UNIT 13 COMMUNICATION AND CULTURE

Structure

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13.0 OBJECTIVES

This unit will help you to :

- Learn about various forms of communication.
- Develop vocabulary related to communication
- Learn and practise language structures of (i) Subject-Verb Agreement and (ii) so...that, As....as
- Understand and respect the cultural differences of another country
- Conduct a dialogue expressing your feelings on visiting a new country
- Express yourself creatively by coining appropriate captions to visuals.

13.1 WARM UP

- Think of at least five ways in which people communicate.
- How often do you write letters to your friends and family?
- How do you communicate with people living in far-off places?
- Is it possible to communicate with everyone by e-mail? Why/Why not?

13.2 READING COMPREHENSION

FORMS OF COMMUNICATION

Communication means sending and receiving information. Every time you wave your hand at someone you recognize in a crowd, talk to a friend on the telephone, mail a picture you have drawn to your grandmother, or send a message to your classmate using the computer, you are communicating. Communication lets people share ideas expressed in gestures, words, images and other forms.

The word "communicate" comes from the Latin *communicare*, which means "to share" or " to make common". Any kind of communication requires a sender, a recipient, a message (the idea) and a medium (the method of carrying the message).

For most of human history, the sender and recipient were both people. People sent and received messages that could be directly sensed, or perceived, using their eyes and ears – by speech or by gesture. When people began writing their ideas in words and pictures, messages could be seen at a later time and in a different place from when and where they were first written.

With modern communication systems, often, the sender or recipient of communication is not a person at all. For example, computer systems carry weather information and can 'speak' a forecast to someone who calls on a telephone. Scientists on earth also send commands to control space probes exploring distant planets.

The telegraph was the forerunner of modern digital communication, where information is converted into on-off electrical pulses. Another outgrowth of the telegraph was the telephone, which has seen a vast change ever since Alexander Graham Bell said his first 'hello'. Early telephones transmitted voices over electrical wires. Modern day optical fibres now carry greater numbers of conversation. The invention of radio in the early 1900's made wireless communication possible. It became essential for people on the move, especially soldiers on the battlefield.

One of the most popular forms of communication and entertainment is the Television, which began on a large scale in the 1940's. By the 1900's television began to merge with computers and computer networks. Soon thereafter, digital TV came into use, providing clearer pictures, better sound, more channels and special interactive services.

Communication Satellites orbit high above the earth relaying radio messages across distances that are too great for signals from ground-based antennas to reach. Many satellites connect just two locations. For example, video coverage from a reporter in one place is carried to a TV station in another place by satellite.

Although computers were originally designed to mainly store and process data, they are now increasingly being used as communication devices. In the 1980's, thousands of computers scattered across North America began connecting to a 'network of networks'. This eventually became what is known as the 'Internet'. Today, the Internet has grown rapidly, connecting many millions of computers across the world and becoming one of the most important methods of communication in history. Internet users can exchange text, sounds and pictures with people all over the globe through electronic mail or e-mail. The World Wide Web has become a publishing medium, where people can view pages on the Web with text, images, video and sound.

The portable cellular telephone has become as commonly used as the wristwatch. As they've become smaller, they've added features that make them much more than just phones: Internet-capable phones that send and receive e-mail, information and text messages. Phones which have camera functions allowing you to snap photos and e-mail them to friends. Beeps also have been replaced by a seemingly unending variety of digital ring tones that can be downloaded from the Internet.

A cell phone is essentially a type of radio. In a cell phone network, a large area is divided into small units or cells, each one having a transmitting base station. The individual phones are also transmitters, but the power they use is very low.

Technology is changing so quickly that the phone you buy today will probably be obsolete before your plan expires (or, in a year). Laws in some areas restrict the use of cell phones by drivers, for example. The cell phone is so small and so useful, however, that it may be the one piece of technology that nobody can afford to be without.

The mass media of communication has enriched our lives in many ways. Television, radio, newspapers, books, magazines and the Internet bring the world of news, ideas and entertainment into our homes. All this adds to the variety of our lives and to our education about the world around us.

