

Scope & Sequence

Theme	Topic	Function	Cross-Cultural Issues
General	Unit 1 Greetings and Gift-Giving	Meeting people and giving gifts, both formal and informal; asking for clarification of names and titles	Dos and don'ts for greetings around the world
	Unit 2 Non-verbal Language Across Cultures	Knowing the different forms of non-verbal communication around the world	Showing friendliness and avoiding embarrassment when using body language
Tourism and / Hospitality	Unit 3 Niche Tourism	Understanding different approaches and motivations for travel	Awareness of how different cultural groups may approach niche tours
	Unit 4 At Your Service	Understanding differences in how service is offered and compensated	Awareness of how different cultural groups may approach service
Business and Management	Unit 5 Business Styles	Contrasting management styles	Different management styles around the world
	Unit 6 Leadership Styles	Ethics, right and wrong	International values for a leader
MICE	Unit 7 The MICE Industry	Understanding the MICE industry	Commonly seen exhibitions
	Unit 8 Cross-cultural Meetings	How to organize an international conference and run it successfully	The role baseball plays in Taiwanese and American culture
Sports and Recreation	Unit 9 Sports and Lifestyles	Alternative sports vs. mainstream sports	Can we ever have a sports culture?
	Unit 10 Recreational Activities	The importance of physical activity for well-being	Leisure activities in Taiwan
Science and Technology	Unit 11 Social Media and the Internet	Uses and customs of social media in your personal and business lives	App and service popularity by country
	Unit 12 Nutritional Science	Nutritional information	Food awareness in the US and Taiwan
Food Medicine and Nursing	Unit 13 Food in Taiwan	Describing, comparing, and contrasting the food cultures in Taiwan and other countries	Being open-minded to various food cultures
	Unit 14 Beauty and Cosmetic Services	Cosmetic services	The cosmetic surgery debate

Conversation	Listening	Reading	Expansion Activity
Meeting and making new friends and business partners	<ul style="list-style-type: none"> • Listening for main ideas / details • Listening to summarize and infer outcomes 	The Perfect Business Gifts	<ul style="list-style-type: none"> • Discussing ways of greeting • Practicing greetings in different situations
Talking about the experience of using non-verbal communication when traveling	Checking the understanding of different body language gestures around the world	Eye Contact	Role-playing various body language gestures used in different cultural contexts
K-drama tours	Battlefield tours	Coffee Farm Tourism	Designing a niche tour that attracts multicultural participants
Is there such a thing as “too much service”?	Comparing services on different airlines	Tipping and Service Fees Around the World	Role-playing situations where server and customer are from different cultural backgrounds
Giving advice on different business styles	Business styles from different cultures	The Importance of Learning Culture with Language	Role-playing a first meeting with diverse cultures
Giving gifts	Different ideas of leadership	When Leadership Styles Clash	Case study: What would you do?
Preparing invitations	Listening for main ideas	Deciding upon an Event Venue	Discussing the good and bad qualities of a receptionist
Taboo topics in business meetings	Tips for running cross-cultural conferences/events successfully	Appropriate Meeting Manners	Budgeting and making a checklist for organizing a conference/event
The meaning of the Olympics	<ul style="list-style-type: none"> • Listening for main ideas / details • Listening to summarize and infer outcomes 	The Olympics Through the Years	Activities concerning alternatives to mainstream sports
Recreational activities	<ul style="list-style-type: none"> • Listening for main ideas / details • Listening to summarize and infer outcomes 	The Importance of Physical Activities for Well-Being	Your recreational activities
The use of LINE	<ul style="list-style-type: none"> • Listening for main ideas / details • Listening to summarize and infer outcomes 	Travel with Your Smartphone	Discussing your use of social media; debating the positives and negatives of social media use
Talking about healthy eating practices	<ul style="list-style-type: none"> • Listening for main ideas • Listening to summarize and infer outcomes 	The Devil Is in the Details	Learning about Taiwanese food
Discussion on top food items in Taiwan worth recommending	Listening for main ideas	Food in Taiwan	<ul style="list-style-type: none"> • Describing the food culture in Taiwan • Comparing the similarities and differences of Taiwanese food culture with that of other countries
<ul style="list-style-type: none"> • Asking questions about cosmetic surgery • Discussing the nature of beauty: Is it just skin deep? 	<ul style="list-style-type: none"> • Listening for main ideas / details • Listening to summarize and infer outcomes 	Is Taiwan Asia's Destination for Cosmetic Surgery?	Discussing why Korea is a popular destination for cosmetic surgery

