



## 2 INTERNATIONAL AND INTERCULTURAL COMMUNICATION

### I Introduction to The Topic

**Exercise 1: Read the introductory text below.** 

Fast travel, international media, and the Internet have made it easy for us to communicate with people all over the world. The process of economic globalisation means that we cannot function in isolation but must interact with the rest of the world for survival. The global nature of many, **widely diverse modern problems** and issues such as the environment, **governance** of the Internet, poverty and international terrorism **call for** cooperation between nations. Intercultural communication is no longer an option, but a necessity.

Because important decisions in business, politics, education, health, and culture these days usually affect citizens of more than one nation, the question of whether communication between people of different nations is effective and whether all parties emerge with the same understanding is of crucial importance. Individuals who deal with people from other cultures want to learn how to improve their performance through improving their communication skills.

**Intercultural communication** is sometimes used synonymously with **cross-cultural communication**. In this sense it seeks to understand how people from different countries and cultures act, communicate and perceive the world around them. It also studies situations where people from different cultural backgrounds **interact**. Aside from language, intercultural communication focuses on **social attributes, thought patterns and the cultures** of different groups of people. It also involves understanding the different cultures, languages and customs of people from other countries. Intercultural communication is also referred to as the base for international businesses.

**Media diplomacy** has become a major instrument of foreign policy, and journalists are more frequently and more intensively engaged in diplomatic events and processes. There are several ways in which the

media can help or interfere with diplomacy. The media functions both as an independent actor and as a tool in the hands of policymakers and journalists.

**Media coverage** of negotiations and summit meetings among leaders has transformed traditional, mostly secret, formal, professional diplomacy.

The **CNN effect** is a concept describing the influence of real-time, 24-hour news coverage of world affairs, especially in the case of international conflicts and war. The term reflects the role of TV news station CNN in **flooding** the world with images and commentary on conflicts such as the civil war in Iraq and Afghanistan and more recently the conflict in Syria. While CNN is the prototype of this theory, any major news station that provides focused, **real-time coverage** of international conflicts or of any significant development in world events plays a part in maintaining the CNN effect.

**Mass media**, real-time news stations are said to change the way people view international conflicts. This has the potential to influence the course of foreign policy. When millions of people are watching a conflict **unfold**, those involved in this conflict are forced to rethink their strategies in light of these viewers. This can also force neutral governments and officials to “choose sides” too early in a conflict, so as to appear to be well informed in their leadership.

The CNN effect can also bring a diplomatic solution to political conflicts that may otherwise end badly. While the conflict is **in the public eye**, leaders must be extremely careful to remain favorable in public opinion. Wherever media coverage is focused, any military activities that may bring public outcry are less likely to occur.

#### **Public Diplomacy**

Traditional diplomacy might be described as the ways in which government leaders communicate with each other at the highest levels. In international relations

**Exercise 2: Vocabulary exercises based on the introductory text.**

a Match the words or phrases with their definition on the right.

word / phrase	definition
1 cross-cultural	<input type="checkbox"/> A the different means used to reach a large audience (radio, TV, newspapers, internet blogs, podcasts, etc.)
2 media diplomacy	<input type="checkbox"/> B TV news stations that give 24-hour news coverage of world affairs
3 media coverage	<input type="checkbox"/> C TV stations controlled and funded by the government are an example of this
4 CNN effect	<input type="checkbox"/> D how politicians and journalists use the media to influence international relations
5 real-time coverage	<input type="checkbox"/> E the variety of cultures around the world
6 mass media	<input type="checkbox"/> F another term for intercultural, which deals with understanding the "hows" and "whys" of cultures
7 public diplomacy	<input type="checkbox"/> G biased or misleading information used to publicize a particular point of view
8 diverse societies	<input type="checkbox"/> H providing news as it actually happens
9 state media	<input type="checkbox"/> I the amount of publicity received by an event as presented by the media
10 propaganda	<input type="checkbox"/> J when a country seeks to influence public opinion by communicating with its citizens via the media

b Find the highlighted word or phrase in the text that is similar in meaning to the following statements or words.

- 1 arriving in huge amounts: .....
- 2 a relationship requiring mutual cooperation: .....
- 3 require: .....
- 4 control or monitoring: .....
- 5 to support: .....
- 6 when people in general know about something: .....
- 7 relate to each other: .....
- 8 as it happens: .....



