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

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.

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

diversity. Difference or variety.

enunciate. Clear pronunciation of words.

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

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

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

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).

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