

Cultural differences

(LEVEL B2)

Part 1: WARM-UP

As a quick lead-in write the term „CULTURE SHOCK” on the whiteboard and let your ss brainstorm in pairs different things they associate with it. Brief feedback. (appx.3 minutes)

Give out the materials and draw your ss' attention to EX.1. Set the task by giving clear instructions. Play the video twice and allow your ss to compare their answers before you play the video again. Allow up to 5 minutes for a discussion afterwards. Feedback as a class.

EX.1. Watch the HSBC commercial showing cultural differences and answer the questions below. Compare with your partner.

1. What was different between the European and Asian customs shown in the video?
 - 1) in Japan it is acceptable to fall asleep on another passenger's shoulder while in the US it isn't
 - 2) in England you're supposed to eat everything from your plate to show respect for the host while the Chinese feel you're questioning their generosity if you do
 - 3) in America if you get a hole in one you buy other players a drink while in Japan it is traditional to buy other players expensive gifts
2. To what extent is knowing cultural differences important in business? *answers will vary*
3. How is the commercial trying to attract customers to chose HSBC bank? *It shows how HSBC bank is focusing on the importance of adapting the business to the local culture and how vital it is for maintaining good international business relationships.*

Source: <https://www.youtube.com/watch?v=GOHvMz7dl2A>

Part 2: VOCABULARY

Set the next task by giving clear instructions. Allow your ss to compare their answers before giving feedback. (appx. 10 mins)

EX2.a Look at the expressions below. With your partner try to match the words with their synonyms.

1. mediocre d	a. in cooperation, jointly
2. a bribe h	b. easy to see or be aware of
3. hand in hand a	c. to agree with or approve of something
4. noticeable b	d. not good in quality
5. to assume i	e. to finish an activity
6. to voice (an opinion) j	f. to correct something
7. to be in favour of sth c	g. to tell someone they've done something wrong
8. to wrap sth up e	h. money or a present that you give to someone so that they will do something for you, usually something dishonest
9. to rectify f	i. to think that something is likely to be true
10. to get told off g	j. to say what you think about something

All definitions found at <http://dictionary.cambridge.com>

EX2.b Now use the expressions in an appropriate form to fill in the sentences below.

1. There was anoticeable..... difference in his behaviour after he got promoted.
2. She tried to use chocolate asa bribe..... to get the child to cooperate.
3. He promised torectify..... the mistake he's made.
4. The studentsgot told off..... for misbehaving during classes.
5. I didn't like the play much. In my opinion the acting was rathermediocre.....
6. We hope we willwrap up..... this project by the end of the week.
7. He hasvoiced..... his opinion about the latest conference.
8. I have never beenin favour of..... taking days off work in the middle of the week.
9. The project was completed so Iassumed..... I could go home.
10. Crime typically goeshand in hand..... with poor economic conditions.

Part 3: WATCHING

Source: <https://www.youtube.com/watch?v=XxFJiIntvvU>

Tell your ss that they will hear different people talking about cultural differences in business environment. Play the video twice and allow pair check in between. (appx. 12-15 mins)

EX.3. You will watch a video about cultural differences in business environment. Please answer the questions below.

1. How important is it for companies to be aware of cultural differences? *It is very important in order to avoid language and cultural misunderstanding*
2. What happened to Siemens? *They were doing business in Nigeria where it was considered normal to offer bribes.*
3. Where are cultural differences most noticeable in business? *In two areas: punctuality and politeness*
4. What is the difference between high power distance & low power distance countries? *In high power distance countries it is not acceptable to criticize your boss; employees are not allowed to voice their opinions whereas in low power distance countries it is allowed and even expected*
5. What is a „hamburger approach”? How does it work in
 - the U.S., (2 buns + meat) positive lead-in followed by constructive criticism and finished with some positive remark again
 - Japan (2 buns, no meat) no criticism; an employee is meant to realize his mistake himself which saves his face
 - Germany (only meat and no bun) only criticism

Tell your ss that they will now discuss the questions in EX.4. Make sure they swap partners before they begin to talk. Allow approximately 5-8 minutes (or more if your ss enjoy the discussion)

Part 4: AFTER WATCHING:

EX.4. With your partner discuss the following questions.

1. Have you ever experienced culture shock? If yes, give details.
2. Would you like to work in an international environment? Why/Why not?
3. How does the „hamburger approach” work in your company?

Tell your ss that they will now practise the new vocabulary. They will get a set of cards (one per pair) and will have to take a card, read a word and explain it to the partner WITHOUT using the word on the card. The student who guesses more words – wins.

Part 5: VOCABULARY REVISION

(to be used at the end of this lesson or at the beginning of the next one)

A BRIBE	MEDIOCRE
TO GO HAND IN HAND	NOTICEABLE
TO RECTIFY	TO VOICE
TO WRAP UP	TO BE IN FAVOUR OF

TO GET TOLD OFF

TO ASSUME