

**федеральное государственное автономное образовательное учреждение высшего образования
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Сеченова
Министерства здравоохранения Российской Федерации
(Сеченовский Университет)**

Утверждено
Ученый совет ФГАОУ ВО Первый
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России
(Сеченовский Университет)
«12» мая 2025
протокол №4

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ

Теория межкультурной коммуникации
основная профессиональная Высшее образование - магистратура - программа
магистратуры
45.00.00 Языкознание и литературоведение
45.04.02 Лингвистика
Иностранный язык и межкультурная профессиональная коммуникация

Оценочное средство: Вопросы открытого типа

1. What is the meaning/content of the cultural dimension “Individualism” according to Geert Hofstede?
The dimension is about the degree of interdependence a society maintains among its members. In Individualist societies people are supposed to look after themselves and their direct family only.
2. What is the meaning/content of “Indulgence” according to Geert Hofstede?
Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun.
3. What is the meaning/content of “Restraint” according to Geert Hofstede?
Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms.
4. What is the meaning/content of the cultural dimension “Long term orientation” according to Geert Hofstede?
Long Term Orientation stands for the fostering of virtues oriented towards future rewards, in particular, perseverance and thrift.
5. What is the meaning/content of the cultural dimension “Masculinity” according to Geert Hofstede?
A high score (Masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner/best in field – a value system that starts in school and continues throughout organisational life.
6. What is the meaning/content of the cultural dimension “Femininity” according to Geert Hofstede?
A low score in the Masculinity dimension (Feminine) means that the dominant values in society are caring for others and quality of life. A Feminine society is one where quality of life is the sign of success and standing out from the crowd is not admirable.
7. What is the meaning/content of the cultural dimension “Power Distance” according to Geert Hofstede?
Power Distance is defined as the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally.
8. What is the meaning/content of the cultural dimension “Uncertainty Avoidance” according to Geert Hofstede?
The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these is reflected in the score on Uncertainty Avoidance.
9. Explain the term “Universalism” based on Fons Trompenaars’ theory.
People place a high importance on laws, rules, values, and obligations. They try to deal fairly with people based on these rules. Rules come before relationships.
10. Explain the term “Particularism” based on Fons Trompenaars’ theory.
People believe that each circumstance, and each relationship, dictates the rules that they live by. Their response to a situation may change, based on what's happening in the moment, and who's involved.
11. Explain the expression “neutral” culture based on Fons Trompenaars’ theory.

People make a great effort to control their emotions. Reason influences their actions far more than their feelings. People don't reveal what they're thinking or how they're feeling.

12. Explain the expression “emotional” culture based on Fons Trompenaars’ theory.
People want to find ways to express their emotions, even spontaneously, at work. In these cultures, it's welcome and accepted to show emotion.
13. Explain the expression “specific” culture based on Fons Trompenaars’ theory.
People keep work and personal lives separate. They believe that people can work together without having a good relationship.
14. Explain the expression “diffuse” culture based on Fons Trompenaars’ theory.
People see an overlap between their work and personal life. People spend time outside work hours with colleagues and clients.
15. Explain the expression “ascription” culture based on Fons Trompenaars’ theory.
People believe that you should be valued for who you are. Power, title, and position matter in these cultures, and these roles define behavior.
16. Explain the meaning of “sequential time” based on Fons Trompenaars’ theory.
People like events to happen in order. They place a high value on punctuality, planning (and sticking to your plans), and staying on schedule. "Time is money."
17. Explain the meaning of “synchronous time” based on Fons Trompenaars’ theory.
People see the past, present, and future as interwoven periods. They often work on several projects at once, and view plans and commitments as flexible.
18. Explain the expression “internal direction” based on Fons Trompenaars’ theory.
People believe that they can control nature or their environment to achieve goals. This includes how they work with teams and within organizations.
19. Explain the expression “outer direction” based on Fons Trompenaars’ theory.
People believe that nature, or their environment, controls them; they must work with their environment to achieve goals. At work or in relationships, they focus their actions on others, and they avoid conflict where possible.
20. What is the origin/etymology of the word “communicate”?
It comes from Latin: the noun “communis” means common, public, shared by many or all, while the verb „communicare” (Latin) means to share, to make common.
21. What are the two fundamental types of lacunas according to Markovina?
Cultural and linguistic lacunas.
22. Describe biomedical health belief systems.
The scientific/biomedical health care system focuses on the objective diagnosis and scientific explanation of disease. It uses an evidence-based approach that relies on procedures such as laboratory tests to verify the presence and diagnosis of disease. It often does not take into account psychosocial aspects of illness such as cultural norms, coping abilities, and life events that may interact with physical health problems.
23. Describe holistic health belief systems.
The earth is made up of systems, such as air, land, water, plants and animals. Holistic health is based on the principle that a whole is made up of interdependent, interacting parts. In the same way, an individual is a whole made up of interdependent parts, which are known as physical, mental, emotional, and spiritual.
24. Describe supernatural health belief systems.

