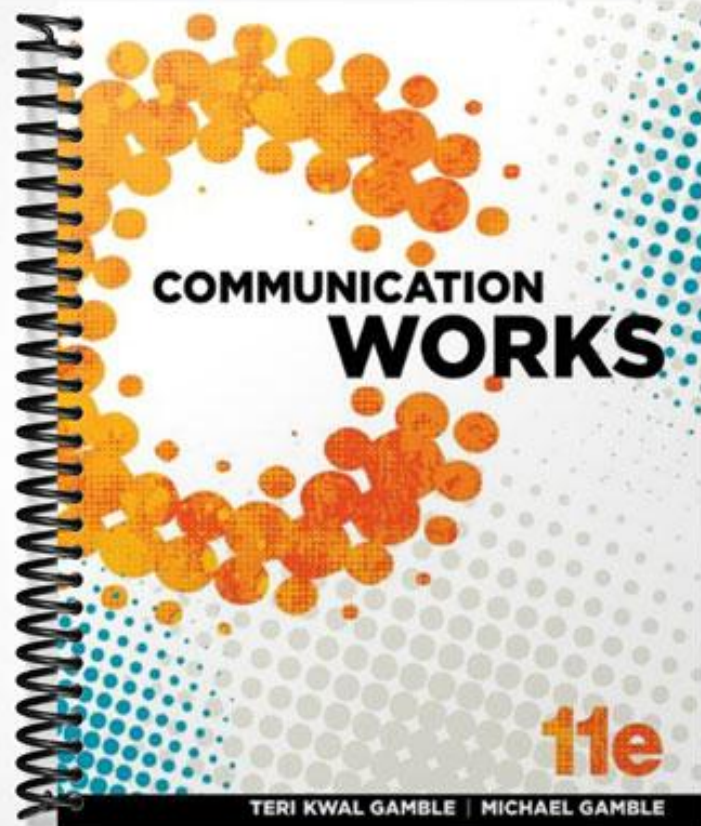


**TEST BANK**



Student: \_\_\_\_\_

1. The process of interpreting and sharing meanings with individuals from different cultures is known as
  - A. intercultural communication.
  - B. international communication.
  - C. intracultural communication.
  - D. interethnic communication.
2. People displaying ethnocentric tendencies might go out of their way to maintain distance from people who are
  - A. like them.
  - B. unlike them.
  - C. angry at them.
  - D. chasing them.
3. Cultural relativism is
  - A. the same as ethnocentrism.
  - B. a part of ethnocentrism.
  - C. the opposite of ethnocentrism.
  - D. not related to ethnocentrism.
4. The national slogan E Pluribus Unum reflects
  - A. one out of many.
  - B. submerging cultural differences.
  - C. assimilating subcultures.
  - D. all of these
5. The United States is now the \_\_\_\_\_ demographically diverse country in the world.
  - A. most
  - B. least
  - C. newest
  - D. none of these
6. Individualistic cultures include
  - A. Great Britain.
  - B. Canada.
  - C. France.
  - D. all of these
7. Collectivistic countries include
  - A. Great Britain.
  - B. Canada.
  - C. many African countries.
  - D. all of these
8. High-context cultures
  - A. exhibit direct communication styles.
  - B. are tradition-bound.
  - C. both exhibit direct communication styles and are tradition-bound.
  - D. have no direction.

