

Unit 3 Culture makes me what I am.

I. Lead-in

Key

- 1) C emphasizes the interests of the group.
- 2) I believes in the primary importance of the individual, and believes that an individual's interests should be placed above those of the group.
- 3) I is easily confused with but not the same as selfishness or egoism(利己主义) .
Egoists promote only their own advantages.
- 4) C may require the sacrifice of some individuals' short-term interests in order to achieve the long-term interests of the group.

II. Basic Listening Practice

1. Script

W: Chinese students are too shy to say anything in class.

M: I think they don't speak because their culture values modesty, and they don't want to appear to be showing off. Goes back to Confucius.

Q: Why don't Chinese students say anything in class according to the man?

2. Script

W: The government is doing something at last about sex discrimination in the workplace. Women deserve the same pay as men for the same work.

M: Yeah. In the United States, women earn only 70 percent of what men get for the same job. It's a situation that has to be changed.

Q: What does the man say about women?

3. Script

W: I admire Michael Dell. He had a dream to be the world's largest manufacturer of personal computers, and he has realized that dream.

M: And he dropped out of university to become a success. I wonder if there is a lesson in that.

Q: What do we learn about Dell from the dialog?

4. Script

M: Successful entrepreneurs are often self-made people who have a vision and know where they are going.

W: But do they enjoy life like you and me, or is money their only concern?

Q: What are the two speakers' attitudes toward successful entrepreneurs?

5. Script

W: Do you agree that equal opportunity for all in an educational system is important?

M: Yes, but we have to recognize that all of us are not of equal ability.

Q: What does the man imply?

Key: 1.C 2.A 3.D 4.B 5.A

III. Listening In

Task 1: Competition in America

Script

Alan: What are you reading, Eliza?

Eliza: An article on American competition.

Alan: Competition is everywhere. Why so much fuss about it, Miss Knowledge?

Eliza: Don't make fun of me. According to the author, competition is especially important in American life. They're taught to compete from early childhood. When children play games, they learn how to beat others.

Alan: And many girls want to look more attractive than the girls sitting next to them in class. Do you think that way?

Eliza: Don't be silly. Let's get back to the point. When children are growing up, they compete with one another in their studies.

Alan: Isn't that also true of students in other nations? As we all know, many Asian students would kill for a high test score and grab every opportunity to sharpen their competitive edge over others.

Eliza: American boys find great pleasure in competing with each other in sports, according to the author.

Alan: I do like sports. When our football team beats the other team, I feel great... makes me want to shout out loud. But isn't that normal throughout the world?

Eliza: American people also compete with each other at work and at climbing the social ladder.

Alan: But there's such competition in other countries as well.

Eliza: You're right in a sense, but the author says the idea of competing is more deeply rooted in the minds of Americans. They're even taught that if you lose and don't feel hurt, there must be something wrong with you.

Alan: I hear that some Asians put emphasis on cooperation. Which approach do you think makes more sense?

Eliza: It's hard to say. Anyway, it's just culture difference.

Questions and key

1. What is the dialog mainly about?
2. What is the woman doing?
3. What do children learn from playing games according to the woman?
4. What does the man say about Asian and American students?
5. What does the woman say think makes more sense, competition or cooperation?

Key: 1.C 2.A 3.C 4.B 5.D

Task 2: Americans' Work Ethic

Script

For 400 years or more, one thing has been a characteristic of Americans. It is called their "work ethic". Its (S1) roots were in the teachings of the Christian Puritans who first settled in (S2) what is now the northeastern state of Massachusetts. They believed that it was their (S3) moral duty to work at every task to please God by their (S4) diligence, honesty, attention to details, skill, and attitude. To these Puritans, it was a (S5) sin to be lazy or to do less than your best in any task. They and later Americans tried to

follow the Bible's (S6) teachings, "If a man will not work, he shall not eat." Therefore, Americans have for (S7) centuries believed that they were guilty of sin if they did not work as carefully and hard as they could when they did anything. God would punish those who were careless or lazy in their work. (S8) Even as children they were taught, "If it's worth doing at all, it's worth doing well." But some people have gone beyond the usual sense of diligence. They are especially attracted to the notion of "climbing the ladder" so as to increase their status, financial position, and sense of self-worth. (S9) In English a new word has been created to describe people who work compulsively. The word "workaholic" describes an individual who is as addicted to work as an alcoholic is to alcohol. There are conflicting points of view about workaholics. Those concerned with problems of mental stress believe workaholics abuse themselves physically and mentally. (S10) Others hold that workaholics are valuable members of society because they are extremely productive. The American culture values achievement, efficiency, and production, and a workaholic upholds those values.

Task 3: Cross-cultural tips on doing business

Script

Countries from around the globe, such as Germany, the U. S., The U.K., and Russia, conduct a lot of business in China--the biggest market in the world. Here are some tips to help you deal more successfully with people from those nations.