The supernatural health care tradition comes from a belief system in which the world is perceived as an arena where supernatural forces predominate.¹⁵ Followers of this tradition hold strong beliefs about the existence of sorcery, magic, and evil spirits.

25. What are the four stages of “Intercultural Competence” based on Ting-Toomey?
Unconscious incompetence, conscious incompetence, conscious competence, unconscious competence.
26. List out at least three out of the six basic characteristics of culture (Samovar et al.).
Learned, shared, transmitted, based on symbols, dynamic, an integrated system.
27. What is “ethnocentrism”?
A view that places one’s group at the centre of the world. An ethnocentric approach means that one’s own group’s way of thinking, being and acting is superior to others.
28. What is “proxemics”?
The study of the cultural, behavioral, and sociological aspects of spatial distances between individuals.
29. What is a stereotype?
A widely held but fixed and oversimplified image or idea of a particular type of person or thing.
30. What is acculturation (Berry)?
Acculturation is the process by which migrants to a new culture develop relationships with the new culture and maintain their original culture.
31. What is prejudice?
A hostile or negative attitude towards a distinguishable group of people on the basis of generalisation derived from faulty or incomplete information.
32. Describe high-context cultures relying on E.T. Hall.
A high-context culture is a culture in which the values, rules, and social norms are primarily communicated through the use of contextual elements (such as body language, a person’s status, and tone of voice) and are not explicitly stated.
33. Describe low-context cultures relying on E.T. Hall.
In low-context cultures information has to be explicit and detailed for the message to be conveyed without distortion.
34. List out some elements of the visible part of culture.
Food, attire, symbols, artifacts, buildings, language.
35. List out some elements of the invisible part of culture.
Beliefs, assumptions, values, perceptions, worldviews.
36. Define the term “lacuna”.
Phenomena of a culture that have no equivalents in another culture regarding both linguistic as well as cultural specifics.
37. Describe monochronic cultures.
Monochronic cultures like to do just one thing at a time. They value a certain orderliness and sense of there being an appropriate time and place for everything. They do not value interruptions.
38. Describe polychronic cultures.
Polychronic cultures are accustomed to do multiple things at the same time. Deadlines are not taken very seriously, interruptions in a conversation do not offend the interlocutors.
39. What are the layers/parts represented in Geert Hofstede’s “onion model”? Mention at least three items (out of five).

- Values, rituals, symbols, heroes, practices.*
40. What are the three levels of Hofstede's Cultural Pyramid?
Human nature, culture, personality.
41. Mention at least three stages of Intercultural Sensitivity.
Denial, defence, minimization, acceptance, adaptation, integration.
42. What is "culture shock"?
Culture shock refers to feelings of uncertainty, confusion, or anxiety that people may experience when moving to a new country or experiencing a new culture.
43. List out at least three stages of "culture shock".
"Honeymoon" (Initial Euphoria/Excitement), "Culture Shock" (Irritation/Hostility), Gradual Adjustment, "Feeling at Home" (Adaptation and Biculturalism).
44. What is "reverse culture shock"?
A term used to describe the feelings (of surprise, disorientation, confusion, etc.) experienced when people return to their home country and find they do not fit in as they used to.
45. What are the different types of distances in human communication according to E.T. Hall?
Intimate, personal, social, and public distances.
46. What are the three types of lacunas based on Ertelt-Vieth's Y-shaped model?
Object lacunas, mental lacunas, and lacunas of communicative activity.
47. Describe "direct communication style".
Direct communication is a way of conveying clear messages or instructions. It involves sharing what you feel or think without the possibility of a recipient becoming confused.
48. Describe "indirect communication style".
Indirect communication occurs when the speaker does not explicitly state what their intentions or feelings are. Instead, they rely on other forms of communication to imply their meaning.
49. Describe "circular communication style".
Circular (or contextual) communication is conducted in a circular manner, telling stories and developing a context around the main point, which is often unstated because the listener will get the point after all the information are given.
50. List out at least three (out of ten) basic personal values from Schwartz.
Self-direction, stimulation, hedonism, achievement, power, security, conformity, tradition, benevolence, universalism.