9. Low-context cultures
  - A. exhibit direct communication styles.
  - B. are tradition-bound.
  - C. both exhibit direct communication styles and are tradition-bound.
  - D. have no direction.
10. In Korea, crossing your legs is a sign of
  - A. a relaxed attitude.
  - B. a social error.
  - C. the thing to do.
  - D. respect for the elderly.
11. Americans tend to value
  - A. personal achievement.
  - B. individualism.
  - C. both personal achievement and individualism.
  - D. procrastination.
12. A(n) \_\_\_\_\_ consists of a system of knowledge, beliefs, values, customs, and behaviors used and shared by members in daily living.
  - A. co-culture
  - B. subculture
  - C. culture
  - D. anticulture
13. Interpreting and sharing messages with people from different races is called
  - A. interracial communication.
  - B. nonracial communication.
  - C. interethnic communication.
  - D. intersharing communication.
14. When you interact with people of your own racial or ethnic group or co-culture, you are interacting
  - A. intrapersonally.
  - B. interpersonally.
  - C. intraculturally.
  - D. interculturally.
15. The melting-pot philosophy
  - A. is based on cultural relativity.
  - B. involves a respect and tolerance for uniqueness.
  - C. assumes that immigrants should be assimilated into American culture.
  - D. advocates quotas for immigrants of various ethnic groups.
16. Members of masculine cultures
  - A. tend to value relationships.
  - B. are more likely to value quality of life.
  - C. are more apt to seek win-win solutions.
  - D. tend to value competitiveness and strength.
17. Individuals from low-power-distance cultures
  - A. are more likely to value interdependence and consultation.
  - B. are more likely to defer to superiors.
  - C. view power as a fact of life.
  - D. would have a difficult time adjusting to communication in the U.S.

18. Co-culture members who attempt to maintain their cultural identity while they seek to establish relationships with members of the dominant culture are using a strategy of
  - A. globalization.
  - B. accommodation.
  - C. separation.
  - D. confusion.
19. The strategy by which co-culture members attempt to fit in with members of the dominant culture is called
  - A. assimilation.
  - B. accommodation.
  - C. separation.
  - D. confrontation.
20. Prejudice arises because
  - A. we want to feel more positive about our group.
  - B. we feel others are a threat.
  - C. we want to feel more positive about our group and we feel others are a threat.
  - D. none of these
21. Theorist Marshall McLuhan postulated that we would become
  - A. many cities.
  - B. global cities.
  - C. many villages.
  - D. a global village.
22. Cultures in which members are more likely to compromise and negotiate to resolve conflicts are said to be
  - A. polychronic cultures.
  - B. feminine cultures.
  - C. high-power-distance cultures.
  - D. individualistic cultures.
23. Nestor made every attempt to avoid communicating with members of the dominant culture. He was using the strategy of
  - A. accommodation.
  - B. accounting.
  - C. separation.
  - D. surgery.
24. Robert Putnam, the author of *Bowling Alone*, discovered a correlation between
  - A. bowling and physical fitness.
  - B. ethnically mixed environments and withdrawal from public life.
  - C. ethnically similar environments and withdrawal from public life.
  - D. bowling and racial diversity.
25. Americans tend to place a high value on
  - A. eye-to-eye communication.
  - B. not looking at the other person.
  - C. avoiding intrusive eye contact.
  - D. none of these
26. The expansion of domination of one culture over another is
  - A. cultural groups.
  - B. cultural imperialism.
  - C. cultural narcissism.
  - D. none of these

27. Culture is the lens through which you view the world.  
True False
28. "I" may be most important in individualistic countries.  
True False
29. "We" may be most important in individualistic countries.  
True False
30. Ethnocentrism is the tendency to see your culture as superior.  
True False
31. Individual goals are stressed in collectivistic cultures.  
True False
32. Japan is an example of a highly masculine culture.  
True False
33. Those who believe they are members of a marginalized group feel they are outsiders.  
True False
34. Low-context communication systems encourage directness in communication.  
True False
35. The digital divide refers to the lack of access to online information by the elderly, poor, and others around the world.  
True False
36. High-context communication encourages indirect communication.  
True False
37. Define intercultural communication, and discuss the kinds of problems a culturally confused person would face.
  
38. Compare and contrast ethnocentrism and cultural pluralism.
  
  
  
  
  
  
  
  
  
39. Compare and contrast individualism and collectivism. In what ways do high-context-communication cultures and low-context-communication cultures differ?

40. In Japan the word for "different" is the same as the word for "wrong." Compare and contrast a culture in which the goal is to become as much like others as possible with a culture in which the goal is to distinguish oneself from others. How does the effective communicator adapt when in the company of people who are more at home with an alternative cultural convention?
  
41. In what ways do you find that the cultures of those with whom you relate both online and in person shape your own communication? Give specific examples.
  