## II Written Exam Preparation

**Exercise 3: Read the text and complete the exercise which follows.**

### **E.U. sets aside calls to end visa-free travel for Americans**

The European Commission said on Tuesday that it would not start requiring Americans to obtain visas for travel to the European Union. U.S. citizens generally do not need visas to enter an EU member state, but citizens of five of those nations — Bulgaria, Croatia, Cyprus, Poland and Romania — need visas to travel to the U.S.

That inequality has been the subject of a diplomatic dispute between Washington and Brussels that threatened to escalate in March, when the European Parliament asked the Commission to end visa-free travel to Europe for Americans.

The Parliament's resolution<sup>1</sup> was nonbinding, and the Commission said on Tuesday that it would not comply with the request. Dimitris Avramopoulos, the commissioner for migration, home affairs and citizenship, said that the union was making progress on visa issues through diplomacy, noting that Canada

had agreed to stop requiring Bulgarian and Romanian visitors to obtain visas as of Dec. 1.

European impatience with the American visa policy has been building for years. The Commission considered ending visa-free entry for Americans and Canadians a year ago, but it concluded then that doing so would "have significant negative impacts in a wide range of areas, especially on external relations, trade, tourism and the E.U.'s economy."

The U.S. Visa Waiver Program allows most citizens of 38 countries to visit for business or tourism for up to 90 days without a visa. Legislation signed by President Barack Obama in 2015 created an important exception: travelers from countries in the program who have been to Iran, Iraq, Libya, Somalia, Sudan, Syria or Yemen need visas to enter the U.S.

*from: nytimes.com*

<sup>1</sup> a formal decision or statement agreed on by a group of people, especially after a vote

### **Exercise 4: Decide which answer (A, B or C) is true or best fits each sentence.**

1 Tuesday's decision...

- A changes the way U.S. citizens can enter an EU country.
- B does not change the existing regulations concerning visa requirements for U.S. citizens.
- C ends the necessity for U.S. citizens to get a visa when travelling to an EU country.

2 The citizens...

- A of all EU member states can enter the U.S. without visas.
- B of all EU member states but five can enter the U.S. without visas.
- C of five EU member states will soon need visas to enter the U.S.

3 The European Parliament's decision in March...

- A created tensions between the EU and the U.S.
- B could have deepened the tensions already existing between the EU and the U.S. regarding visa requirements.
- C forced the European Commission to end visa-free travel to Europe for Americans.

4 Dimitris Avramopoulos...

- A considers diplomacy to be better suited to solve this issue.
- B is a member of the European Parliament and is especially concerned with migration, home affairs and citizenship.
- C said that Canada would stop requiring visas from all EU countries.

5 The European Parliament's resolution in March...

- A was the first such attempt in recent years.
- B came two years after a similar attempt.
- C was just another sign of Europe's unhappiness in this regard.

6 Nicholas Burns...

- A is a diplomat and a professor.
- B teaches at Harvard's Kennedy School of Government.
- C said that every U.S. president with the exception of Harry Truman had promised that the U.S. would defend Europe.

7 America's compliance with article V is especially important to the Baltic States...

- A because they are geographically close to Russia.
- B owing to their fear of the Ukraine.
- C because of their strained relations.

**Exercise 5: Translate the following text into Hungarian with the help of a dictionary.**

### **U.S. warship sails near island claimed by Beijing**

A US Navy warship sailed within 12 nautical miles of an artificial island claimed by China in the South China Sea on Wednesday. The operation showed a new firmness by the Trump administration in its dealings with Beijing. The operation may decrease concern among US allies that Trump has been unwilling to confront China's territorial claims in the South China Sea, because the US needs Beijing's cooperation on issues like stopping North Korea's nuclear program. The United States does not recognize China's claims of sovereignty over the 12 nautical miles surrounding the artificial islands.

A Chinese Foreign Ministry spokesman said on Thursday that Chinese vessels "identified and

warned" the American warship to leave. Lu Kang, the spokesman, said that Beijing was "strongly dissatisfied" with the operation, particularly at a moment when the situation in the South China Sea was "cooling down." That was an obvious reference to the recent start of direct talks between China and the Philippines, an American ally, over the status of islands both countries claim.

China's department of defence accused the United States of ruining "an important period of development" in the relations between America and China.