Оценочное средство: Тестовые вопросы

The scholarly field _Intercultural Communication_ was founded and coined by

A) Fons Trompenaars in 1974

B) Kluckhohn and Strodtbeck in 1961

C) E.T. Hall in 1959

D) Kroeber and Kluckhohn in 1954

ANSWER: C

A basic characteristic of the *_visible_* part of culture is

A) Intuitive

B) Subjective

C) Often hidden

D) Explicitly learned

ANSWER: D

A basic characteristic of the *_invisible_* part of culture is:

A) Logical

B) Intuitive

C) Conscious

D) Implicitly learned

ANSWER: B

According to Geert Hofstede *_culture_* is

A) *_the way in which people solve problems_*

B) *_the aggregate of all non-inherited information and the means for organizing and preserving it_*

C) *_the collective programming of the mind_*

D) *_a system of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols_*

ANSWER: C

Hofstede's *_onion model_* consists of

A) values, rituals, heroes, symbols and practices

B) behaviour, attitudes, assumptions and artefacts

C) language, attire, presumptions and emotions

D) assumptions, beliefs, values, practices

ANSWER: A

The basic characteristics of culture are

A) inherited, shared, transmitted, based on symbols, dynamic, and an integrated system

B) learned, shared, transmitted, based on symbols, dynamic, and an integrated system

C) inherited, shared, transmitted, based on symbols, idle, and an integrated system

D) learned, unique, transmitted, based on symbols, idle, and an integrated system

ANSWER: B

Proxemics is the study of

A) temporal relations of communication

B) translation and interpretation

C) verbal and nonverbal communication

D) spatial distances between individuals

ANSWER: D

The original meaning (etymology) of the word to *_communicate_* is

A) to supervise, to control

B) to share, to make common

C) to store, to fix in written form

D) to speak out loud

ANSWER: B

Different types of *_distances_* in human communication according to E.T. Hall include

- A) personal, interpersonal, intercultural and social distance
- B) intrapersonal, interpersonal, and social distance
- C) intimate, personal, social, and public distance
- D) here, there and faraway distance

ANSWER: C

A low-context culture can be described by a

- A) competitive business attitude
- B) relationship-oriented approach
- C) team-oriented work style
- D) fewer, tighter and longer-term relationships

ANSWER: A

A high-context culture can be described by a(n)

- A) mostly verbal communication
- B) explicit, written-form, clear regulations
- C) individualistic work style
- D) strong team-spirit at the working place

ANSWER: D

Hofstede's Pyramid model about Human Uniqueness consists of the following three levels

- A) desire, language, behaviour
- B) human nature, culture, personality
- C) soft skills, competencies, hard skills
- D) education, achievements, uniqueness

ANSWER: B

The Kluckhohn and Strodtbeck Values Orientation Theory (1961) set up

- A) 3+1 cultural orientations
- B) 5+1 cultural orientations
- C) 7+1 cultural orientations
- D) 9+1 cultural orientations

ANSWER: B

In his Theory of Basic Values (1992) Schwartz differentiates between

- A) 5 basic, motivationally distinct personal values
- B) 10 basic, motivationally distinct personal values
- C) 15 basic, motivationally distinct personal values
- D) 20 basic, motivationally distinct personal values

ANSWER: B

Intercultural communication happens when the persons involved in the communication process are

- A) of different religious groups
- B) from different countries
- C) of different skin colour
- D) of different physical appearance

ANSWER: A

Which is the FALSE definition of *_Intercultural Communication_*?

