**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. |
|  |
| 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.  |  |  |