*from: nytimes.com*



## Exercise 6: Language competence practice.

I Read the sentences and decide which answer (A, B, C or D) best fits each space.

- 0 The government keeps tight control over its ..... services.  
A safety                      B information                      C security                      D agency
- 1 The UN Security Council demanded that foreign ..... leave Lebanon.  
A arms                      B weapons                      C troops                      D legions
- 2 In foreign ....., Roosevelt declared that the US should 'speak softly and carry a big stick'.  
A affairs                      B issues                      C cases                      D conflicts
- 3 In his bid for the presidency Mr. M. Bezzle promised to ..... corruption.  
A delete                      B freeze                      C ban                      D fight
- 4 The terrorist was given a life ..... and placed in Dartmoor Prison.  
A sentence                      B - long punishment                      C - time punishment                      D judgement
- 5 China is a(n) ..... member of the Security Council with veto power.  
A everlasting                      B long lasting                      C continuous                      D permanent
- 6 The spokesman announced the appointment of Mr. Holmes as the new ..... Secretary-General for Humanitarian Affairs.  
A Under-                      B Lower-                      C Below-                      D Beneath-
- 7 The ..... ambassador had excellent personal connections in the country.  
A earlier                      B former                      C ex                      D before
- 8 There were three candidates to ..... the president, and finally Mr Johns was elected for the post.  
A succeed                      B follow                      C replace                      D exchange
- 9 According to experts the region has a rather gloomy political ..... for the future.  
A forecast                      B vision                      C outlook                      D view
- 10 The Kurds are still unable to ..... their rights as a free people.  
A use                      B exercise                      C live                      D have





### III Oral Exam Preparation

Exercise 8: Give an oral summary of the text below.

#### Magyarország támogatja Izraelt

Magyarország támogatja<sup>1</sup> Izraelt, és küzd az ENSZ-ben és az Európai Unióban az országot sújtó<sup>2</sup> előítéletek<sup>3</sup> ellen – jelentette ki<sup>4</sup> Szijjártó Péter a The Jerusalem Post című, angol nyelvű izraeli újságnak adott interjújában. A külügyminiszter hozzátette, sokszor érzi úgy, hogy az ENSZ-ben és az EU-ban is vannak elfogult<sup>5</sup> álláspontok Izraellel szemben. Szijjártó azért járt Izraelben, hogy előkészítse Benjámín Netanjáhu miniszterelnök júliusi budapesti tárgyalásait<sup>6</sup>.

Netanjáhu személyében először látogat izraeli kormányfő<sup>7</sup> Magyarországra 1989 óta, amikor Magyarország a volt szocialista országok közül elsőként helyreállította<sup>8</sup> diplomáciai kapcsolatait Izraellel. Az EU–Izrael Társulási Tanács 2012 óta nem ülésezett<sup>9</sup>. Úgy volt, hogy márciusban összeül a testület, de végül nem tűztek ki időpontot<sup>10</sup>. Egyes diplomaták szerint a halasztás azzal áll összefüggésben, hogy az Unió csalódott Izrael telepesspolitikájában<sup>11</sup>.

– Az EU azon kevés országai közé tartozunk, amelyek komoly erőfeszítéseket tesznek<sup>12</sup> a társulási tanács<sup>13</sup> ülésének összehívására<sup>14</sup> – hangzott<sup>15</sup> a miniszter, és tisztességtelennek nevezte Izraellel szemben, hogy ez mindeddig nem történt meg. Kiemelte<sup>16</sup>, az Európai Uniónak is érdeke lenne a kölcsönös előnyökön<sup>17</sup> alapuló jobb és pragmatikusabb partnerség, amely a gazdasági együttműködés növekedését eredményezné, és így hasznos lenne a versenyelőnyéből<sup>18</sup> vesztő európai gazdaságnak.

