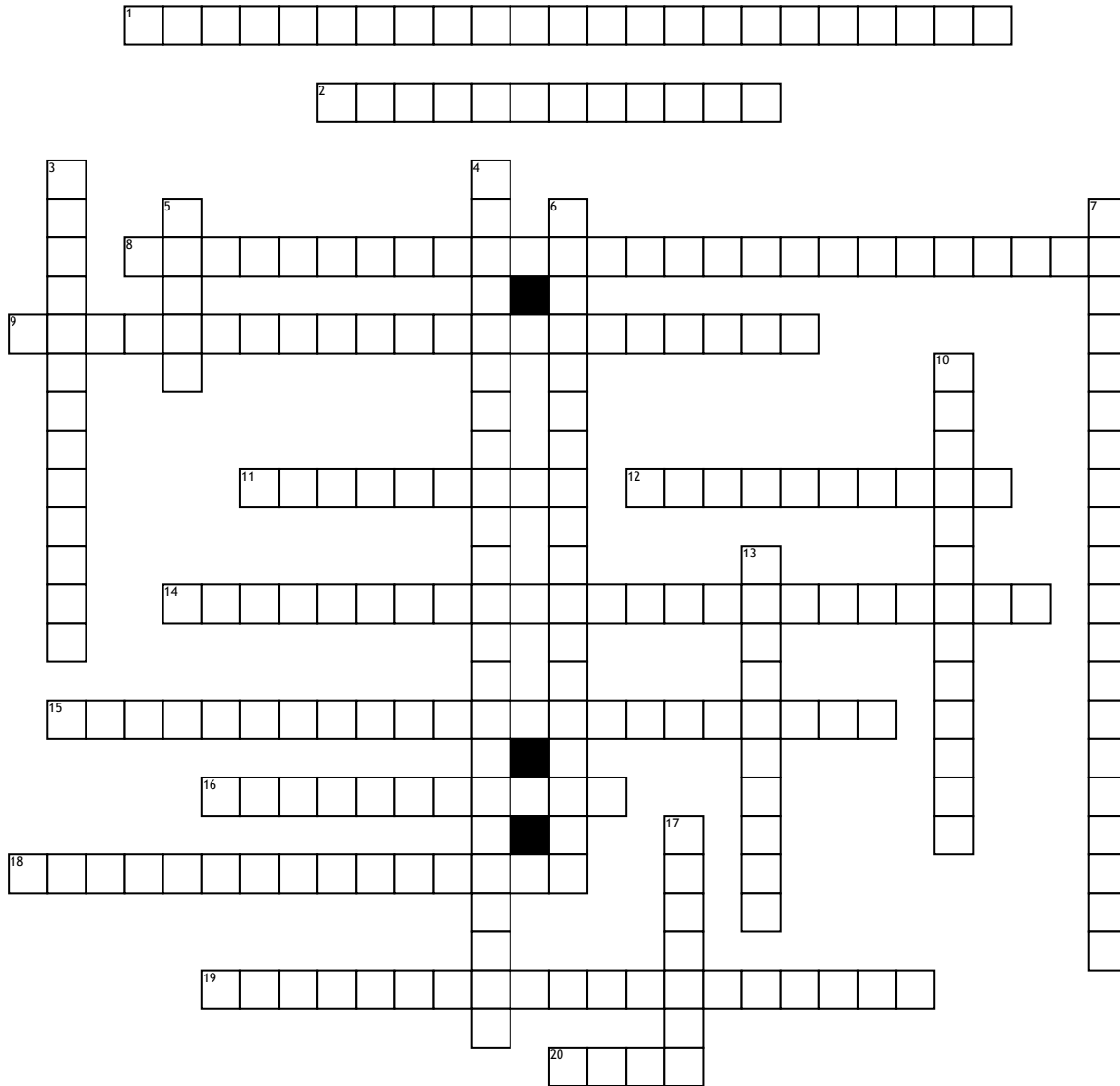


CHAPTER 4 KEY TERMS



Across

1. the ability to communicate appropriately, effectively, and ethically with people from diverse backgrounds
2. guidelines for when, where, and how to appropriately express emotion
8. the idea that people are especially motivated to adapt their communication when they seek social approval, wish to establish relationships with others, and view others language use as appropriate
9. a culture that values the needs, goals, and views of the community or group above the of an individual
11. stereotypes that reflects rigid attitudes, positive or negative, towards groups and their members
12. members of a society who don't conform to the language, values, lifestyle, or even physical appearance of the dominant culture

14. the idea that the people who have more power within a society determine the dominant culture because they get to decide the prevailing views, values, and traditions of the society
15. the idea that prejudice centers on two judgements made about others: how warm and friendly they are, and how competent they are
16. people you consider fundamentally different from you because of their beliefs, attitudes, and values
18. the ability to proactive and demonstrate acceptance and respect towards others cultures beliefs, values, and customs
19. cultures in which people use relatively vague and ambiguous language, and even silence, to convey important meanings
20. a classification of people based on common ancestry or descent that is judged almost exclusively by a person's physical features

Down

3. the belief that your own culture beliefs, attitudes, values, and practices are superior to those of all others cultures
4. the ability to acknowledge that other peoples behaviors have complex causes
5. the ability to influence or control important resources, events, and people
6. cults that are often individualistic, in which people tend not to presume that others share their beliefs, attitudes, and values
7. the degree to which a culture tolerates and accepts unpredictability
10. the degree to which people a particular culture view the unequal distribution of power as acceptable
13. people you consider fundamentally similar to you because they share your interests, beliefs, attitudes, and values
17. the established, coherent set of beliefs, attitudes, values, and practices shared by a large group of people