- A) “ *The linguistic interaction of people from different cultural groups.* ”
B) “ *Interactive communication of representatives of different cultures.* ”
C) “ *The verbal and nonverbal exchange of information between people of different nationalities.* ”
D) “ *Communication between cultures.* ”

ANSWER: C

The visible part of culture includes

- A) Symbols
B) Feelings
C) Attitudes
D) Expectations

ANSWER: A

The invisible part of culture includes

- A) food
B) clothes
C) proverbs
D) beliefs

ANSWER: D

The Iceberg Model of Culture divides culture into two parts

- A) domestic and international
B) national and transnational
C) visible and invisible
D) individual and collective

ANSWER: C

Select the FALSE statement

- A) Culture is learned
B) Culture is inherited
C) Culture can be either learned or inherited
D) Culture can be both learned and inherited

ANSWER: A

Geert Hofstede started his research on cultural dimensions

- A) with 10 countries, later he expanded it for 30+ countries
B) with 40 countries, later he expanded it for 70+ countries
C) with 70 countries, later he expanded it for 100+ countries
D) with 100 countries, later he expanded it for 120+ countries

ANSWER: B

The cultural dimension *Power Distance* deals with the fact that

- A) all individuals in societies are not equal
B) all individuals in societies are not free
C) all individuals in societies are not competent
D) all individuals in societies are not restraint

ANSWER: A

The cultural dimension *Individualism* refers to

- A) the degree of freedom a society maintains among its members
B) the degree of credibility society maintains among its members
C) the degree of interdependence a society maintains among its members
D) the degree of diligence a society maintains among its members

ANSWER: C

A country that scores high in the dimension *_Masculinity_* is typically

- A) a society driven by cooperation
- B) a society driven by competition
- C) a society driven by religion
- D) a society driven by solidarity

ANSWER: B

The dimension *_Uncertainty Avoidance_* has to do with

- A) the way that a society deals with the fact that the future can never be known
- B) the way that a society deals with the fact that certain members of the group have less potential to grow than others
- C) the way that a society deals with the fact that communication is an asymmetric phenomenon
- D) the way that a society deals with the fact that wealth is unevenly distributed

ANSWER: A

The cultural dimension *_Indulgence_* stands for a society

- A) that typically prefers long term approach over short term objectives
- B) that allows relatively free gratification of basic and natural human drives related to enjoying life
- C) that is usually intolerant, often xenophobic
- D) that approaches time from a cyclical perspective rather than linear

ANSWER: B

According to Fons Trompenaars' model of 7 cultural dimensions, *_Universalism vs. particularism_* is about

- A) team-oriented behaviour of members of a society
- B) individuals' relationship to nature
- C) rules and relationships
- D) risk-avoidance

ANSWER: C

According to Fons Trompenaars' model of 7 cultural dimensions, *_Neutral vs. emotional_* is about

- A) how we display our emotions
- B) how we relate to time
- C) how we relate to fellow group members
- D) how we handle ambiguous situations

ANSWER: A

According to Fons Trompenaars' model of 7 cultural dimensions, *_Specific vs. diffuse_* is about

- A) how tolerant we are towards our direct environment
- B) how punctual members of society are
- C) how punctual member of society are
- D) how we handle hardships in life

ANSWER: C

According to Fons Trompenaars' model of 7 cultural dimensions, *_Achievement vs. ascription_* is about

- A) the way status is given to us
- B) the way we relate to solidarity for each other

- C) the way we feel comfortable and accepted
- D) the way member of a society communicate with each other

ANSWER: A

According to Fons Trompenaars' model of 7 cultural dimensions, *_Sequential vs. synchronic_* explain if

- A) we feel threatened by unknown situations
- B) we do things one at a time or several things at once
- C) we are able to dynamically adapt to our environment
- D) we prioritize male or female gender roles

