

THE Q CLASSROOM

Activity A, p. 22

Answers will vary. Possible answers:

1. Yes, I went to Mexico on vacation; No, but I really want to go to Japan.
2. Students may mention food, language, sports, landmarks, history, current events, etc.
3. This is from China. The people look like they are doing a dragon dance.

Activity B, p. 23

Why do we study other cultures?	
Marcus	c. People are different.
Yuna	b. It's interesting.
Felix	a. We learn from them.
Sophy	d. It helps us live peacefully.

PREVIEW THE UNIT

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary. Possible answers:

In my hometown, we have a traditional pottery that's blue with white dots.

NOTE-TAKING SKILL

Activity A, p. 24

Answers may vary. Possible answer:

Main Ideas	Details
<ul style="list-style-type: none"> • Culture shock 	<ul style="list-style-type: none"> • Normal, common • International students
<ul style="list-style-type: none"> • Ideas to feel better 	<ul style="list-style-type: none"> • Learn about host country's history, visit 3rd fl. library • Meet people, join clubs, sports, activities

LISTENING 1

PREVIEW THE LISTENING

Activity A, pp. 25–26

1. f
2. b
3. d
4. h
5. a
6. e
7. c
8. g

Activity C, p. 26

Answers will vary.

WORK WITH THE LISTENING

Activity A, B, p. 26

Answers may vary. Possible answers:

Lecture: International Advertising

Main Ideas	Details
<ul style="list-style-type: none"> • Language mistakes can cause problems for companies. 	<ul style="list-style-type: none"> • Product name has funny or strange meaning in another language. • Colors have different meanings in different countries. • Some customs that are common in one culture could be offensive in another
<ul style="list-style-type: none"> • Colors are another problem for companies. 	
<ul style="list-style-type: none"> • International customs are another difficulty. 	

Activity C, p. 27

1. make cultural mistakes
2. international advertising
3. product name
4. colors

Listening and Speaking 1
Unit 2 Student Book Answer Key

Q: Skills for Success
Second Edition

5. lose money
6. learn about the customs

Activity D, p. 27

Example 1: computer; Eastern Europe; product name means “chicken” in some languages

Example 2: telephone; Middle East; advertisement showed bottom of person’s shoes; not polite there

Activity E, p. 28

1. T
2. T
3. F The color blue usually has a positive meaning.
4. F The colors black and white can both mean death.

Activity F, p. 28

1. c
2. b
3. a

SAY WHAT YOU THINK

Say What You Think, p. 28

Answers will vary. Possible answers:

1. Companies need to think about the language and customs of the culture where they are advertising. Students may know the names of foreign products which are amusing in their language.
2. Students may talk about colors that hold patriotic significance, or that are used in traditional ceremonies, like weddings or funerals.

LISTENING SKILL

Activity A, p. 29

Main Ideas	Details
<ul style="list-style-type: none"> • International companies 	<ul style="list-style-type: none"> • Numbers <u>can be good</u> in one

should learn about numbers in different cultures.

- culture, bad in another
- Some languages in Asia: word for 4 sounds like word for death
 - Ex: company put 4 golf balls in package, no one in Korea bought them

Activity B, p. 29

Answers will vary. Sample answers:

Main Ideas	Details
<ul style="list-style-type: none"> • Companies should be careful about choosing famous people for ads. 	<ul style="list-style-type: none"> • Ex: sports or TV stars; they can give positive feeling about product • Car maker used American star in ad • people in one country didn’t like star • people stopped buying that company’s car

LISTENING 2

PREVIEW THE LISTENING

Activity A, pp. 30–31

1. invite
2. upset
3. rude
4. offended
5. dies
6. wedding
7. confused
8. carefully