UNIT

1

Greetings and Gift-Giving

» Cross-Cultural Issues

Most people would say that first impressions are hard to recover from. Thus, the first time you meet someone, it is important for you to make a good impression. A bad first impression might make for strained conversation or a missed opportunity for making a friend or business deal. Different cultures have different ways of greeting people. When you travel abroad or meet a new coworker from a different culture, it is best if you can do a bit of cultural research in preparation to avoid an embarrassing faux pas.



Warm-Up

How do you greet people when you first meet? What are the differences when people from different cultures greet? Look at the pictures and answer the questions.



- What different greetings are used in the picture on the left?
- Why is the picture on the left supposed to be funny?
- Are both greetings in the picture on the left formal?
- Why is the picture on the right funny?
- How would you react if this (picture on the right) happened to you?



Vocabulary

A. Match the words with the appropriate pictures.

nod

clap hands

handshake

bow

finger snap

fist bump

cheek kiss

namaste (the *wai*)

hug

wave



1. _____

2. _____

3. _____

4. _____



5. _____

6. _____

7. _____

8. _____

B. Fill in the blanks with the words in A.

1. The _____ is a common form of greeting in Thailand.
2. When people in Japan meet, they often _____ to each other.
3. _____ is a very informal greeting, and it's popular with young people (especially men) and sports players in the West.
4. When people in France meet, they often give each other a _____.
5. In most Western countries, a firm _____ is the most commonly seen greeting in a business setting.
6. If you see someone from a distance and you want to acknowledge them, you can _____ your hand.
7. If you see someone from a distance and you want to acknowledge them, you can _____ your head.
8. When old friends meet after some time apart, they often _____.
9. We often _____ after great performances.
10. A _____ is an act of clicking one's fingers and it often creates a clicking sound.

Conversation



01 A. Listen to and read the following conversation.

Rachel: Jack, I'm going to meet some new international students today. Do you know anything about greetings in other cultures?

Jack: Yeah, a bit. What do you want to know?

Rachel: Well, I've got classmates from India, Thailand, Japan and France. I'd like to show them that I know a little about their cultures by doing some proper greetings.

Jack: Oh, that's a good idea. They might appreciate that. Well, India and Thailand are kind of similar. You put your palms together, chest high and lean a little

forward or slightly bow. In India you say “Namaste,” and in Thailand men say “Sawatdi khrap” and women say “Sawatdi kha.”

Rachel: Oh, that’s interesting. Like this? (*doing the wai*)

Jack: Yeah! You’ve got it! Now, as for France, people often greet others with a cheek kiss. You don’t really kiss them with your lips, you just touch your cheeks together, once for each side. However, this is often more for friends rather than new acquaintances. So I’d probably watch what the foreign students do and follow their lead.

Rachel: Oh, that sounds like a good idea. I wouldn’t mind if the student is female, but honestly, I’d feel a little strange cheek kissing with a man.

Jack: Yeah, I hear you! And you know they bow in Japan, right?

Rachel: Yeah, I know that one. Thanks. Well, I think I’m all set. I can’t wait to meet them. I’m so excited!

Jack: Yeah, it’s always fun to meet new people, especially from other countries. If you don’t mind, I’d like to stop by later and meet them all, too.

Rachel: Sure, that’d be great!