Activity 1

1. Answer the following questions:

i. What is Communication? Describe some forms of communicating.

_____
_____
_____
_____
_____

ii. Where did the word 'communicate' originate? What does it mean?

_____
_____
_____
_____

iii. Why are modern communication systems different from earlier times? Elaborate with an example.

_____
_____
_____
_____

iv. What are Communication Satellites?

_____
_____
_____
_____

v. What is the Internet? How has it become the most important communication tool?

_____
_____
_____
_____

vi. What are the various features that have made the portable cellular telephone more than just a phone?

_____
_____
_____
_____

vii. Why is it that the phone you have today will be obsolete very quickly?

_____

_____

_____

_____

2. Tick the correct answer.

i. The forerunner of modern digital communication was the
(a) Telephone (b) Cell phone (c) Telegraph

ii. Scientists on earth send commands to control
(a) Space ships (b) Space probes (c) Satellites

iii. This is a 'network of networks'.
(a) Internet (b) Cable net (c) Television

iv. A publishing medium, where people can view pages on the Web with text, images, video and sound.
(a) Electronic mail (b) World Wide Web (c) Voice mail

v. Modern day telephones transmit voices over
(a) Electrical fibres (b) Optical fibres (c) Electronic fibres

13.3 VOCABULARY

PICTOGRAMS

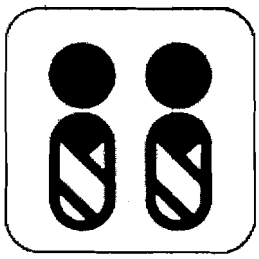
Prehistoric Man or Cave dwellers, painted pictures of animals on the walls of their caves. Gradually, the drawings represented ideas associated with the objects.

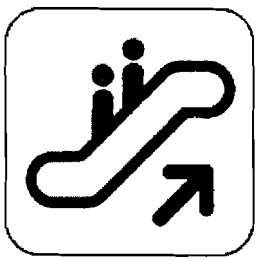
Today, PICTOGRAMS are used extensively in communication. A pictogram is a symbol representing an object or concept by means of an illustration. It is a form of communication, whereby ideas are transmitted through drawing.

For example, the sign below is commonly used everywhere to convey the message that smoking is not permitted in that area.

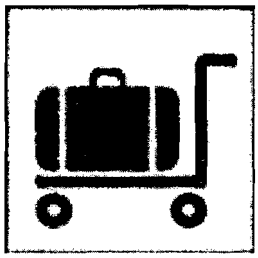
Activity 2

1. Imagine you are inside the airport terminal of a new country. You are unable to read the signboards which are written in a foreign language. However, the following visuals are also put up. Can you interpret them?





i. _____ ii. _____ iii. _____



iv. _____ v. _____ vi. _____

2. Look at all the words in Table B. These are the synonyms of the six words in Table A. Choose the appropriate synonyms from Table B and write them below the main word in Table A.
Please note that every word has more than one synonym.

A

gesture	perceive	forerunner	outgrowth	orbit	obsolete

B

development	ancestor	motion	distinguish	predecessor
outdated	observe	consequence	course	sign
make out	result	out of date	outcome	see
path	old-fashioned	product	identify	wave
circle	effect	pick out	track	range
recognize	nod	signal		

13.4 LISTENING: DESCRIPTIVE TALK ABOUT THE CULTURE OF A COUNTRY

Listen to the tape script of a dialogue between Lisa and her Japanese friend, Nakamura Asuka. Lisa is on a visit to Tokyo and is fascinated by the traditions and culture of Japan. Here, she is in conversation with her friend, eager to learn all about Japanese weddings.

Listen carefully to the tape script and answer the questions that follow.

Activity 3

1. Write True (T) or False (F) against the following statements.

i.	The practice of arranged marriages is still widely observed in Japan.	
ii	Mi-ai is an arranged meeting between the parents of a young couple.	
iii	These days, Mi-ai is arranged in the bride's house.	
iv	Immediately after the Mi-ai, the marriage ceremony takes place.	
v	At least nine gifts symbolizing fortune and happiness are exchanged at the engagement dinner.	
vi	Spring and summer are favourite seasons for Japanese weddings.	
vii	Japanese weddings normally take place at a Shinto shrine.	
viii	Japanese weddings also take place in special rooms in hotels.	
ix	Japanese weddings are not followed by a reception.	
x	The bride wears a colourful kimono.	

