

Internet research

Search for the keywords *high low context* *polychronic culture* to find out more about Edward T Hall's work on culture and communication.



6 Complete the summary. Diplomatic language often uses:

- modal verbs like *could*, _____, _____, _____
- softening adverbs like *maybe* or _____
- qualifiers like *a bit*, *rather*, *a little* or _____
- introductory warnings like *I'm sorry*, *actually*, _____
- (negative) questions rather than statements.

7 'Translate' the direct remarks into diplomatic language, and vice versa.

Direct	Diplomatic
1	Wouldn't it be easier for everybody if we held the meeting here rather than in Colombia?
2 If you don't want to do business, just say so!	
3	Actually, I was wondering whether you might reconsider your position on that particular issue?
4 So you don't want to sell us your products?	
5	Couldn't we perhaps start a little earlier than 11am tomorrow? We might find we would make a bit more progress.
6 That's not true. I never said that!	
7	To be honest, I'm inclined to think that business trips aren't quite as useful as everybody says they are.
8 So you don't trust us to pay?	

Negotiating

8 With a partner, take turns to choose a subject and hold short negotiations following the chart below. Be diplomatic!

- 1 buying worldwide rights to your partner's movie script
- 2 buying advertising space on your partner's car
- 3 buying worldwide rights to using your partner's name
- 4 buying equity in your partner's business

Student A

- 1 Make an offer.
- 3 Correct misunderstanding, if necessary, reformulate offer.
- 5 Accept offer, or go to 2.

Student B

- 2 Check understanding.
- 4 Make a counter offer, or go to 5.

Glossary PAGE 158

consensus
implication
quit

eWorkbook

Now watch the video for this unit.