WORK WITH THE LISTENING

Activity A, p. 31

Answers may vary. Possible answers:

this is rude

Cultural Differences

Joao from Brazil

Main Ideas	Details
<ul style="list-style-type: none"> • <i>Standing in the U.S.</i> 	<ul style="list-style-type: none"> • <i>Joao stood too close to a student in the bookstore</i> • <i>U.S. student upset</i> • <i>Joao confused</i> • <i>Standing very close is rude in the U.S.</i>

Activity C, p. 31

1. a store
2. OK
3. positive
4. dies
5. do business
6. offended

Tanya from Russia

Main Ideas	Details
<ul style="list-style-type: none"> • <i>Giving flowers in Canada</i> 	<ul style="list-style-type: none"> • <i>Went to Toronto on business</i> • <i>Co-workers gave 6 flowers as gift</i> • <i>In Russia, an even number of flowers are for when someone dies</i> • <i>Tanya not offended, other Russians might be</i>

Activity D, p. 32

Joao	is a university student in the U.S. offended someone in a shop
Tanya	did not make a cultural mistake went to another country for business
Rick	attended a special event; enjoyed meeting a friend's family

Activity E, p. 32

1. b
2. c
3. a
4. c

Rick from the U.S.

Main Ideas	Details
<ul style="list-style-type: none"> • <i>Giving business cards in Japan</i> 	<ul style="list-style-type: none"> • <i>Went to wedding in Japan</i> • <i>People gave business cards, Rick surprised</i> • <i>In U.S. business cards are only for business</i> • <i>Took business cards with one hand and put in pocket—learned</i>

Activity F, p. 33

Answers may vary. Sample answers:

1. stood too close to him
2. confused
3. she was leaving
4. feel angry
5. give an odd number of flowers
6. accept business cards with two hands and read them carefully right away

SAY WHAT YOU THINK

Activity A, p. 33

1. *Answers will vary.*

2. *Answers will vary. Possible answers:*
In additions to the kinds of problems mentioned in the lesson, students may be able to share problems or situations that they or someone they know has experienced because of cultural differences.

Activity B, p. 33

Answers will vary.

VOCABULARY SKILL

Activity A, p. 34

1. a
2. b
3. a
4. b
5. a

Activity B, p. 34

Answers may vary. Possible answers:

1. first time away, miss my family
2. lonely, wanted to go home
3. was great, were very kind
4. like a member of the family, helped me feel better
5. happy, didn't want to come home

GRAMMAR

PART 1

Activity A, p. 35

1. shouldn't
2. shouldn't
3. should
4. should
5. shouldn't
6. should

Activity B, p. 36

Answers will vary.

GRAMMAR

PART 2

Activity A, pp. 36–37

1. It's rude to stand too close.
2. it's OK to give an odd number
3. it's not polite to do that

Activity B, p. 37

Answers will vary.

PRONUNCIATION

Activity A, p. 38

1. avoid
2. bottom
3. considerate
4. offended
5. personality
6. positive
7. similar
8. telephone

Activity B, p. 38

Answers will vary.

SPEAKING SKILL

Activity A, p. 39

Answers may vary. Sample answers:

Eating — only use your right hand for eating; impolite to use the left hand; host will offer more food, take a little more

Visiting someone's home — dress neatly and conservatively; bring a gift for the host; chocolates or other sweets; It isn't good to bring flowers

Gift-giving — receive a gift with the right hand or both hands; shouldn't use the left hand; shouldn't open the gift when someone gives it to you; wait until later

Activity B, p. 40

1. Eating
 - only use your right hand
 - impolite to use the left hand

Listening and Speaking 1
Unit 2 Student Book Answer Key

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- host will offer more food,
you should take a little more
- 2. Visiting someone's home
 - dress neatly and conservatively
 - bring a gift, such as chocolate or other sweets
 - do NOT bring flowers
- 3. Gift-giving
 - receive a gift with the right hand or both hands
 - do NOT use the left hand
 - should wait to open the gift

UNIT ASSIGNMENT

Consider the Ideas, iQ Online Resource

1. *answers will vary*
2. *answers will vary*