13.5 SPEAKING: DIALOGUE EXPRESSING FEELINGS ON VISITING A NEW COUNTRY

1. Activity 4

You are Rashid / Rehana, pursuing higher studies in a foreign country. During the Orientation Programme, you meet a few students in the campus who wish to help you settle down. Conduct a dialogue with them and express your feelings on coming to a new country.

The dialogue can start something like this:

Student 1: Hello! Are you new to the College?
Rashid : Hello! Yes. I'm Rashid from Kuwait
Student 2 : Welcome to Wolgongon College. Hope you have a wonderful time here.
Rashid : Thank you very much.
Student 1: Tell me Rashid, I hope you are comfortable here.
Rashid : Well, I arrived a week back, and I am now familiarizing myself with the campus. It's really huge!
Student 2: Can we assist you in any way?
Rashid: Well, thank you very much. I must say that ever since I landed here in Sydney, I have been looked after very well.

13.6 GRAMMAR: (i) SUBJECT VERB AGREEMENT (ii) SO....THAT, AS.....AS

1. SUBJECT – VERB AGREEMENT

Read the following sentences.

A People *view* pages on the web with text, images and sound.

B A person *views* pages on the web with text, images and sound.

In Sentence A, the subject 'people' is in plural form. The verb 'view' is also in the plural form.

In Sentence B, the subject 'a person' is in the singular form, therefore, the verb 'views', which has been used, is also in the singular form.

In both the sentences given above, the verbs agree with their subject.

1. *It is important to make verbs agree with their subject.*
2. *The verb form can change depending on whether the subject is singular or plural.*
3. *The verb must always agree with its subject.*
4. *A Singular Subject = Singular Verb, Plural Subject = Plural Verb*

Look at the example with the verb 'to work'. All verbs except to be and the modal follow this pattern

I/you/we/they work/do not(don't work)
He/She/it works/ does not (doesn't work)
Do I/you/we/they work?
Does he/she/it work?

However, there are many exceptions to the above rule. For example-
Gulliver's Travels **is** a famous book.
In this sentence, the Subject *Gulliver's Travels* is a proper noun in plural form. It therefore, must take a singular verb i.e. is
The above sentence **cannot** be written as *Gulliver's Travels* **are** a famous book.

Similarly, proper nouns like *M/s Richardson & Sons, Singapore Airlines, Many Lives Many Masters* are in the plural form but represent a single object. Therefore, they will take on a singular verb.

More guidelines

1. When two nouns are joined with *and* and refer to the same person or thing, the verb used is singular.

eg: *Rice and fish curry is my favourite meal.*

2. When the subject is a unit of measurement, the verb is singular.

eg: *Two litres of milk is sufficient for the custard*

3. Indefinite pronouns like *everybody, nobody, everything, something,* take on a singular verb.

eg : *Everything is in order.*

4. Pronouns like *many, few, several, both,* take on a plural verb. However, *many a* takes on a singular verb.

eg: *(i)* *Many students attend my lecture on Friday.*
(ii) ***Many a** child **likes** to attend my lecture on Friday.*

Activity 5

1. Fill in the blanks with the correct form of the verb given in brackets.

i. The cars _____ parked on the street ahead. (is / are)
ii. The carpet _____ a lot of stains. (has / have)
iii. The Trade Union Members' Meeting _____ being held in the Conference Room. (is / are)
iv. Fifteen years _____ a very long time! (is / are)
v. Neither her father nor her mother _____ very tall. (is / are)
vi. Either this woman or that man _____ stolen the watch. (has / have)
vii. At the party, everyone _____ well dressed. (was / were)
viii. Baked beans and toast _____ my favourite dish for breakfast. (is / are)

ix. Many children _____ injured in the accident. (was / were)
x. Something _____ amiss in this room. (seem /seems)

2.