Firstly, you must be punctual with the Germans. Being even five minutes late makes a poor impression. Being punctual is also very important with the Americans and the British. But while it's important to be on time for business meetings, nobody expects you to be punctual for a **special** event. Half past seven really means a quarter to eight, or even eight o'clock! With Russians, always be on time, but don't be surprised if your Russian contact is very late! It is not unusual for them to be one or even two hours late! In the business environment of those four countries, it is best to wear formal clothes of dark colors. In Russia, designer clothes are rather common. However, don't be surprised if you go to an office in the U.K. on a Friday and find everyone wearing jeans. Many companies in the U.K. have "dress down Fridays", when people wear casual attire.

In conversation, the British and the Americans love humor and talking about sports. The weather is also a good topic of conversation with the British, but you should avoid political talk. With the Russians, say positive things about their country, and avoid making complaints. The Germans, however, prefer to get straight down to business!

Remember that with the Germans, once a deal has been agreed upon, you can't change it! With the Americans, money is more important than relationships, whereas with the Russians it's important to get to know your contacts well. Also, don't be surprised if a British meeting seems like chaos, with everyone participating and giving opinions!

Remember these tips and you will be on your way to a successful international business career!

Questions and key

1. What is true of the Americans and the British in terms of punctuality?

2. In which country do people have "dress down Fridays"?
3. What can you infer about the Russians from their conversation?
4. How can you do business well with the Russians?
5. What is the speaker's attitude toward the four nationalities?

Key: 1.D 2.A 3.D 4.A 5.C

V. Let's talk International Slavery Museum

Script

The International Slavery Museum has opened at Albert Dock, in Liverpool. Many people traveled from all over the world to celebrate the opening on 23rd of August.

The museum is a place of reflection, contemplation and education.

It tells the story of the cruel acts of the transatlantic slave trade, the stories of the lives of the millions of African people, who were forced from their homelands onto ships that sailed to unknown lands where they were made to work on farms and in mines in harsh conditions without dignity or payment.

Liverpool is one of the many British seaports that became very rich from money made transporting goods such as cotton and sugar, produced by African slaves.

One of the most important parts of the museum's exhibits are the stories of the lives of people who live all over the world today, whose family history can be traced to the Africans whose lives were changed forever by the transatlantic slave trade.

It has taken four years of hard work and planning to organise the creation of the museum, and its opening year is a very significant date because in 2007 we commemorate the 200th anniversary of the Abolition of the Slave Trade Act.

This was a law made in 1807; it banned all British people from taking part in the slave trade. Later in 1833 all people who had been forced into slavery to work for British companies were freed.

Key

1. It tells the story of the cruel acts of the (1) transatlantic slave trade, the stories of the lives of the millions of African people, who were forced from their homelands onto ships that sailed to (2) unknown lands where they were made to work on farms and in mines in harsh conditions without (3) dignity or payment.
2. Liverpool is one of the many British seaports that became very (1) rich from money made transporting goods such as (2) cotton and sugar, produced by African slaves.
3. One of the most important parts of the museums exhibits are the stories of the lives of people who live (1) all over the world today, whose (2) family history can be traced to the Africans whose lives were (3) changed forever by the transatlantic slave trade
4. Because 2007 marks the 200th anniversary of the Abolition of the Slave Trade Act.
5. A law was made in 1807: it (1) banned all British people from (2) taking part in the slave trade. In 1833 all people who had been forced into (3) slavery to work for British companies were (4) freed.

VI. Further Listening and Speaking

Task 1: Punctuality

Script

To Americans, punctuality is a way of showing respect for other people's time. Being more than 10 minutes late to an appointment usually calls for an apology and maybe an explanation. People who are running late often call ahead to let others know of the delay. Of course, the less formal the situation, the less important it is to be exactly on time. At informal get-togethers, for example, people often arrive as much as 30 minutes past the appointed time. But they usually don't try that at work.

American lifestyles show how much people respect the time of others. When people plan an event, they often set the time days or weeks in advance. Once the time is fixed, it takes almost an emergency to change it. If people want to come to your house for a friendly visit, they will usually call first to make sure it is convenient. Only very close friends will just "drop in" unannounced. Also, people hesitate to call others late at night for fear they might already be in bed. The time may vary, but most folks think twice about calling after 10:00 p.m.

To outsiders, Americans seem tied to the clock. People in some Eastern cultures value relationships more than schedules. In these societies, people don't try to control time, but to experience it. Many Eastern cultures, for example, view time as a cycle. The rhythm of nature---from the passing of seasons to the monthly cycle of the moon---shapes their view of events. If they have wasted some time or let an opportunity pass by, they are not very worried, knowing that more time and opportunities will come in the next cycle. But Americans often want to jump at the first opportunity. They are unwilling to stand by idly and give up the opportunity.

The early American hero Benjamin Franklin expressed that view of time like this: "Do you love life? Then do not waste time, for that is the stuff life is made of."

