FACULTY OF HUMAN SCIENCE

Master one Mass Communication, Public Relations, Audiovisual major

The second English course by Nasri Wahiba

The text:

Globalization is the process that makes the world more connected. It allows people from different countries and cultures to share ideas, goods, and services more easily. This connection has made it possible for cultures to mix, creating new experiences and opportunities. For example, you can now enjoy food from different countries, watch films from various cultures, and connect with friends worldwide through social media.

Cross-cultural communication is how people from different cultures communicate with each other. Understanding and respecting cultural differences is important in this type of communication. Misunderstandings can happen if someone does not recognize another person’s cultural background. For instance, gestures that are friendly in one culture might be considered rude in another.

Globalization has led to the spread of languages, customs, and traditions, making the world a smaller place. However, it also brings challenges, such as cultural misunderstandings and the risk of losing local traditions. Effective cross-cultural communication can help bridge these gaps and promote mutual understanding.

The Questions:

1. Provide a title to the text.
2. What is the general idea of the text ?

The general idea of the text is to explain the concepts of globalization and cross-cultural communication. It highlights how globalization connects people from different countries and cultures, enabling the sharing of ideas, goods, and services. This interconnectedness leads to cultural exchange and the blending of traditions, but it also presents challenges, such as cultural misunderstandings and the risk of losing local identities. The text emphasizes the importance of effective cross-cultural communication, which helps bridge gaps between cultures and fosters mutual understanding. Overall, it showcases both the opportunities and challenges that arise from a more interconnected world.

1. Identify the key terms that you think are essential for understanding the main theme of the text
2. What is globalization?

**Answer**: Globalization is the process that makes the world more connected, allowing for easier sharing of ideas, goods, and services.Why is cross-cultural communication important?

1. How can globalization affect local traditions?

**Answer**: Globalization can lead to the spread of global cultures, which may overshadow local traditions and customs.

1. What can happen if cultural differences are not recognized?

**Answer**: If cultural differences are not recognized, misunderstandings can occur, leading to confusion or conflict.

1. How can effective cross-cultural communication help in globalization?

**Answer**: Effective cross-cultural communication can help bridge gaps between cultures, promote mutual understanding, and create better relationships.

1. Answer with true or false:

* Understanding cultural differences can lead to better communication. **TRUE**
* Globalization makes local traditions stronger. **FALSE**
* Globalization encourages the exchange of cultural practices, such as food and music. **TRUE**
* Misunderstandings are less likely to happen when people are aware of cultural differences. **TRUE**
* Cross-cultural communication is not necessary in a globalized world. **FALSE**
* Technology has no role in facilitating cross-cultural **communication**. **FALSE**

1. How does globalization impact language?

**Answer**: Globalization can lead to the spread of dominant languages, like English, while also putting lesser-known languages at risk of disappearing. It encourages the mixing of languages through phrases and slang.

1. Try to summaries the text in a short paragraph .