1. The ______ imperative for studying intercultural communication refers to the need to understand differences in a diverse work environment, identify new business markets and develop new products for differing cultural contexts.
   A. economic
   B. technological
   C. peace
   D. demographic

2. The need to market products effectively in different countries illustrates the _____ imperative for studying intercultural communication.
   A. economic
   B. technological
   C. peace
   D. demographic

3. The possibility of communicating with people from different cultures via email, fax, and the internet illustrates the ______ imperative for studying intercultural communication.
   A. economic
   B. technological
   C. peace
   D. self awareness

4. John, an engineer in a multinational corporation, emails coworkers from India and Taiwan on a weekly basis. John's communication illustrates the ____ imperative for studying intercultural communication.
   A. economic
   B. technological
   C. peace
   D. demographic

5. Changes in the composition of the US population illustrate the ______ imperative for studying intercultural communication.
   A. economic
   B. technological
   C. peace
   D. demographic

6. John and Nancy were raised in Illinois and speak only English. Many of their neighbors, however, have immigrated from countries outside the United States and speak English as a second language. John and Nancy's desire to have a positive relationship with their diverse neighbors illustrates the _____ imperative for studying intercultural communication.
   A. economic
   B. technological
   C. peace
   D. demographic

7. Violence, conflict and tension between differing cultural groups in constant contact illustrates the _____ imperative for studying intercultural communication
   A. economic
   B. self awareness
   C. peace
   D. demographic
8. Ethnic conflicts in Bosnia and the Soviet Union as well as ethnic tensions in other multicultural nations illustrates the _____ imperative for studying intercultural communication.
   A. economic  
   B. ethical  
   C. peace  
   D. demographic

9. Increased understanding of one's self as a cultural being illustrates the _____ imperative for studying intercultural communication.
   A. self awareness  
   B. demographic  
   C. ethical  
   D. technological

10. Maria had never really thought much about her Italian heritage until she became friends with Aylin, an American of Middle Eastern descent. Through conversation and visits to Aylin's family, Maria gradually began to realize how many of her own behaviors were culturally determined. Maria's experience illustrates the _____ imperative for studying intercultural communication.
    A. economic  
    B. ethical  
    C. self awareness  
    D. demographic

11. People who believe that cultural differences are only superficial and that there are certain rules that apply across cultures are operating from a ___ position of ethics.
    A. political  
    B. relativist  
    C. judicial  
    D. universalist

12. People who believe that behavior can only be judged within the context in which it occurs are operating from a _____ position of ethics.
    A. relativist  
    B. cultural  
    C. universalist  
    D. demographic

13. Rebeca is appalled that in some countries, girls regularly marry before the age of fifteen. She believes that all females should be adults before they marry regardless of their culture because of issues of education, prenatal health, and economic rights. Rebecca has assumed the _____ position of ethics.
    A. relativist  
    B. westernized  
    C. universalist  
    D. politicized

14. Toni tells her Chinese friend Guiwen that he should not be angry about his perceived superficial friendliness of many Americans without first understanding the cultural context of the behavior. Toni has taken a _____ position of ethics.
    A. explanatory  
    B. universalist  
    C. relativist  
    D. non-judgmental

15. The process by which we "look in the mirror" to see ourselves as cultural beings is known as _____.
    A. self reflexivity  
    B. self awareness  
    C. journaling  
    D. heterogeneity
16. The term ______ refers to the result of increased contact (though the internet, media reports and travel) between people around the world
   A. global village
   B. heterogeneity
   C. self reflexivity
   D. assimilatible

17. The term ______ refers to the ability of southern and Eastern European immigrants to "blend" into the general US population.
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18. Principles of conduct that help govern the behavior of individuals and groups are known as _____.
   A. morals
   B. ethics
   C. values
   D. beliefs

19. _____ are the result of the tendency for members of particular ethnicities to settle in the same area (such as Latinos in Englewood and East Los Angeles)
   A. Class structures
   B. Ethnic tensions
   C. Global villages
   D. Enclaves

20. Economic disparity among ethnic groups in the United States can best be understood by looking at _____.
   A. enclaves
   B. class structure
   C. assimilatable groups
   D. economic mobility

21. The expansion of businesses into markets around the world is known as ______.
   A. immigration
   B. mobility
   C. heterogeneity
   D. globalization

22. Historically, the anti-immigrant nativistic movements
   A. targeted immigrants of Southern European descent only.
   B. were not supported by the government of the United States.
   C. promoted violence against newer immigrants to the United States.
   D. were a form of economic protection for enclave communities.

23. The changes in the patterns of immigration during the last 40 years illustrate the fact that the population of the United States is becoming much more _____.
   A. heterogeneous
   B. classist
   C. nativist
   D. ethical
24. The study of intercultural communication in order to proselytize others without their consent illustrates a/an ________ issue about the application of intercultural knowledge, according to Martin & Nakayama.
   A. ethical
   B. practical
   C. religious
   D. demographic

25. Token stories of success and upward mobility (illustrated by Oprah, Ross Perot and Madonna) reinforce ____ and perpetuate the myth that there is equal opportunity for all to achieve upward mobility in the US.
   A. heterogeneity
   B. class structure
   C. economic diversity
   D. assimilation

26. Many American companies provide little or no training before sending their workers overseas.
   True   False

27. Anti-immigrant, nativist sentiment was well supported at the government level during the late 1800s.
   True   False

28. The Chinese Exclusion Act officially prohibited Chinese from immigrating to the United States.
   True   False

29. *Maquiladoras* are an example of how multinational corporations can reap lower labor costs while adhering to U.S. environmental policies.
   True   False

30. Until the 1960s, most immigrants to the United States came from Europe.
   True   False

31. "The Bistro" offered by America Online is one way in which the frequency of communication is increasing among peoples of the world.
   True   False

32. The majority of immigrants to the United States now come from Latin America or Asia.
   True   False

33. Generally speaking, all immigrants can assimilate in the American "Melting Pot."
   True   False

34. The universalist position holds that cultural behavior can only be judged from the context in which it occurs.
   True   False

35. In the next 20 years, the racial and ethnic diversity of the U.S. population will be distributed more evenly across the nation.
   True   False

36. In what ways might economic conditions make a difference in attitudes toward foreign workers and immigration policies.
37. In what ways might the study of intercultural communication be helpful in understanding ethical issues involved in intercultural interaction?

38. Identify and discuss three ways in which we might become ethical students of culture.

39. Identify and discuss 4 of the six imperatives for studying intercultural communication.

40. Compare and contrast the universal and relativist positions with regard to ethical intercultural interaction.

41. In what ways have the wars in Afghanistan and Iraq underscored the need to study intercultural communication?

42. How has the history of immigration influenced cultural relations within the United States?
43. How might self-reflexivity improve intercultural communication?

44. How have the changing demographics in the United States affected intercultural communication?
1 Key

1. The ______ imperative for studying intercultural communication refers to the need to understand differences in a diverse work environment, identify new business markets and develop new products for differing cultural contexts.
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   [Martin - Chapter 01 #1]

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   **TRUE**

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   FALSE

35. In the next 20 years, the racial and ethnic diversity of the U.S. population will be distributed more evenly across the nation. 
   FALSE

36. In what ways might economic conditions make a difference in attitudes toward foreign workers and immigration policies. 
   Answer will vary.

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## Summary

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