Spot The Mistakes.
Read the text given below. There are 12 verbs that are wrong. Rewrite the passage with the correct form of the verb in the space provided.

Some jobs is very demanding but nevertheless, someone have to do them. Recently, I saw an advertisement in the newspaper where Brown & Polson were looking for a Chocolate Purchase Manager. The Company were offering to pay $ 40,000 per year for the right candidate.
The nature of the job are also very interesting. The applicant are expected to travel to Africa to selects the right cocoa to be used in the making of chocolate.
The company are expecting a lot of applications for the job. They is looking for someone who work hard, enjoy travelling and who love chocolate.

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

as--------as and so---------that

Read the sentence given below:

The portable cellular telephone has become **as commonly used as** the wristwatch.
In the above sentence, the expression **(as + commonly used + as)** has been used because, we want to say that two things are the same in some way. This structure is used to compare and measure things which are in similar proportion.

More Examples
1. Harry is **as capable as** Susan.
2. The weather is **as pleasant as** usual.
3. Jane spoke **as slowly as** she could.

Activity 6

1. Rewrite the following sentences using as...as, comparing it along with the words in brackets.

i. She is a good cook. (mother)

_____

ii. The market is crowded. (usual)

_____

iii. Her face turned pale. (ghost)

iv. Electricity will be restored soon. (possible)

v. Rafiq is not intelligent. (salman)

vi. Sheila runs fast. (Yasmeen)

vii. The water is cold. (ice)

viii. This metal is not pure. (gold)

ix. This flower is fragrant. (rose)

x. The film is frightening. (ghost story)

2. Look at the following sentences.

i. Technology is changing **so** quickly **that** the phone you buy today will probably be obsolete before your plan expires.
ii. The cell phone is **so** small and useful, **that** it may be the one piece of technology that nobody can afford to be without.

In both the sentences above, you will notice that **so** is followed by **that.**

In both the sentences, so... that is used to introduce a clause that states a result or consequence.

In formal writing, 'so....that' is used in many instances as illustrated below.
(i) He stayed up late **so that** he could complete his lessons.
(ii) It was **so** hot **that** the plants started withering.
(iii) My mother was **so** concerned **that** she called me on my cell phone.

Activity 7

Join the following sentences with so...that and rewrite them in the space provided.

i. Rita opened the cupboard. She could take out the biscuits.

ii. Father was ill. He had to be rushed to the hospital.

iii. The boy was poor. He could not pay his tuition fees.

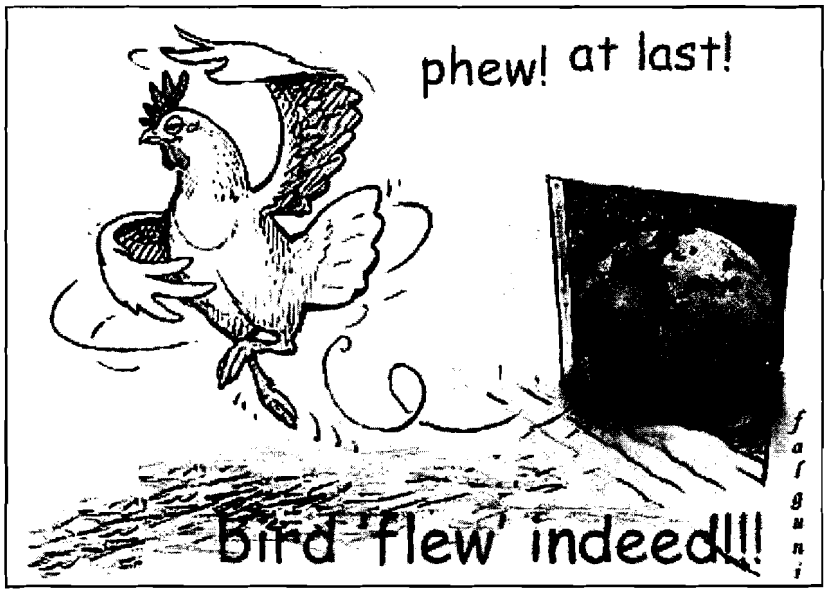
iv The television is very useful. We cannot do without it.

v. The film was interesting. I don't mind seeing it a second time.

