the major cause of someone's public embarrassment in any form is a reprehensible no-no. From interactions in Tokyo board rooms to market transactions in the smallest villages in China, the concepts of saving face and losing face guide daily life in Asia. What many travellers lament as "culture shock" may simply be a misunderstanding of how the concept of face prevails in Asia.

The abstract notion of face undoubtedly has nothing to do with physical features; instead, face can be described as a blend of social standing, reputation, influence, dignity, and honour. Causing someone to lose face lowers them in the eyes of their peers, whilst saving face or "building face" enhances their self-worth. Although in the West we tend to appreciate people who are "brutally honest" or those who get down to business, the opposite often holds true in Asia. Crucial meetings get preceded with hours of trust-building interaction and small talk before taking care of actual business. Some Western executives learn the hard way to prioritise building trust over efficiency and "getting down to it." The value of *face* can even outweigh the importance of the original issue, producing some bewildering and unexpected outcomes.

With a little practice, you'll be able to spot the interplay of face in simple interactions that occur throughout a day:

- While introducing you to his peers, your Chinese friend incorrectly states that you come from New York, the largest state in the U.S. Pointing out that Alaska is actually the largest state could cause him a loss of face. In this instance, your friend's feelings are more relevant than accurate geography.
- Your food in a luxurious restaurant was prepared incorrectly. Sending the food back instantly without at least complimenting the chef on the speed or presentation of the errant dish will cause him to lose face in the kitchen.
- You ask someone older than you for directions to a landmark. Rather than losing face by telling you that they have no single clue how to get there, they confidently point you in the wrong direction, after all, they are expected to know everything about their hometown. Even if you know the directions are wrong, proceed down the way a little before asking someone else.
- Someone pays you a very flattering compliment. Instead of just absorbing it, you instantly give credit for your achievement to your teacher or family for their wise instruction. You can also defer to your team for their excellent help.

by Greg Rodgers

1. According to the author, the concept of face mostly encompasses such aspects as someone's looks, appearance and perceived attractiveness in the eyes of others.
 - a) True
 - b) False
2. Which suggestions about everyday interactions with Asian people are true according to the text? Check all that apply.
 - a) Valuing your interlocutor's feelings more than accurate information.
 - b) Being able to point out what you dislike about the service you've received.
 - c) Being complimented, acknowledge the compliment and thank the person for their kind words.
 - d) Showing that you've appreciated your interlocutors help by following their advice even if you know it's not correct.
3. According to the text, first-time travellers to Asia
 - a) need to be able to stand their ground if their Asian counterparts are not right.
 - b) need to maintain their physical appearance to enhance communication.
 - c) may find some practices confusing and difficult to understand.
 - d) may readily embrace the differences and adapt quickly.
4. According to the text, it is possible to learn how not to make someone lose face by doing research on the cultural peculiarities of a certain country.
 - a) True
 - b) False
 - c) Not stated
5. Match these characteristics with Eastern and Western cultures described in the text.
 - a) Business often begins with personal connections. EASTERN/WESTERN
 - b) Calling people out on their mistakes is seen as an important part of leading a team. EASTERN/WESTERN
 - c) People separate work from personal life very easily. EASTERN/WESTERN
 - d) People will always strive not to put another person in a difficult position by giving a negative answer. EASTERN/WESTERN
6. In the second paragraph, find the word that means 'extremely bad or unacceptable' = _____ (*type it in small letters*).

Task 2. For questions 7-12, think of one word which can be used appropriately in all three idioms, proverbs, or expressions from around the world. Type the word in small letters (12 points).