Listening



02 A. Listen and answer the questions.

1. Who has the highest position at the company?

a. Jen

b. Ellen

c. David

d. Jim

2. What do Jen and Jim talk about for small talk?
 - a. Jim's flight from Tokyo
 - b. Where Jim has worked before
 - c. The growth of the Tokyo office
 - d. Jim's educational experience
3. Did Jim give a good first impression?
 - a. No, he said some inappropriate things.
 - b. No, he seemed unfriendly.
 - c. Yes, he asked some good questions.
 - d. Yes, he got along well with everyone.

B. Work with a partner and discuss the questions.

1. Have you ever gone on a business trip to another country before? What did you experience? If not, what do you think it would be like?
2. What topics are appropriate for small talk with new colleagues?
3. How would you introduce yourself to a new colleague or classmate?

Reading



03

A. Read the following article on gift-giving.

The Perfect Business Gift

You may think giving a watch as a gift would make the recipient happy, especially if it is an expensive one. But that wasn't the case when a member of the British government visited Taiwan, and she decided to give the Taipei mayor a new timepiece when the two dignitaries met for the first time.

As it turned out, things could not have gone more differently. The UK minister was left red-faced after finding out that in Chinese culture giving a watch is definitely not a good idea. In fact, it symbolizes that time is running out for the person getting the watch, and in many cases it can be used as a gift at a funeral to say goodbye to those who have passed away. The British representative was widely criticized for not being better prepared when thinking of a gift for her Taiwanese counterpart.



How could it have gone so terribly wrong? Well, objects have different meanings in different cultures, and while we may think choosing a gift for a friend or family member is a relatively easy task, when giving gifts to people from a different country or culture, it is worthwhile putting in some effort to make sure you don't offend the recipient.

While the watch was truly a mistake, giving any type of gift at a business meeting also requires some thought. If you give your company diary, would that be good enough? It would show you put in no effort at all. In contrast, if you give expensive crystal wine glasses, it could be mistaken for a bribe.

In Taiwan, as a visitor, you may often receive green tea, pineapple cakes or even a delicately made paper umbrella as a gift. In return, giving something unique to your hometown would usually make for a successful gift. It may seem quite ordinary, but that British member of government would have been better off giving some attractively boxed biscuits, chocolates, English tea, or perhaps even a Harrods bag with some jam in it. Often what you think may not be so special in your own country works as a fantastic gift for your foreign host. It shows thought and has a special meaning.

Overall, remember to make sure you check before you give any business gift to someone from a different culture to avoid ending up in the same awkward situation that the UK government official found herself in.

B. Choose the best answer to each question.

1. What should you consider when giving a business gift?
 - a. Availability
 - b. Meaning
 - c. Size
 - d. Weight
2. What kinds of business gift should you avoid?
 - a. One that shows you put no effort into it, such as a company diary
 - b. One that promotes your country
 - c. Some kind of snack food
 - d. Something that the recipient wants

3. Which gift would a foreign visitor be happy to get on their last day in Taiwan?
 - a. English biscuits
 - b. Your company diary
 - c. Some tea
 - d. A red envelope

C. Work with a partner and discuss the questions.

1. Do you think giving alcohol as a gift is a good idea? Why or why not?
2. What gift would you like to receive from a coworker or friend? Why?
3. What would you say when you are giving or receiving a gift? Act it out with a partner.

Wrap-Up

Role-play a scenario where you are greeting someone. What would you say? What body language or gestures would you use? What level of formality is appropriate? Practice a scenario below and work with a partner and then take turns performing it for another group.

1. Two students meet in the U.S.A. at an ESL school.
2. A teacher and student meet for the first time before a college class in Taiwan.
3. Two coworkers meet on the first day of training at a new company.
4. An employee meets his or her boss for the first time.

Expansion Activity

With a partner, choose five countries, and find out each country's capital city, major cities and main language(s). For each country, find the most common verbal and non-verbal greetings. How do they say hello in their main language? What body language do they use to greet people? Practice these verbal and non-verbal greetings with your partner. Think what problems of cultural difference their non-verbal greetings might cause. Would people from your country be comfortable with these greetings? Would people from the other country be comfortable with your country's non-verbal greetings? With your partner, make a brief presentation to the class and demonstrate the verbal and non-verbal greetings from each of your five countries.