– Teljes erőnkkel támogatjuk a közel-keleti békefolyamatot<sup>19</sup>. Szeretnénk, ha az izraeliek és a palesztinok békében élnének és fejlődnének – hangsúlyozta<sup>20</sup> Szijjártó Péter. A miniszter ugyanakkor nem kívánt válaszolni a magyar nagykövetség<sup>21</sup> esetleges Jeruzsálembé költözésének kérdésére. Hangsúlyozta, Magyarország erősíteni akarja az Izraelhez fűződő gazdasági kapcsolatait, különösen az autóipar területén.

from: mno.hu

- 1 to back
- 2 hit by, inflicted by
- 3 preconceptions
- 4 to state
- 5 biased, prejudiced
- 6 talks, negotiations
- 7 prime minister
- 8 to restore
- 9 to hold a meeting
- 10 to set a date
- 11 settlement policy
- 12 to make efforts
- 13 association council
- 14 to call a meeting
- 15 to say, pronounce
- 16 to stress, highlight
- 17 mutual benefit
- 18 competitive advantage
- 19 Middle East peace process
- 20 to stress, emphasize
- 21 embassy



**Exercise 9: Express your opinion on the questions below.**

*a* What is Hungary's responsibility in defending ethnic Hungarian minority rights in neighbouring countries such as Slovakia and Romania?

*b* What can Hungary do to participate actively in the political formation of the EU rather than simply being a passive recipient? What can it offer other Member States?

**Exercise 10: Engage in a role-play with your fellow student.**

**Natural gas supplies**

**Student A**

This cold winter finds you very concerned about Europe's over-dependence on Russian gas. You are chatting with your next door neighbour about what you consider to be the best solutions for reducing Europe's reliance on Russian energy. Discuss the issue.

**Student B**

As a neighbour you are equally concerned about Hungary's and the EU's dependence on energy originating in, or controlled by Russia. Discuss the issue.

Consider:

- Can better political relations with Russia solve the problems created by Europe's dependence on Russian energy?
- Build a pipeline (the Nabucco project) that goes around Russia?
- Can nuclear power be part of the solution? Obstacles to nuclear power?
- Should the West seek to engage other countries, like Iran as an alternate energy supplier?
- Can other fossil fuels or renewable energy sources serve as an alternative solution?

**Exercise 11: Oral mediation.** 

You will listen to a short recording two times.

Listen to the whole recording once. Then you will hear the same recording again with pauses for you to summarise in Hungarian what you have heard in English.

You are NOT expected to translate what you hear. (If you wish to check what you have heard, you can find the transcript of the recording in the KEY of this chapter.)

# English–Hungarian GLOSSARY

## A

<b>abandon</b>	<i>felhagy, felad</i>
<b>abolish</b>	<i>eltöröl</i>
<b>absolute majority</b>	<i>abszolút többség</i>
<b>abuse</b>	<i>visszaélés, visszaél</i>
<b>abuse of authority/power</b>	<i>hatalommal való visszaélés</i>
<b>abusive (government)</b>	<i>hatalommal visszaélő (kormány)</i>
<b>access to sg</b>	<i>hozzáférés vmihez</i>
<b>accession</b>	<i>csatlakozás</i>
<b>accord</b>	<i>megegyezés, szerződés, összhang</i>
<b>account for</b>	<i>kitesz v. mennyit</i>
<b>accreditation</b>	<i>akkreditáció</i>
<b>accusation</b>	<i>vád</i>
<b>accuse (sy of sg)</b>	<i>vádol (vkit vmivel)</i>
<b>achieve</b>	<i>elér, megvalósít</i>
<b>acronym</b>	<i>betűszó, mozaikszó</i>
<b>adapt to sg</b>	<i>igazodik, alkalmazkodik vmihez</i>
<b>address</b>	<i>beszéd, beszédet tart, megszólít</i>
<b>adequate</b>	<i>megfelelő, kielégítő</i>
<b>adjust to sg</b>	<i>igazodik, alkalmazkodik vmihez</i>
<b>administration</b>	<i>kormány(zat)</i>
<b>adopt</b>	<i>átvesz, bevezet, elfogad</i>
<b>advance</b>	<i>elősegít, előmozdít</i>
<b>advocate ideology</b>	<i>ideológiát hirdet</i>
<b>ageing society</b>	<i>öregedő társadalom</i>
<b>agenda</b>	<i>teendők jegyzéke, napirend</i>
<b>aid</b>	<i>segély</i>