13.7 WRITING : CAPTION WRITING ON VISUALS

Advertising is a very effective means of communication. The purpose of an advertisement is to make people respond to an idea. Mass Media, such as television, radio, magazines, newspapers and hoardings are used extensively to get messages or ideas across to people spread out over a large area.
Sometimes they also come up with unusual ideas to attract the attention of the public. For example, a message on a huge balloon. Advertisements are also used to send out positive messages to the public.

Humorous advertisements immediately catch the eye of the public and create a faster impact. Example



Activity 8

Take a look at the visual below and provide a suitable caption.

13.8 LET US SUM UP

In this Unit, you learnt about the various forms of communication, which have improved our lives in a very big way. The Reading Comprehension passage described the importance of the diverse means of communication. You especially read about the World Wide Web which has brought the entire world onto your computer screen just at the click of a mouse.

In the opening section, we gave you practise in a role play, giving you an opportunity to be welcomed with warmth in a foreign country. Your Listening skills improved through a dialogue about the marriage tradition of a foreign country.

In the Grammar section, you practised the correct usage of 'as...as' and 'so...that', and the importance of writing the correct form of a verb to agree with the subject.

13.9 ANSWERS

Activity 1

i. Communication means sending and receiving information. Waving your hand at someone you recognize in a crowd, talking to a friend on the telephone, mailing a picture and sending a message on a computer, are some forms of communication.

ii. The word communicate comes from the Latin word *communicare,* which means "to share" or " to make common".

iii. In modern day communication systems, often, the sender or recipient of the communication is not a person at all. For example, computer systems carry weather information and can 'speak' the forecast to someone who calls on a telephone.

iv. Communications Satellites orbit high above the earth relaying radio messages across distances that are too great for signals from ground-based antennas to reach.

v. The Internet is a 'network of networks'. Today, it is one of the most important tools of communication. Internet users can exchange text, sounds and pictures with people all over the globe through electronic mail or e-mail.

vi. The portable cellular telephone has features that make it much more than just a phone: there are Internet-capable phones that send and receive e-mail, information and text messages, and phones which have camera functions allowing you to snap photos and e-mail them to friends.

vii. Technology is changing so quickly that the phone one buys today will probably be obsolete before the plan expires or, even in a year.

2. i – c , ii – b , iii – a , iv – b , v - b

Activity 2

1. i.Baby care/ Nursery ii. Washroom iii. Escalator Up iv. Restaurant v. Washroom Disabled vi. Baggage Trolley

2.

gesture	perceive	forerunner	outgrowth	orbit	obsolete
motion	distinguish	predecessor	development	course	
sign	observe	ancestor	consequence	path	outdated
wave	make out		result	circle	out of date
nod	see		outcome	track	old-fashioned
signal	identify		product	range	
	pick out		effect		
	recognize				

TAPE SCRIPT

Lisa : Hello Asuka. What a pleasant day it is today.

Asuka: Welcome Lisa. I hope you are having a good time in our country.

Lisa : Yes, thank you. In fact, while coming to meet you today, I saw a beautiful Japanese bride in a fashionable kimono, all set to leave for the wedding.Having seen her, I am curious to know all about Japanese weddings. Why don't you tell me more?

Asuka : Well, I'll be very glad to –

Lisa: Are marriages in Japan arranged by the parents?

Asuka: While it is true that more and more young men and women are choosing their own life partners, the practice of arranged marriages or "Mi-ai" as it is known, is still widely observed.

Lisa : Can you tell me what exactly Mi-ai is?

Asuka : "Mi-ai" is an arranged meeting between a man and woman with a view to marriage, as arranged by their parents or a third party who acts as a go-between.

Lisa: Are these meetings arranged at home?

Asuka: In olden days, yes, the young man would be invited to the home of the young woman. However, these days, the initial meeting is usually arranged at a public place such as a restaurant or a theatre.

Lisa : What happens after the Mi-ai?

Asuka : Once both families have agreed to the marriage, they meet on an auspicious day at a formal dinner.

Lisa: Is it like an engagement?