42. What rituals do you think are used to celebrate achievement in an individualistic culture? In a collectivistic culture? Why?

## 02 Key

1. The process of interpreting and sharing meanings with individuals from different cultures is known as  
**A.** intercultural communication.  
B. international communication.  
C. intracultural communication.  
D. interethnic communication.  
*Gamble - Chapter 02 #1*
2. People displaying ethnocentric tendencies might go out of their way to maintain distance from people who are  
A. like them.  
**B.** unlike them.  
C. angry at them.  
D. chasing them.  
*Gamble - Chapter 02 #2*
3. Cultural relativism is  
A. the same as ethnocentrism.  
B. a part of ethnocentrism.  
**C.** the opposite of ethnocentrism.  
D. not related to ethnocentrism.  
*Gamble - Chapter 02 #3*
4. The national slogan E Pluribus Unum reflects  
A. one out of many.  
B. submerging cultural differences.  
C. assimilating subcultures.  
**D.** all of these  
*Gamble - Chapter 02 #4*
5. The United States is now the \_\_\_\_\_ demographically diverse country in the world.  
**A.** most  
B. least  
C. newest  
D. none of these  
*Gamble - Chapter 02 #5*
6. Individualistic cultures include  
A. Great Britain.  
B. Canada.  
C. France.  
**D.** all of these  
*Gamble - Chapter 02 #6*
7. Collectivistic countries include  
A. Great Britain.  
B. Canada.  
**C.** many African countries.  
D. all of these  
*Gamble - Chapter 02 #7*
8. High-context cultures  
A. exhibit direct communication styles.  
**B.** are tradition-bound.  
C. both exhibit direct communication styles and are tradition-bound.  
D. have no direction.  
*Gamble - Chapter 02 #8*

9. Low-context cultures  
**A.** exhibit direct communication styles.  
B. are tradition-bound.  
C. both exhibit direct communication styles and are tradition-bound.  
D. have no direction.

*Gamble - Chapter 02 #9*

10. In Korea, crossing your legs is a sign of  
A. a relaxed attitude.  
**B.** a social error.  
C. the thing to do.  
D. respect for the elderly.

*Gamble - Chapter 02 #10*

11. Americans tend to value  
A. personal achievement.  
B. individualism.  
**C.** both personal achievement and individualism.  
D. procrastination.

*Gamble - Chapter 02 #11*

12. A(n) \_\_\_\_\_ consists of a system of knowledge, beliefs, values, customs, and behaviors used and shared by members in daily living.  
A. co-culture  
B. subculture  
**C.** culture  
D. anticulture

*Gamble - Chapter 02 #12*

13. Interpreting and sharing messages with people from different races is called  
**A.** interracial communication.  
B. nonracial communication.  
C. interethnic communication.  
D. intersharing communication.

*Gamble - Chapter 02 #13*

14. When you interact with people of your own racial or ethnic group or co-culture, you are interacting  
A. intrapersonally.  
B. interpersonally.  
**C.** intraculturally.  
D. interculturally.

*Gamble - Chapter 02 #14*

15. The melting-pot philosophy  
A. is based on cultural relativity.  
B. involves a respect and tolerance for uniqueness.  
**C.** assumes that immigrants should be assimilated into American culture.  
D. advocates quotas for immigrants of various ethnic groups.

*Gamble - Chapter 02 #15*

16. Members of masculine cultures  
A. tend to value relationships.  
B. are more likely to value quality of life.  
C. are more apt to seek win-win solutions.  
**D.** tend to value competitiveness and strength.

*Gamble - Chapter 02 #16*



17. Individuals from low-power-distance cultures  
**A.** are more likely to value interdependence and consultation.  
B. are more likely to defer to superiors.  
C. view power as a fact of life.  
D. would have a difficult time adjusting to communication in the U.S.

*Gamble - Chapter 02 #17*

18. Co-culture members who attempt to maintain their cultural identity while they seek to establish relationships with members of the dominant culture are using a strategy of  
A. globalization.  
**B.** accommodation.  
C. separation.  
D. confusion.

