

Segment 3 (Units 5–8)

Shake hands or bow?

Genre: Local access telecourse

Viewing Time: 1:32

Background Information

You might want to point out that this kind of course, or seminar, is shown on certain, usually local, TV stations. (The word *telecourse* means a course that is shown on TV.) Observers watch as the people on TV participate in the seminar—in this case, a seminar on international business customs.

Vocabulary for Comprehension

Preview the vocabulary with your students.

appropriate: *suitable for a particular time, situation, or purpose*

cover: *to include or deal with something*

custom: *something that is done by people in a particular society because it is traditional*

demonstrate: *to show or describe how to use or do something*

signal: *to be a sign or proof of something*

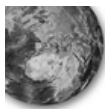
Answer Key

Previewing (Answers may vary—as long as they are appropriate guesses, accept them for now.)

1. They are business people / students.
2. They are in a class / school / seminar.
3. They are learning about social customs in international business.
4. It's a telecourse in teaching social customs in international business.

In-Depth Viewing

1. customs
2. bow
3. business cards
4. kiss



Video Script

Seminar Leader: So, we've covered a lot of international business customs . . . are there any questions? . . . Yes?

Todd: Can you demonstrate how to do that bow again? I'm going to Japan next week, and I'm a little bit nervous about that.

Seminar Leader: Well, as I said, most business people will just shake hands with you, but a bow signals respect. During your business introductions in Japan, Todd, something like this would be appropriate.

Todd: Like this?

Seminar Leader: Yes, that's perfect. Do you have any more questions?

Todd: Uh, yeah. I've heard that business cards are important in Japan.

Seminar Leader: Yes, definitely. Business cards are very important. You should have a lot of them—I usually travel with 100 or so.

Todd: Wow! Really?

Seminar Leader: And you should present your card like this. And when a card is presented to you, you should read it and make a polite comment. And you should hold your card with two hands.

Todd: Thanks. That's a big help.

Seminar Leader: OK . . . any other questions?

Kate: I have a question about business in Mexico.

Seminar Leader: Yes, Kate?

Kate: I'm not sure whether I should kiss or shake hands during business introductions.

Seminar Leader: Generally everyone shakes hands during introductions, but sometimes women may end a business meeting with a quick kiss on the left cheek. But I don't think we need to demonstrate that right now . . .

Kate: But shaking hands at the end is correct, too, isn't it?

Seminar Leader: Yes, that's right.

Kate: OK.

Seminar Leader: Any other questions?