Asuka : Yes, it is an engagement dinner where gifts are exchanged between both families. These gifts, which may be nine items, symbolise happiness and fortune.

Lisa: That's interesting.

Asuka : Spring and autumn are favourite seasons for the Japanese to hold weddings.

Lisa : Where are the weddings normally conducted?

Asuka: Marriages normally take place at a Shinto shrine. Many hotels also have special rooms for wedding ceremonies.

Lisa: Is there a reception too?

Asuka: Yes, a Japanese reception is a very colourful affair with the bride's friends attending in colourful kimonos.

Lisa : Well, thank you so much for describing everything so vividly. I hope you will invite me to your wedding !

Asuka: Yes, of course. And I will teach you to wear a kimono too!

Activity 3

i.	The practice of arranged marriages is still widely observed in Japan.	True
ii	Mi-ai is an arranged meeting between the parents of a young couple.	False
iii	These days, Mi-ai is arranged in the bride's house.	False
iv	Immediately after the Mi-ai, the marriage ceremony takes place.	False
v	At least nine gifts symbolizing fortune and happiness are exchanged at the engagement dinner.	True
vi	Spring and summer are favourite seasons for Japanese weddings.	False
vii	Japanese weddings normally take place at a Shinto shrine.	True
viii	Japanese weddings also take place in special rooms in hotels.	True
ix	Japanese weddings are not followed by a reception.	False
x	The bride wears a colourful kimono.	True

Activity 4

Student 1: Hello! Are you new to the College?

Rashid : Hello! Yes. I'm Rashid from Kuwait

Student 2 : Welcome to Wolgongon College. Hope you have a wonderful time here.

Rashid : Thank you very much.

Student 1: Tell me Rashid, I hope you are comfortable here?

Rashid : Well, I arrived a week back and I am familiarizing myself now with the campus. It's really huge!

Student 2: Can we assist you in any way?

Rashid: Well, thank you very much. I must say that ever since I landed here in Sydney, I have been looked after very well.

Student 1: How did you find your way to the campus?

Rashid: Well, I was delighted to find Mr Brown, a representative from the college, at the airport. He had come to receive me and help me get through all the formalities. Before landing at Sydney, I was rather apprehensive of going through all the formalities of immigration etc, all by myself.

Student 2: Did Mr Brown take you to your accommodation?

Rashid: Yes, once the airport formalities were completed, Mr Brown took me in the college transport to my accommodation in the campus, and helped me settle in.

Initially, I was very homesick and tried my best not to think of my family so far away. Luckily, I found a good friend in my roommate, who, incidentally, is in the Administration Office.

Student 1: What is your first impression of our country?

Rashid: Well, it's just been a week now since I arrived, and over this week, I have observed a lot about Australia. I find Australia to be a dynamic and vibrant country. The people here are

energetic and very friendly. Wherever I go, I am made to feel very welcome.

Student 2: What about your accommodation? Is it good?

Rashid: Yes, I find that Australia enjoys a very high standard of living. My two-room apartment is in excellent condition with all amenities being provided to make it comfortable. I also find that living costs and fees are quite affordable here.

Student 1: What about the food? It must be very difficult to adjust to a new cuisine altogether.

Rashid: Fortunately, Australia has a wide variety of food, influenced by the people from many cultures who live here. My roommate and I have discovered some good eating joints where we get delicious home-cooked food. This way, I don't much miss my mother's cooking!

Student 2: I hope you have no security problems here?

Rashid: Although personal safety and security was one of my major concerns back home, I find that Australia is an extremely safe country. It is also very encouraging to note that Australians value the contribution made by international students to the campus and community.

Student 1: Well, Rashid, we are very delighted to know that our country has made such a good impression on you, especially in such a short span of time. We sincerely hope you enjoy your stay here and make the best of the opportunity of studying in Australia.

Student 2: You rightly said that Australians are a very friendly people – let's hope this friendship lasts a lifetime!

Rashid: Thank you very much.