Questions and key

1. When people are running late in America, what do they do?
2. What do Americans do after the time for an appointment is fixed?
3. How do people in some Eastern cultures view relationships and schedules?
4. Why aren't some Eastern people worried if they let an opportunity pass by?
5. What was Benjamin Franklin's view of time?

Key: 1.C 2.B 3.A 4.C 5.D

Task 2 Our personal space

Script

Our personal space, that piece of the universe we occupy and call our own, is contained within an invisible boundary surrounding our body. As the owners of this area, we usually decide who may enter and who may not. When our space is invaded, we react in a variety of ways. We back up and retreat, stand our ground as our hands become moist from nervousness, or sometimes even react violently. Our response shows not only our unique personality, but also our cultural background.

For example, cultures that stress individualism such as England, the United States, Germany, and Australia, generally demand more space than collective cultures do, and tend to become aggressive when their space is invaded. This idea of space is quite different from the one found in the Mexican and Arab cultures. In Mexico, the physical distance between people when engaged in conversation is closer than what is usual

north of the border. And for Middle Easterners, typical Arab conversations are at close range. Closeness cannot be avoided.

As is the case with most of our behavior, our use of space is directly linked to the value system of our culture. In some Asian cultures, for example, employees do not stand near their bosses; the extended distance demonstrates respect. Extra interpersonal distance is also part of the cultural experience of the people of Scotland and Sweden, for whom it reflects privacy. And in Germany, private space is sacred.

Key

1. T 2. F 3.T 4.F 5.F

Task 3 We don't know what to do with them.

Script

A Russian, a Cuban, an American businessman, and an American lawyer were passengers on a fast train speeding across the French countryside. As time wore on, they gradually became friendly with one another, introducing themselves and shaking hands. Eventually, the Russian took out a large bottle of vodka and poured each of his traveling companions a drink. Just as the American businessman was sipping the vodka and praising its fine quality, the Russian hurled the half-full bottle out of the open window.

“What did you do that for that?” asked the startled American businessman.

“Vodka is plentiful in my country,” said the Russian. “In fact, we have thousands and thousands of liters of it--far more than we need.”

The American businessman shook his head and leaned back in his seat, obviously baffled by the Russian's reasoning.

A little later, the young Cuban passed around a box of fine Havana cigars. The men enjoyed this treat and made admiring remarks about the pleasure of smoking good Havana cigars. At that very moment the Cuban took a couple of puffs of his cigar and then tossed it out of the open window.

“I thought the Cuban economy was not good this year,” the American businessman said.

“Yet you threw that perfectly good cigar away. I find your actions quite puzzling.”

“Cigars,” the Cuban replied, “are a dime a dozen in Cuba. We have more of them than we know what to do with.”

The American businessman sat in silence for a moment. Then he got up, grabbed the lawyer, and threw him out of the window.

Key

1. The Russian hurled the half-full bottle of vodka out of the open window.

2. He answered, “Vodka is plentiful in my country. In fact, we have thousands and thousands of liters of it--far more than we need.”

3. The businessman said, “I thought the Cuban economy was not good this year. Yet you threw that perfectly good cigar any I find your actions quite puzzling.”

4. He replied, “Cigars are a dime a dozen in Cuba. We have more of them than we know what to do with.”

5. The American businessman sat in silence for a moment. Then he got up, grabbed the lawyer, and threw him out of the window. He did that probably because he thought there

were too many lawyers in the United States.

Viewing and speaking Reviving the image of tea

Script and key

Voice-over: Walk down any high street and you can't help noticing the explosion of trendy coffee shops. The old style of cafes are gradually (1)disappearing to make way for the caffeine culture. As people become espresso fiends and cappuccino connoisseurs, designer coffees are (2)kicking the traditional British beverage-tea-off the menu. But there are still a few oases of calm.

[on-screen text: Charlotte Grindling.]

Voice-over: Charlotte Grindling is a design guru and a tea fanatic.

Charlotte: I'll have a pot of house blend please.

Waitress: OK, and a cream.

Charlotte: Yes, thank you. Here we are in a quintessentially English (3)tea shop. I love these places. Look, they even give you a doily. But the problem is that tea is undergoing an(4)image crisis. You think of your granny, tea at four, the flat cap. But with the explosion of the new coffee shops hitting the high street, the question is: How is tea going to(5)update its image?

Voice-over: One tea manufacturing company saw a niche in the market for a chain of tea shops to (6)compete with the American-style coffee shops that dominate the high street. But to compete successfully, they needed a tea machine that made quality tea as (7)fast as the coffee machines make coffee. They turned to the company Design Bridge for help.

David: I'm David.

Richard: I'm Richard

David: We work for Design Bridge.

Richard: And we design things like this.

David: And that.

Richard: And that.

David: Yeah, and that.

Richard: And this one.

David: In fact, all of these.

Voice-over: David and Richard are (8)product designers. They're responsible for repackaging many familiar high street brands. Repackaging tea was just one of their briefs and it was because of the (9)contacts that they made with the tea company that they got the job of designing the tea machine.