

**Fundamentals of Business Communication © 2012**  
**Chapter 2: Communicating in a Global Society**

**Tools:**

- Printer
- 8.5" x 11" paper
- Scissors

**Directions:**

1. Print
2. Fold paper in half vertically
3. Cut along dashed lines



copyright

Acknowledges ownership of a work and specifies that only the owner has the right to sell or use the work or to give permission for someone else to sell or use it; the exclusive rights awarded to the author or creator of an original work.

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01 of 09 E-Flash Cards



culture

Shared beliefs, customs, practices, and social behavior of a particular group or nation.

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diversity

Difference or variety.

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enunciate

Clear pronunciation of words.

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ethics

The principles of what is right and wrong that help people make decisions.

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fair use

A doctrine related to copyright law that allows for limited use of copyrighted material.

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global society

A society in which goods and services are bought and sold both inside and outside of the country of origin.

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intercultural differences

Regional variations in culture; different regions of a country may have their own sets of values, behaviors, ideas, and even variations in language (known as *dialect*).

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stereotyping

Classifying or generalizing about a group of people with a given set of characteristics.

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