МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ ДЛЯ КОНТРОЛЯ ЗНАНИЙСТУДЕНТОВ

**Перечень вопросов к экзамену по дисциплине «Межкультурная коммуникация в событийном маркетинге»**

1. The importance of cross-cultural communication in event marketing
2. Imperatives for studying intercultural communication
3. Points of contact in intercultural communication
4. Communication and culture
5. G. Hofstede’s value cultural dimensions and event marketing
6. E. Hall’s high-context and low-context orientation and event marketing
7. Three approaches to studying intercultural communication (social science, interpretive, critical)
8. A dialectical approach to identity.
9. Types of identity.
10. Developing cultural identity by minority and majority cultures
11. Communication problems caused by stereotypes
12. Prejudice and its negative impact
13. Overcoming stereotypes and prejudice
14. Verbal vs. nonverbal communication
15. Classification of nonverbal communication
16. Culture, communication and conflict. General overview
17. Three approaches to understanding conflict
18. Characteristics of intercultural conflict
19. Conflict as opportunity vs. conflict as destructive
20. Styles of managing conflict with regard to intercultural communication
21. Dealing with conflict
22. Making culture bound decisions in event marketing
23. Ethical consideration and intercultural ethic
24. A stakeholder approach and business ethics
25. Advertising across cultures
26. The influence of corporate culture on event marketing communication

**Образец тестового задания**

Choose the right variant of the answer (A, B, C, D) to the following questions

1. Acculturation is a type of cultural change which occurs under the influence of …

 A) a culture of the neighboring country (countries).

 B) a co-cultural group of a certain country.

 C) representatives of non-dominant groups existing in a national culture.

 D) a more dominant culture and society with which it has contacts.

2. What are the forms of intercultural communication?

 A) Interlingual, international and contextual.

 B) Interdisciplinary, formal and informal.

 C) Interracial, interethnic and co-cultural.

 D) Past-oriented, future-oriented and present-oriented.

3. How do we make sense of our physical and social world?

 A) By means of communication.

 B) By means of perception.

 C) By means of ageing.

 D) By means of self-identity.

4. What does the power distance index measure, according to G. Hofstede?

 A) The degree of inequality in the society.

 B) The preference for a certain management style.

 C) The preference for the boss’s decision making style.

 D) The importance attached to the power in the country.

5. What kind of cultures believe that silence often sends a better message than words?

 A) Low context cultures.

 B) High context cultures.

 C) Short-term oriented cultures.

 D) Western civilizations.

6. What does the dialectical approach to intercultural communication research and practice emphasize?

A) The processual, relational and contradictory nature of intercultural communication.

B) The importance of studying the context in which communication occurs.

C) The subjective nature of human experience.

D) The role of culture in the communication process.

7. What are identities created by?

 A) By the society the person lives in.

 B) By the people living next to the person.

 C) By self and by others in relation to group membership.

 D) By the person’s family and community he or she belongs to.

8. Which of the nonverbal communication functions adds more information to messages?

 A) Repeating.

 B) Complementing.

 C) Substituting.

 D) Regulating.

9. What stages of cultural adaptation does the U-curve theory describe?

A) Excitement and anticipation, culture shock and disorientation, gradual adaptation.

B) Uncertainty reduction, anxiety reduction, interaction with the new community.

C) Going away to college, getting married, moving from one part of the country to another.

D) Stress, adjustment, growth.

10. A conflict of interest describes a situation in which partners …

 A) become incompatible.

 B) differ in ideologies on specific issues.

 C) disagree about a preferred outcome of their activities.

 D) have incompatible preferences for a course of action or plan to pursue.