ANSWER: B

Which country is most typically *_particularistic_* among these

- A) Sweden
- B) Canada
- C) Switzerland
- D) Russia

ANSWER: D

Which country is strongly *_emotional_* among these

- A) Japan
- B) Poland
- C) Egypt
- D) New Zealand

ANSWER: C

Some typical examples of *_ascription_-based* characteristics include

- A) performance
- B) age
- C) track-record
- D) education

ANSWER: B

In a strongly *_individualistic_* culture

- A) the personal pronoun *_we_* ("*_we-form_*") is frequently used when compared to *_I_* ("*_I-form_*")
- B) the emphasis is on cooperation rather than competition
- C) high-performers are preferred over good team-players
- D) group values are prioritized compared to personal achievement

ANSWER: C

Select the true statement about Russia

- A) Russia scores high in indulgence
- B) Russia scores high in long term orientation
- C) Russia scores low in power distance
- D) Russia scores low in uncertainty avoidance

ANSWER: B

A *_high power distance_* culture can be described by the statement

- A) "*_Parents treat children as equals._*"
- B) "*_Subordinates expect to be consulted._*"
- C) "*_Corruption is rare._*"
- D) "*_Hierarchy means existential inequality._*"

ANSWER: D

A culture that scores _high in masculinity_ can be described by the statement

- A) “_Work prevails over family._”*
- B) “_Sympathy for the weak._”*
- C) “_Many women in elected political positions._”*
- D) “_Men and women should be modest and caring._”*

ANSWER: A

How many dimensions does the Hofstede model have?

- A) 7*
- B) 3*
- C) 6*
- D) 8*

ANSWER: C

How many dimensions does the Trompenaars model have?

- A) 7*
- B) 3*
- C) 6*
- D) 8*

ANSWER: A

A _linguistic corpus_ is

- A) a set of texts*
- B) a branch of linguistics the collocations of a word*
- C) software for analysing linguistic phenomena*

ANSWER: A

Choose the FALSE statement._ Corpus linguistics_

- A) is a relatively new area of linguistics*
- B) the analysis of texts by hand and eye alone*
- C) is the study of language data on a large scale*
- D) relies on modern IT technology when analysing language*

ANSWER: B

Which is NOT a basic characteristic of a _linguistic corpus_?

- A) Is written in a globally comprehensible language (i.e. English, Arabic, Chinese, French)*
- B) Must be in machine-readable form*
- C) Acts as a standard reference about what's typical in language*
- D) Often annotated with additional linguistic*

ANSWER: A

Choose the FALSE statement._ Lacunas_ are

- A) phenomena of a culture that have no equivalents in another culture.translation errors*
- B) translation errors*
- C) words without equivalents*
- D) items in a culture that are not fully understood by non-members of that culture*

ANSWER: B

Ertelt-Vieth classified lacunas into the following three groups

- A) cultural, linguistic and communicative lacunas*
- B) noun, verb and adjective lacunas*
- C) mental, object and communicative lacunas*

D) object, subject and referential lacunas

ANSWER: C

Markovina divides lacunas into these two main types

A) interpersonal and intrapersonal lacunas

B) domestic and intercultural lacunas

C) cultural and linguistic lacunas

D) domestic and intercultural lacunas

ANSWER: C

Lacuna studies started in Moscow

A) in the late 1970s, early 1980s

B) in 2008

C) in the 1930s

D) in the early 20th century

ANSWER: A

_Corpus linguistic research _is often divided into two main categories

A) analytical and empirical

B) synchronic and diachronic

C) corpus-based and corpus-driven

D) semantic and semiotic

ANSWER: C

The _Word sketch_ function of _SketchEngine_ investigates

A) synonyms antonyms

B) collocations and word combinations

C) overall frequency lists of a corpus

D) keywords of a corpus

ANSWER: B

The _Word list_ function of _SketchEngine_ most typically

A) analyses keywords in context

B) creates a frequency list

C) creates visualized charts of lexical items

D) investigates the genre of a linguistic corpus

ANSWER: B

The _Concordance_ function of _SketchEngine_ most typically

A) displays multiword expressions

B) compares noun entries with verbs

C) determines what language the corpus is written in

D) investigates the context of a word

ANSWER: D

The _Keyword_ function of _SketchEngine_

A) highlights the adverbs of a corpus

B) helps us to understand what the topic of the corpus is

C) is only applicable for the English-language corpora

D) compares the use of two different lemmas via their collocates

ANSWER: B

SketchEngine is

A) a platform mainly created for medical students

B) an online corpus linguistic tool

- C) a tool for computer-aided surgery
- D) available for corpora of 6 languages

ANSWER: B

Typical features of the *_biomedical_* health belief system include

- A) the belief that health is closely connected to sorcery, magic, and evil spirits
- B) the application of hi-tech equipment and laboratory tests
- C) the belief that the reason of illness is a disharmony with nature
- D) the application of acupuncture