Activity 5

i. The cars **are** parked on the street ahead.
ii. The carpet **has** a lot of stains.
iii. The Trade Union Members' Meeting **is** being held in the Conference Room.
iv. Fifteen years **is** a very long time!
v. Neither her father nor her mother **is** very tall.
vi. Either this woman or that man **has** stolen the watch.
vii. At the party, everyone **was** well dressed.
viii. Baked beans and toast **is** my favourite dish for breakfast.
ix. Many children **were** injured in the accident.
*x. Something **seems** amiss in this room.*

Some jobs **are** very demanding but nevertheless, someone **has** to do them. Recently, I saw an advertisement in the newspaper where Brown & Polson **was** looking for a Chocolate Purchase Manager. The Company **was** offering to pay $ 40,000 per year for the right candidate.
The nature of the job **is** also very interesting. The applicant **is** expected to travel to Africa to **select** the right cocoa to be used in the making of chocolate.
The company **is** expecting a lot of applications for the job. They **are** looking for someone who **works** hard, **enjoys** travelling and who **loves** chocolate.

Activity 6

i. She is as good a cook as her mother (is).
ii. The market is as crowded as usual.

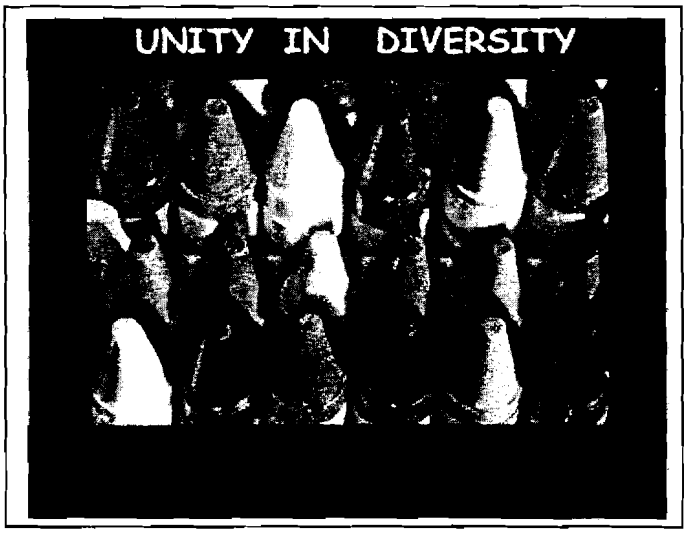
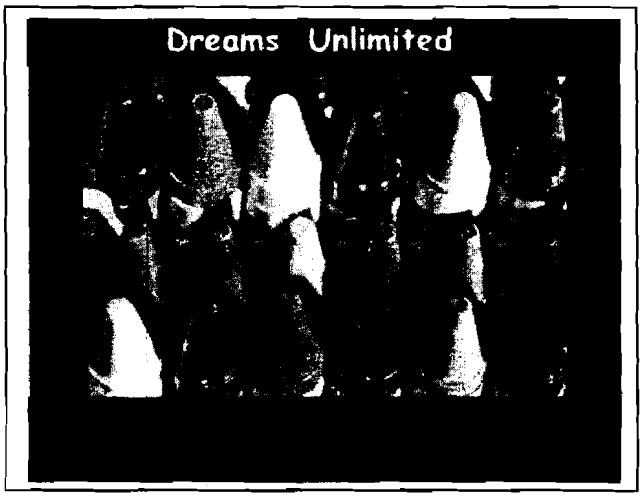
iii. Her face turned as pale as a ghost.
iv. Electricity will be restored as soon as possible.
v. Rafiq is not as intelligent as Salman.
vi. Sheila runs as fast as Yasmeen.
vii. The water is as cold as ice.
viii. This metal is not as pure as gold.
ix. This flower is as fragrant as a rose.
x. The film is as frightening as a ghost story.

Activity 7

i. Rita opened the cupboard so that she could take out the biscuits.
ii. Father was so ill that he had to be rushed to the hospital.
iii. The boy was so poor that he could not pay his tuition fees.
iv. The television is so useful that we cannot do without it.
v. The film was so interesting that I don't mind seeing it a second time.

Activity 8 (Suggested Captions)

(a) Unity In Diversity



(b) Dreams Unlimited