7. Familiarity breeds contempt; distance breeds _____. (Nigerian Proverb)
Those who _____ the elderly pave their own road toward success. (African Proverb)
He who wants the rose must _____ the thorn. (Persian Proverb)
8. _____ no one till you have eaten a bushel of salt with him. (German Proverb)
When there is _____, no proof is necessary. when there is none, no proof is possible. (Chinese Proverb)
_____ makes way for treachery. (Arab Proverb)
9. Boldness in _____ is the first, second, and third thing. (German Proverb)
Eat and drink with your relatives; do _____ with strangers. (Greek Proverb)
Punctuality is the sole of _____. (French Proverb)
10. Sometimes it takes only an hour to get a _____ that lasts for a thousand years. (Japanese Proverb)
Of a dead leopard we keep the skin, of man his _____. (Chinese Proverb)
A good _____ is something you must pay for, but you can never buy. (African Proverb)
11. Better poor with _____ than rich with shame. (Dutch Proverb)
From the father comes _____, from the mother comfort. (Dutch Proverb)
_____ once lost never returns. (Dutch Proverb)
12. Poverty won't allow him to lift up his head; _____ won't allow him to bow it down. (Malagasy Proverb)
He who hurries can not walk with _____. (Chinese Proverb)
_____ does not consist in a silk dress. (American Proverb)

Task 3. For questions 13-19, match the sociocultural facts with their countries of origin. There are more countries than you will need (14 points).

A	Nigeria	D	the USA	G	India
B	France	E	Germany	H	Italy
C	Brazil	F	Thailand	I	Japan

13. Some business cultures share the common custom of kissing on the cheek as a form of salutation. However, this country has taken this to a whole new level. For instance:

kissing rules vary for men and women, and people are expected to kiss-greet each person arriving at a gathering, whether they know them or not.

14. The ritual of exchanging business cards, like every ceremony in this country, is based on respect for order and rank. When meeting in a group setting, those in higher-ranking positions should be the first to exchange their business cards. And always remember to receive the other person's card with both hands.
15. Small talk serves as social glue in this country. It is a tool to interact with others, to build bridges between individuals. What's interesting, unlike Europe, small talk in this country tends to be more positive, usually filled with little anecdotes, jokes, or mere pleasantries, which reflects this country's positivity and optimism.
16. In business communication the people of this country like to develop a personal connection first, so questions about family could be asked and it is important to remember this personal information. For example, if he or she has a child, it's advisable to remember the child's name and ask about his or her well-being each time you see your contact.
17. In this country, it is customary for the host to show up in traditional attire in business settings, especially in more formal or high-profile meetings, however, the representatives of other cultures should not wear anything that is their tradition, because this could be considered cultural appropriation.
18. In this country, the traditional greeting is the "wai," which involves placing your palms together in a prayer-like gesture and bowing slightly. There are three categories of the wai - high, middle, low, as the height at which you hold your hands and the depth of your bow reflect the respect you wish to convey
19. In this country, in which efficiency and punctuality are greatly valued in both social and business contexts, shaking hands is a typical gesture. It is expected that you shake hands with any client, colleague, employer, or employee at the first meeting and in some companies on a daily basis. One should shake hands with the right hand ensuring the left hand is not in the pocket, which may be seen as rude. It is also important to maintain eye contact during the handshake.

PART 2. ANALYTICAL WRITING (50 points)

Task 4. Now you have learned about the concept of 'face' in Eastern cultures. Write an essay analysing the perception of 'face' as related to social standing, reputation, influence, dignity, and honour in your country from the perspective of your cultural experience and background. Your essay should have an introduction, two/three body paragraphs, and a conclusion.

You must:

- define the cultural phenomenon using your own words;
- explain how this cultural phenomenon impacts intercultural communication;
- analyse how this cultural phenomenon is reflected in your culture in the given sphere providing examples.

You can receive a maximum of 50 points for this task.

ANSWER KEY

TASK 1

- 1) B
- 2) A, D
- 3) C
- 4) C
- 5) a - EASTERN; b - WESTERN; c - WESTERN; d - EASTERN
- 6) reprehensible

TASK 2

- 7) respect
- 8) trust
- 9) business
- 10) reputation
- 11) honour
- 12) dignity

TASK 3

- 13) B
- 14) I
- 15) D
- 16) G
- 17) A
- 18) F
- 19) E