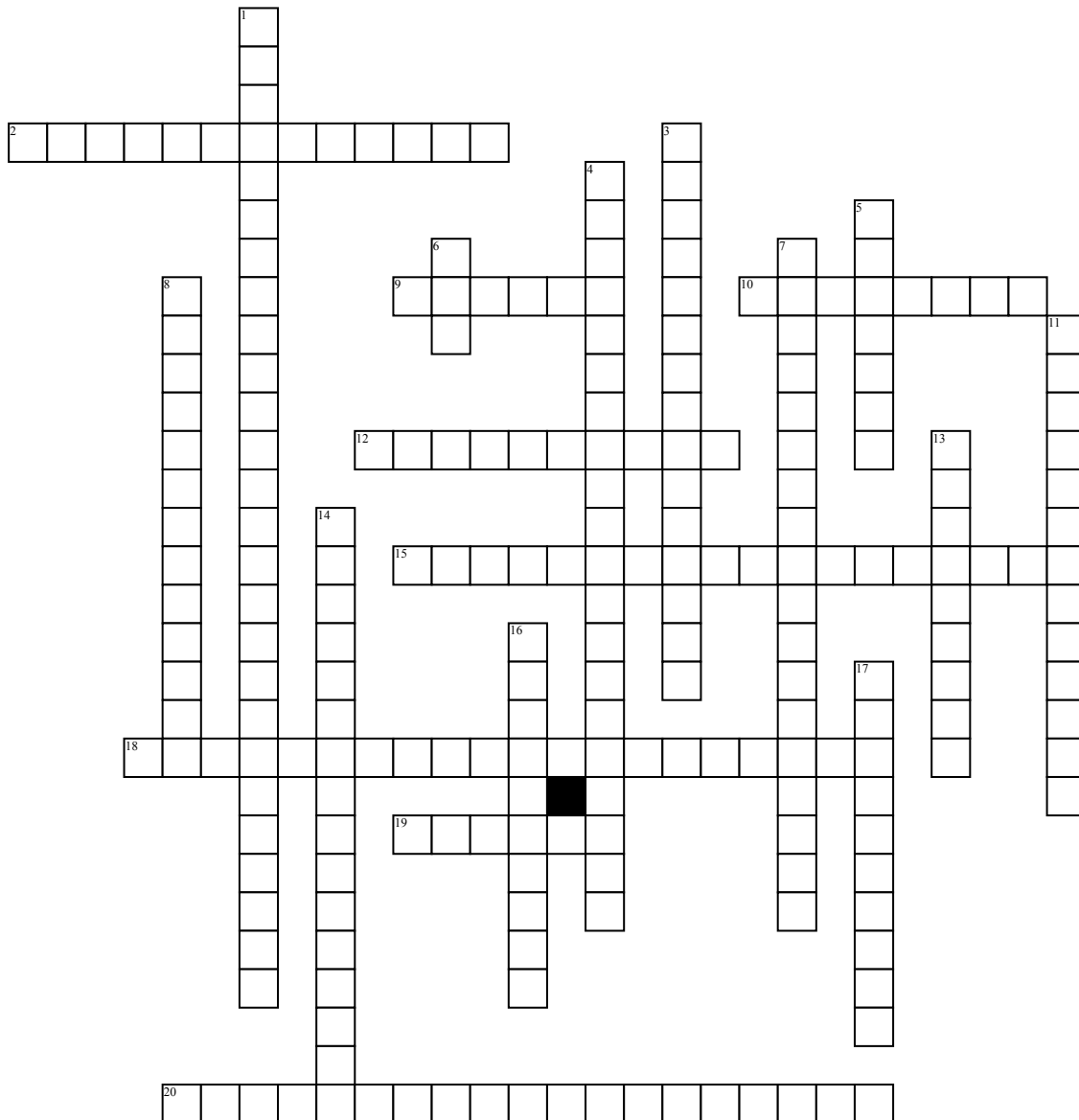


Chapter 2



Across

2. the process by which you learn the rules and norms of a culture different from native culture
9. Behaviors that society deem appropriate for males and females
10. Variations in a language, mainly in the grammar and the semantics
12. Those that emphasize the gratification of desires
15. Most of the information is explicitly stated in verbal messages
18. Teaches members the importance of individual values
19. The stress or emphasis placed on a syllable when it is pronounced

20. A culture in which the groups goals are given greater importance

Down

1. Communication between persons who have different cultural beliefs
3. Values modesty, concern for relationships and quality of life
4. A cultural orientation that emphasizes the present rather than the future
5. Consists of relatively specialized elements of the lifestyle of a group of people
6. The biological and physiological qualities that characterize men and women

7. Much of the information in communication is in context or in person

8. The culture in which you were born
11. Seeing others and their behavior through your own cultural filters
13. A cultural orientation that fosters the curbing of gratification
14. Values aggressiveness, material success, and strength
16. Civilty, consideration, refinement, respect
17. In communication, a fixed impression of a group of people