

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

10-11 классы / 10th and 11th Grades

Вариант 4 / Version 4

The test consists of 2 parts: Language and Culture Studies and Analytical Writing.
Duration – 80 minutes. Maximum score – 100 points.

PART 1. LANGUAGE AND CULTURE STUDIES (50 points)

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

When Culture Doesn't Translate

Until recently most people worked in organizations that were largely local. We interacted with colleagues and clients who were with us and culturally like us. Fellow staff members were often in the same building and in the same country. This meant that they had similar ways of communicating and making decisions.

But with the technological advancements, popularity of working remotely, and as companies internationalize, their employees become geographically dispersed and lose their shared assumptions and norms. People in different countries react to inputs differently, communicate differently, and make decisions differently. Corporate cultures begin to break down. Miscommunication becomes more frequent. As a result, trust erodes, especially between the head office and the regional units.

In companies where everyone is located in the same country, passing messages implicitly is frequently the norm. The closer the space we share and the more similar our cultural backgrounds, the stronger our reliance on unspoken cues. In these settings we communicate in shorthand, often without realizing it. We read our counterparts' tone of voice, picking up on subtext. A manager at Louis Vuitton told me, "At our company, managers didn't finish their sentences. Instead, they would begin to make a point and then say something like 'OK, you get it?' And for us, that said it all."

If I see you shrink in your seat when the boss asks if you can meet a deadline, I know that your "yes" really means "I wish I could," and I might follow you to your office after the meeting to hear the real deal.

But when companies begin to expand internationally, implicit communication stops working. If you say yes even though you mean no, I'll think that you agreed. Because we aren't in the same place, we can't read one another's body language—and because we're from different cultures, we probably couldn't read it accurately even if we were within arm's length. The more we work with

people from other cultures in far-flung locations, the less we pick up on subtle meaning and the more we fall victim to misunderstanding and inefficiency. Explicit communication within an international company plays a pivotal role in bridging cultural differences. It may foster clarity, and promoting effective collaboration among employees from diverse backgrounds.

This is especially important for virtual communication as there is a lack of physical cues to communicate effectively. It's critical to set clear, comprehensive, and adaptive rules for how best to communicate with remote co-workers. The obvious solution is to put in place multiple processes that encourage employees to recap key messages and map out in words and pictograms who works for whom, with what responsibilities, and who will take which steps and when. Instant messaging and chat apps may allow your team members to quickly communicate when needed. Many platforms available let you share your computer screen to help viewers understand better through visual representations.

For many organizations, that kind of change is largely positive. But many types of internationalizing companies have activities that may benefit from letting people leave messages open to interpretation. They need to think carefully about processes that might erode valuable ambiguity in an effort to improve communication. So, cultivating a corporate culture is a very complex process which requires a deep analysis of what is central to a company's success.

by Erin Meyer

1. According to the author, all the international companies should adopt only one communication style for effective cooperation.
 - a) True
 - b) False
2. What is a suggested solution for effective communication in an international company?
 - a) minimising communication with remote workers
 - b) avoiding use of instant messaging apps
 - c) developing clear communication rules and processes
 - d) excluding subtle meanings in our communication
3. What does the author attribute the fact of companies being more internationalized to? Check all that apply.
 - a) increasing trend of working online
 - b) popularity of immigration
 - c) improvements in the technological sphere
 - d) popularity of work and travel programs
4. According to the text, the answer 'yes' to a boss may only have one meaning and interpretation.
 - a) True
 - b) False
 - c) Not stated
5. Match these characteristics with implicit communication style and explicit communication style descriptions given in the text.

- a) Communication is mainly based on common cultural experiences and nonverbal signals. IMPLICIT/EXPLICIT
 - b) Leaving no room for multiple interpretations. IMPLICIT/EXPLICIT
 - c) The use of visualizations on your shared computer screen for online communication. IMPLICIT/EXPLICIT
 - d) The tone of voice is crucial in decoding the message. IMPLICIT/EXPLICIT
6. Find the word from the text that means the following: ‘vagueness, having more than one meaning’ = _____ (*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. When you _____ one thing, the clever person understands three. (Chinese proverb)
 _____ what you mean, and mean what you _____. (Spanish proverb)
 If you don't _____, they don't know. (African proverb)
8. Better to be slapped with the _____ than kissed with a lie. (Russian proverb)
 Three things cannot be long hidden: the sun, the moon, and the _____. (Chinese proverb)
 The _____ will always out, sooner or later. (Persian proverb)
9. The _____ has no bones, but it is strong enough to break a heart. (Armenian proverb)
 Listen or your _____ will make you deaf. (Native American proverb)
 The _____ is the only tool that gets sharper with use. (Greek proverb)
10. A thousand _____ will not leave so deep an impression as one deed. (Greek proverb)
 Beautiful _____ don't put porridge in the pot. (Italian proverb)
 Actions speak louder than _____. (Spanish proverb)
11. To _____ is better than one hundred reports. (Italian proverb)
 To _____ what is right and not do it is the want of courage. (Chinese proverb)
 One has to _____ in order to believe. (Yiddish proverb)
12. When the _____ is pure, the universe conspires. (Arabic proverb)
 The _____ of never deceiving often exposes us to deception. (Francois De La Rochefoucauld)
 _____ without action is an insult to those who expect the best from you.
 (Spanish 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	China	D	Nigeria	G	Russia
B	New Zealand	E	Japan	H	France
C	Mexico	F	UK	I	Italy

13. The people of this country often engage in small talk or light conversations about different topics, such as the weather.
14. Hand gestures play a significant role in enhancing communication and are considered the essence of the language of this country.
15. The people of this country may seem reserved or less prone to smile, but, in fact, the so-called ‘smile of respect’ is seen as insincere and often regarded with suspicion.
16. The people of this country practiced drum communication, often using distinctive rhythms and patterns to communicate different messages.
17. Strokes and brush movements in the writing system and the calligraphy of this country are not only artistic but also carry meanings that enhance the message of the written characters.
18. The metaphor ‘kuuki o yomu’ (‘reading the air’) which originated in this country refers to attitudinal and behavioral patterns exhibited in social groups being able to sense the atmosphere and unspoken cues to understand the situation.
19. The placement and patterns of the traditional tattoos of the indigenous population of this country convey personal stories and cultural significance.

PART 2. ANALYTICAL WRITING (50 points)

Task 4. Now you have learned about communication styles across different cultures. Write an essay analysing the importance of knowing how communication works 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) C
- 3) A, C
- 4) B
- 5) a - IMPLICIT; b - EXPLICIT; c - EXPLICIT H; d - IMPLICIT
- 6) ambiguity

TASK 2

- 7) say
- 8) truth
- 9) tongue
- 10) words
- 11) see
- 12) intention

TASK 3

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