**Week 2 - What Does It Mean?**

**Student’s Instructions.**

1. Check your knowledge of terms you learned in Part One in the text. Match the description with the correct word.

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|  | | 1 | Using the telephone, radio newspapers. |
|  | | 2 | Once a word is spoken, it cannot be taken back. |
|  | | 3 | The process by which people share information, meaning, and feelings through the exchange of verbal and nonverbal messages. |
|  | | 4 | Translating an already conceived idea into a message. |
|  | | 5 | Boom! |
|  | | 6 | People of equal status converse. |
|  | | 7 | Translating a message into an understandable meaning and feeling. |
|  | | 8 | A set of rules for getting along in life. |
|  | | 9 | Eat, drink, marry |
|  | | 10 | The dominant, universal culture. |
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| a | Macroculture | | |
| b | Irreversible | | |
| c | Culture | | |
| d | Decoding | | |
| e | Human communication | | |
| f | Noise | | |
| g | Symmetrical | | |
| h | Meditated communication | | |
| i | Universals | | |
| j | Encoding | | |

1. These words and meanings are mixed up. Correct them. Place the letter for the appropriate meaning under “Real Meaning.”

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|  | **WORD** |  | **INCORRECT MEANING** |  | **REAL MEANING** |
| 1 | Ethnocentric | a | Nonbiological parts of life. |  |  |
| 2 | Macroculture | b | Food, clothing, houses, tools |  |  |
| 3 | Sociofacts | c | Underneath, beneath, secondary |  |  |
| 4 | Culture | d | The non-elite |  |  |
| 5 | Microculture | e | Communication between people of different cultures |  |  |
| 6 | Mentifacts | f | Rules, regulations, laws |  |  |
| 7 | Subculture | g | Needs, values, beliefs, attitudes |  |  |
| 8 | Artifacts | h | Our culture is the center of all |  |  |
| 9 | Intercultural | i | The dominant culture |  |  |
| 10 | Low Culture | j | Members of parts of a larger culture. |  |  |