

PART 1

You are going to read a newspaper article about communication. Choose from the list (A-H) the sentence which best summarises each part (1-6) of the article. There is one extra sentence which you do not need to use. There is an example at the beginning (0).

- A American "openness" can cause offence.
- B Some cultures communicate by using signals.
- C The commonest form of greeting is the kiss.
- D Using body language can say much more than words.
- E The international business community is busy learning languages.
- F The handshake is a universal form of greeting.
- G Jokes are often used to ease the formality of a situation.
- H Greeting people with a kiss can create confusion.

Watch that Handshake

In other cultures, what you do may be more important than what you say.

0 E

One of the most important aspects of doing business internationally is being able to speak other languages. For this reason, there is a current boom in language learning for business people. But unless they can speak a foreign language really well, it is best to save it for socialising.

1

But actions speak louder than words, and psychologists say that your body language is much more important than what you say. Doing the wrong thing, making eye contact, touching, using people's first names, even how you eat and drink - can all be hazardous for people who are unfamiliar with certain cultures.

2

Cultures are divided into "low context" and "high context". In low context cultures such as North America, Britain, Sweden and Germany, people say things very plainly, and rely on clear verbal communication. High context cultures such as France, Japan, Spain, Saudi Arabia, China and South Korea often use silence or hand signals to communicate, and this can sometimes be as important as speaking

3

Shaking hands is often the most common form of greeting people, but even this can create problems. In Japan, people bow to each other. In England, people shake hands firmly - but not very often - while in places like Italy and France people shake hands all the time but not as firmly as the English. The Germans and the Danish nod their heads while they

shake hands, as a mark of respect, while people in Mediterranean countries sometimes lean their heads backwards while doing the same thing.

4

People from "low context" cultures tend to look into other people's eyes, but in "high context" cultures such as the Chinese and Japanese, this can be interpreted as aggressive behaviour. As a rule, though, close physical greetings such as kissing are not a good idea. For example, the British kiss each other once, on the right cheek, the French kiss each other twice, first on the left cheek and then on the right, but in some cultures, especially in the Middle East, they kiss up to four times and still shake hands!

5

Trying to make people from other cultures feel comfortable can be confusing as well. Americans often use first names as a way of making instant friends, but this does not always work, especially with the Germans and the English. For although all three are "low context" cultures, the British and Germans are not quite as "open" as the North Americans.

6

One thing the British and Americans do share when meeting each other, however, is the desire to break the ice by making a joke. Some cultures, especially the "high context" ones, could find this rude or disrespectful. Cultures and peoples vary so much, though, that it is impossible to please all of the people all of the time. The best thing you can do under these confusing circumstances is to be polite to everyone you meet.

PART 2

You are going to read an article about the Winter Olympics. For questions 7-13, choose the answer (A, B, C or D) which you think fits best according to the text.

In a break with Olympic tradition, the organisers decided to split the Summer and Winter Games. By bringing forward the Winter Games by two years, the difficulty of organising the two events can now be spread more equally over a period of four years.

It was the small town of Lillehammer in Norway that was chosen to host the 1994 Winter Olympics. The Norwegians took their responsibilities very seriously, and created a magnificent setting for the games. The highlight was the building of an Ice Stadium actually built into the side of a mountain at a nearby town. In the event of a permanent home being found for the games, this will ensure that Lillehammer will be high on the list of possible sites.

There were some problems in the month leading up to the games, but the opening ceremony was so well-planned and so exciting that everyone felt optimistic about them. The Olympic Flame arrived in the arena carried by a skier coming down the ski-jump, and was then handed to the Crown Prince of Norway, who officially opened the games. The optimism felt in many ways justified as the games produced many good sporting moments. Several Olympic records were broken and there was generally a wonderful atmosphere, which was mostly due to the friendliness and warmth of the Norwegians.

Unfortunately, these games may well be remembered for the wrong reasons, as disputes about the judges' decisions in some of the main events was to create bad feeling. It was believed that the British Ice Dance champions were victims of unfair judging when they were only placed third. The sport of Ice Dancing had already been under attack; certain critics thought it should not be an olympic sport, and this row over medals did not help its image.

In the speed-skating, the British again felt as though they were being unfairly judged. One skater was disqualified for touching another skater after it seemed he had won a silver medal in the 1,000 metres event. Another speed skater was forced to race with a broken skate and did very poorly as a result. In spite of these unfortunate events, the British still had their highest count of medals since 1948.

One story, though, dominated the entire games. This was the very ugly dispute between two American ice skaters. Their arguments became almost a soap opera, the result being that a record American television audience watched the competition.

7 What decision was made about the Summer and Winter Games?

- A to hold them every four years
- B to separate them
- C to spend more time organising them
- D to stretch them over five years

8 What was it that the hosts took seriously?

- A their town
- B the settings
- C their country
- D their responsibilities

9 What does "this" in line 8 refer to?

- A the Ice Stadium
- B a permanent Olympic site
- C the building that took place
- D the side of a mountain

10 What do people think produced the wonderful atmosphere?

- A the opening ceremony
- B the sporting events
- C new Olympic records
- D the personality of the Norwegians

11 What did some British competitors think?

- A They weren't good enough to compete.
- B They were being disqualified too often.
- C They weren't being judged fairly.
- D They were under attack.

12 What does "its" in line 20 refer to?

- A speed-skating
- B Ice Dancing
- C the enemies of an event
- D winter sports in general

13 What was the reason more Americans watched the games?

- A an unpleasant argument
- B the disqualification of a skater
- C the speed-skating
- D the Ice Dancing