ANSWER: B

Typical features of the *_holistic_* health belief system include

- A) the belief that health as an interdependent system of physical, mental, emotional, and spiritual parts
- B) the belief that illness is caused by a break down in a patient's physical and chemical processes
- C) the belief that treatment aims at removing the causative agent (virus, bacterium, etc.)
- D) the belief that "alternative" medicine should not be incorporated

ANSWER: A

Typical features of the *_supernatural_* health belief system include

- A) illness treated with scientific methods
- B) an evidence-based approach
- C) application of surgery and medications
- D) the intensive use of herbs

ANSWER: D

The USA typically falls into the health belief system of the

- A) biomedical tradition
- B) holistic tradition
- C) supernatural tradition
- D) none of the above

ANSWER: A

China typically falls into the health belief system of the

- A) biomedical tradition
- B) holistic tradition
- C) supernatural tradition
- D) none of the above

ANSWER: B

The Hmong ethnic minority in Laos typically falls into the health belief system of the

- A) biomedical tradition
- B) holistic tradition
- C) supernatural tradition
- D) none of the above

ANSWER: C

Germany typically falls into the health belief system of the

- A) biomedical tradition
- B) holistic tradition
- C) supernatural tradition
- D) none of the above

ANSWER: A

Оценочное средство: Экзаменационные вопросы

- A1. Definitions of Culture*
- A2. Main characteristics of culture*
- A3. Basic models and processes of communication*
- A4. The levels of human uniqueness (Hofstede)*
- A5. The Onion model*
- A6. Perception of space and time – with international examples*
- A7. High- and low-context cultures (Hall) – with international examples*
- A8. Monochronic and polychronic cultures (Hall) – with international examples*
- A9. Cultural dimensions of Geert Hofstede – with examples*
- A10. Cultural dimensions of Fons Trompenaars – with examples*
- A11. Prejudice and stereotyping (Adler) – definition of a helpful stereotype*
- A12. Culture shock (Oberg, Marx)*
- A13. Development Model of Intercultural Sensitivity (Bennett and Bennett)*
- A14. The four stages of Intercultural Competence (Ting-Toomey)*
- A15. Lacuna Theory and its application in intercultural research (Markovina)*

- A16. Health belief systems (Samovar and Porter)*
- A.17. The four types of acculturation (Berry) – with examples*

Reserve questions (for the case the student wishes to skip the first question):

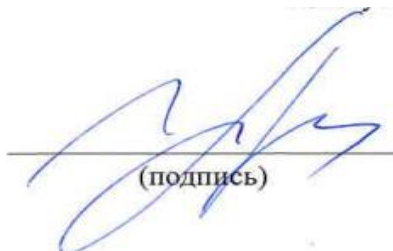
- B1. What is a well-meaning clash? – with an example*
- B2. Give an example of a symbol, a hero, a ritual, a value, and a practice from the Russian culture!*
- B3. Give an example of each type of cultural transfer (positive, negative, failure from sender, failure from receiver)!*
- B4. Describe some communication styles with international examples!*
- B5. Provide examples for each stage of intercultural competence (staircase model)!*
- B6. Describe the World Cultural Map (Inglehart, World Values Survey)!*
- B7. Think of an intercultural conflict in the hospital and suggest a culturally sensitive solution to it!*

Фонд оценочных средств дисциплины разработан Институтом иностранных языков для профессиональных целей

Принят на заседании Институтом иностранных языков для профессиональных целей

от «22» января 2025 г., протокол № 5

Директор
Института иностранных языков
для профессиональных целей



(подпись)

И.Ю.Марковина
(фамилия, инициалы)

Одобрено Центральным методическим советом
от «31» января 2025 г., протокол № 2