

International Business
Mirror, Mirror – Day 4
LAP mm4 – Intercultural Communications



Name _____

Period _____

Date Started _____

Date Completed _____

DoDEA Benchmark 3.11

Business/Computer Standard(s)

– Describe the financial aspects of international trade.

Objectives

- Discuss the importance of names and titles, the handshake, gestures, silence, and punctuality in intercultural communications
- Role play global face-to-face communications.
- Practice using appropriate global words/phrases, handshakes, and gestures when communicating.
- Prepare correspondence using the appropriate letter styles.
- Identify the global designations for company, corporation, and limited.
- Explain the role of translators and interpreters.
- Describe cultural differences in responding to business correspondence.

Text – Mirror Mirror Incorporated – An International Office Simulation (MM)

Resource – Day 4 – Intercultural Communications

Time Frame – 4 hours (suggested)

Introduction

Communication has two parts—the sending and the receiving. Just as there are differences in cultures, there are differences not only in language but also in styles of communication.

Turn in completed activities as directed by instructor.

Read the following pages and complete the Questions on Worksheet 4

- _____ pp. 71-74 and complete Questions 1-2
- _____ pp. 75-76 and Appendix 4-D p. 265
- _____ pp. 78-79 and complete Question 3
- _____ pp. 79-87
- _____ complete Vocabulary (p. 88)
- _____ complete TASK 4-3 See Worksheet for instructions

Self Assessment – “I /I can...”

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- 1) p. 73 Global Training Activity
Choose a partner and stand about 8-10 inches apart and talk about the weather or a sport, etc. for 3 minutes. Then write about how this situation felt to you and your reaction.

In an international business situation, in what countries might this “personal space” situation occur—and how should you react?

- 2) p. 74 Think and Write
In column 1 list three phrases that you might use in ordinary conversation; in column 2, how they could be misunderstood by someone who was not a native or fluent English speaker; in column 3, how can you say what you mean more clearly.

YOU SAY	THEY THINK	REPHRASE

- 3) p. 79 Think and Write
Your supervisor is taking you with her on a business trip to Latin America. List five situations you may encounter which you would not generally encounter in the US. (Example: in the US, appointments are generally kept on time; in Latin America and in other countries, punctuality is not important.)

TASK 4-3

Your report should be done in Microsoft WORD. It should have a centered title and should be double-spaced. Each section of the report should have a subheading (Example: Culture); the subheading should be at the left margin and on a line by itself. You may use material from the text or from other sources. If you use other sources, please footnote them. (See your instructor if you need help with footnotes.)