<b>alert level</b>	<i>riadókészültség szintje</i>
<b>alleged</b>	<i>vélt, feltételezett, állítólagos</i>
<b>alleged</b>	<i>vélt, állítólagos</i>
<b>alliance</b>	<i>szövetség</i>
<b>ally</b>	<i>szövetséges</i>
<b>ambassador</b>	<i>nagykövet</i>
<b>ambassador-at-large</b>	<i>utazó nagykövet</i>
<b>amend</b>	<i>módosít, helyesbít</i>
<b>amendment</b>	<i>módosítás, helyesbítés (pl. alkotmányé)</i>
<b>annex</b>	<i>annektál, bekebelez, elfoglal</i>
<b>annexation</b>	<i>annektálás</i>
<b>announce</b>	<i>bejelent</i>
<b>anti-missile system</b>	<i>rakéta elhárító rendszer</i>
<b>appeal to sy for sg</b>	<i>fordul vkihez vmiért</i>
<b>appeasement</b>	<i>kibékítés, megbékítés, megbékülés</i>
<b>apply</b>	<i>vonatkozik, alkalmaz, jelentkezik</i>
<b>appoint sy to a position</b>	<i>beosztásba kinevez</i>
<b>appointment</b>	<i>kinevezés</i>
<b>approach</b>	<i>megközelítés, megközelít</i>
<b>approval</b>	<i>jóváhagyás</i>
<b>approve</b>	<i>jóváhagy</i>
<b>argue</b>	<i>érvel</i>
<b>armed</b>	<i>felfegyverzett, fegyveres</i>
<b>armed forces</b>	<i>haderő, fegyveres erők</i>
<b>arms race</b>	<i>fegyverkezési verseny</i>
<b>arms-control treaty</b>	<i>fegyverzet-csökkentési egyezmény</i>
<b>arrest</b>	<i>letartóztatás, letartóztat</i>
<b>aspiration</b>	<i>törekvés</i>





# Hungarian–English GLOSSARY

## A, Á

abszolút többség	<i>absolute majority</i>
ad, adományoz, juttat	<i>grant</i>
adósság	<i>debt</i>
aggodalom	<i>concern</i>
agyelszívás	<i>brain drain</i>
akadály, gát	<i>barrier</i>
akadályoz	<i>bar</i>
akarat, szándék	<i>will</i>
akkreditáció	<i>accreditation</i>
ál, hamis	<i>fake</i>
alás, aláaknáz	<i>undermine</i>
alíró államok	<i>signatory states</i>
alap pillér	<i>fundamental pillar</i>
alapít	<i>found</i>
alapító tag	<i>founding member</i>
alaptalan vád	<i>baseless accusation</i>
alapvető	<i>principal</i>
alapvető emberi jogok	<i>fundamental human rights</i>
alapvető fontosságú	<i>crucial, essential, vital</i>
alávet, kitesz vminek	<i>subject to sg</i>
alelnök	<i>vice-president</i>
alkotmány	<i>constitution</i>
államférfi	<i>statesman</i>
államfő	<i>head of state</i>
állandó	<i>permanent</i>
állandó tag	<i>permanent member</i>
állítás, állít, követel	<i>claim</i>
alsóház (parlament)	<i>lower house</i>

annektál, bekebelez, elfoglal	<i>annex</i>
annektálás	<i>annexation</i>
anyagi hasznot hajtó	<i>lucrative</i>
anyanyelv	<i>native language</i>
aránytalan	<i>disproportionate</i>
aránytalan	<i>disproportionate</i>
áru, árucikk	<i>commodity</i>
ásványi eredetű üzemanyag	<i>fossil fuel</i>
átlátható, átlátszó	<i>transparent</i>
átmeneti, ideiglenes	<i>interim, provisional, temporary</i>
atomdúsítás	<i>nuclear enrichment</i>
atomerőmű	<i>nuclear power plant</i>
atomfegyver	<i>nuclear weapon</i>
atomfegyverek terjedése	<i>nuclear proliferation</i>
atomfegyver-mentesítés	<i>denuclearization</i>
atomfegyverrel felszerelt rakéta	<i>nuclear-armed missile</i>
atomsorompó egyezmény	<i>non-proliferation agreement</i>
áttörés	<i>breakthrough</i>
átutalt pénz	<i>remittance</i>
átvesz, bevezet, elfogad	<i>adopt</i>
átvilágítás	<i>screening</i>
az atom- és vegyifegyverek terjedésének megfékezése	<i>non-proliferation</i>
az Európai Unió Tanácsa	<i>Council of the European Union</i>