*Gamble - Chapter 02 #18*

19. The strategy by which co-culture members attempt to fit in with members of the dominant culture is called  
**A.** assimilation.  
B. accommodation.  
C. separation.  
D. confrontation.

*Gamble - Chapter 02 #19*

20. Prejudice arises because  
A. we want to feel more positive about our group.  
B. we feel others are a threat.  
**C.** we want to feel more positive about our group and we feel others are a threat.  
D. none of these

*Gamble - Chapter 02 #20*

21. Theorist Marshall McLuhan postulated that we would become  
A. many cities.  
B. global cities.  
C. many villages.  
**D.** a global village.

*Gamble - Chapter 02 #21*

22. Cultures in which members are more likely to compromise and negotiate to resolve conflicts are said to be  
A. polychronic cultures.  
**B.** feminine cultures.  
C. high-power-distance cultures.  
D. individualistic cultures.

*Gamble - Chapter 02 #22*

23. Nestor made every attempt to avoid communicating with members of the dominant culture. He was using the strategy of  
A. accommodation.  
B. accounting.  
**C.** separation.  
D. surgery.

*Gamble - Chapter 02 #23*

24. Robert Putnam, the author of Bowling Alone, discovered a correlation between  
A. bowling and physical fitness.  
**B.** ethnically mixed environments and withdrawal from public life.  
C. ethnically similar environments and withdrawal from public life.  
D. bowling and racial diversity.

*Gamble - Chapter 02 #24*

25. Americans tend to place a high value on  
**A.** eye-to-eye communication.  
B. not looking at the other person.  
C. avoiding intrusive eye contact.  
D. none of these
- Gamble - Chapter 02 #25*
26. The expansion of domination of one culture over another is  
A. cultural groups.  
**B.** cultural imperialism.  
C. cultural narcissism.  
D. none of these
- Gamble - Chapter 02 #26*
27. Culture is the lens through which you view the world.  
**TRUE**
- Gamble - Chapter 02 #27*
28. "I" may be most important in individualistic countries.  
**TRUE**
- Gamble - Chapter 02 #28*
29. "We" may be most important in individualistic countries.  
**FALSE**
- Gamble - Chapter 02 #29*
30. Ethnocentrism is the tendency to see your culture as superior.  
**FALSE**
- Gamble - Chapter 02 #30*
31. Individual goals are stressed in collectivistic cultures.  
**FALSE**
- Gamble - Chapter 02 #31*
32. Japan is an example of a highly masculine culture.  
**TRUE**
- Gamble - Chapter 02 #32*
33. Those who believe they are members of a marginalized group feel they are outsiders.  
**TRUE**
- Gamble - Chapter 02 #33*
34. Low-context communication systems encourage directness in communication.  
**TRUE**
- Gamble - Chapter 02 #34*
35. The digital divide refers to the lack of access to online information by the elderly, poor, and others around the world.  
**TRUE**
- Gamble - Chapter 02 #35*
36. High-context communication encourages indirect communication.  
**TRUE**
- Gamble - Chapter 02 #36*
37. Define intercultural communication, and discuss the kinds of problems a culturally confused person would face.

Answers will vary

38. Compare and contrast ethnocentrism and cultural pluralism.

Answers will vary

39. Compare and contrast individualism and collectivism. In what ways do high-context-communication cultures and low-context-communication cultures differ?

*Gamble - Chapter 02 #38*

Answers will vary

40. In Japan the word for "different" is the same as the word for "wrong." Compare and contrast a culture in which the goal is to become as much like others as possible with a culture in which the goal is to distinguish oneself from others. How does the effective communicator adapt when in the company of people who are more at home with an alternative cultural convention?

*Gamble - Chapter 02 #39*

Answers will vary

41. In what ways do you find that the cultures of those with whom you relate both online and in person shape your own communication? Give specific examples.

*Gamble - Chapter 02 #40*

Answers will vary

42. What rituals do you think are used to celebrate achievement in an individualistic culture? In an collectivistic culture? Why?

*Gamble - Chapter 02 #41*

Answers will vary

*Gamble - Chapter 02 #42*

## 02 Summary

<u>Category</u>	<u># of Questions</u>
Gamble - Chapter 02	42