



Pearson

There's more to it than Red Buses and Five o'clock Tea

Language and Culture
Investigated

Rob Dean

April 2017



What is culture?

The customs, beliefs, art, music, literature and all the other products of human thought made by a particular group of people at a particular time.

(Longman Dictionary of English Language and Culture, pg 336)

Agenda

The importance of culture

Whose culture?

Places, people and customs

Culture and language

Successful cross-cultural communication?



Why is culture important?

- **Language and Culture sometimes cannot be separated.**

‘Cappuccino’ and ‘Tortellini’ have no translations...

A **cappuccino** (/ˌkæpəˈtʃiːnoʊ/[ⓘ]; Italian pronunciation: [kapputˈtʃiːno]) is an Italian coffee drink that is traditionally prepared with double **espresso**, hot **milk**, and steamed milk **foam**.

Variations of the drink involve the use of **cream** instead of

Cappuccino



Tortellini, also known as tortellini, are ring-shaped **pasta**, sometimes also described as "A load of barnacles", hence their alternative name of "Nematodes" (Nematoda).^[1] They are typically stuffed with a mix of meat (pork loin, **prosciutto**) or cheese. Originally from the **Italian** region of **Emilia** (in particular **Bologna** and **Modena**), they are usually served in **broth**, either of beef, chicken, or both.^[2]

Packed, refrigerated or frozen, tortellini and **tortelloni** (similar but larger, with cheese and/or vegetable stuffing) appear in many locations around the world, especially

Tortellini



Why is culture important?

- **Language and Culture sometimes cannot be separated.**
- **It helps us to communicate with people from other countries on holiday or for business.**

2014: Some Global Statistics...

**Number of people who took
a foreign holiday**

1 Trillion

**Global revenue from
tourism in USD**

4.3 million

**Number of people using
English for travel and
tourism**

1 billion

1.1 billion

Source: data.**world**bank.org/indicator/ST.INT.ARVL



**Number of people using
English for travel and
tourism**

1.1 billion

Why is culture important?

- **Language and Culture sometimes cannot be separated.**
- **It helps us to communicate with people from other countries on holiday or for business.**
- **To avoid stereotyping.**





Welcome to Slovakia



Whose Culture Shall we Study?

Culture of...

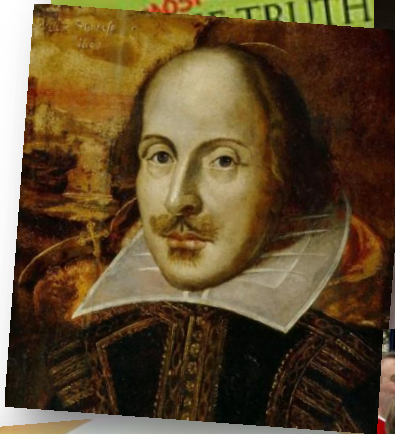
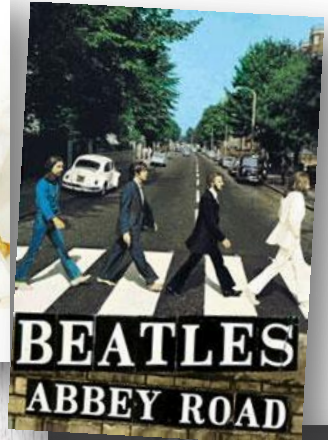
- The students themselves
- English speaking countries
 - The wider world
 - The teacher

What is British Culture?



Welcome to Britain!

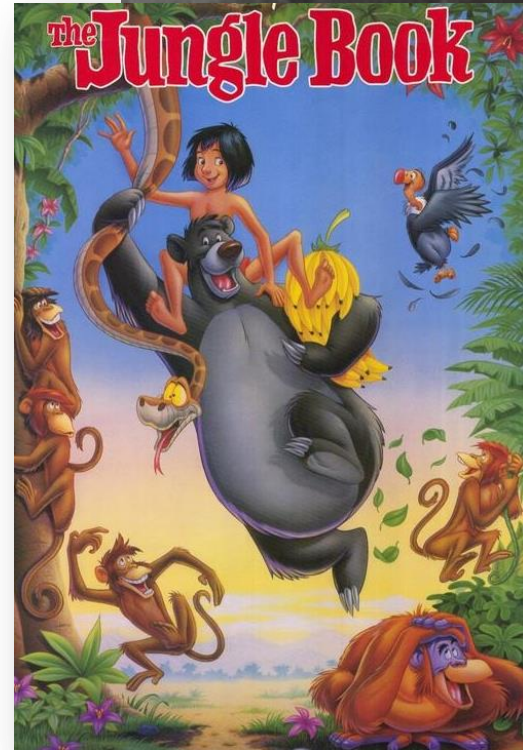
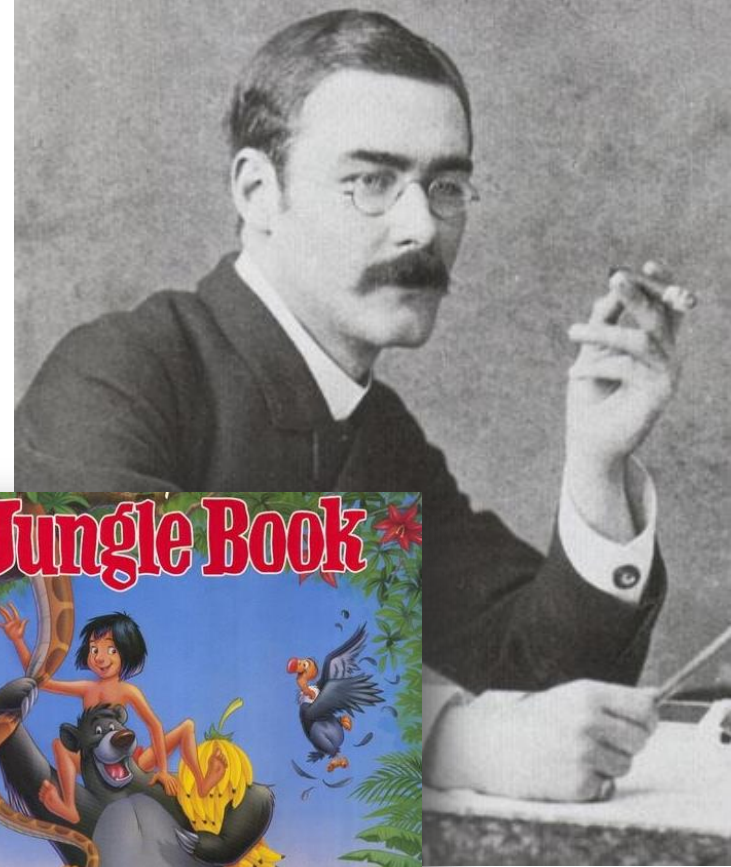
British Culture?



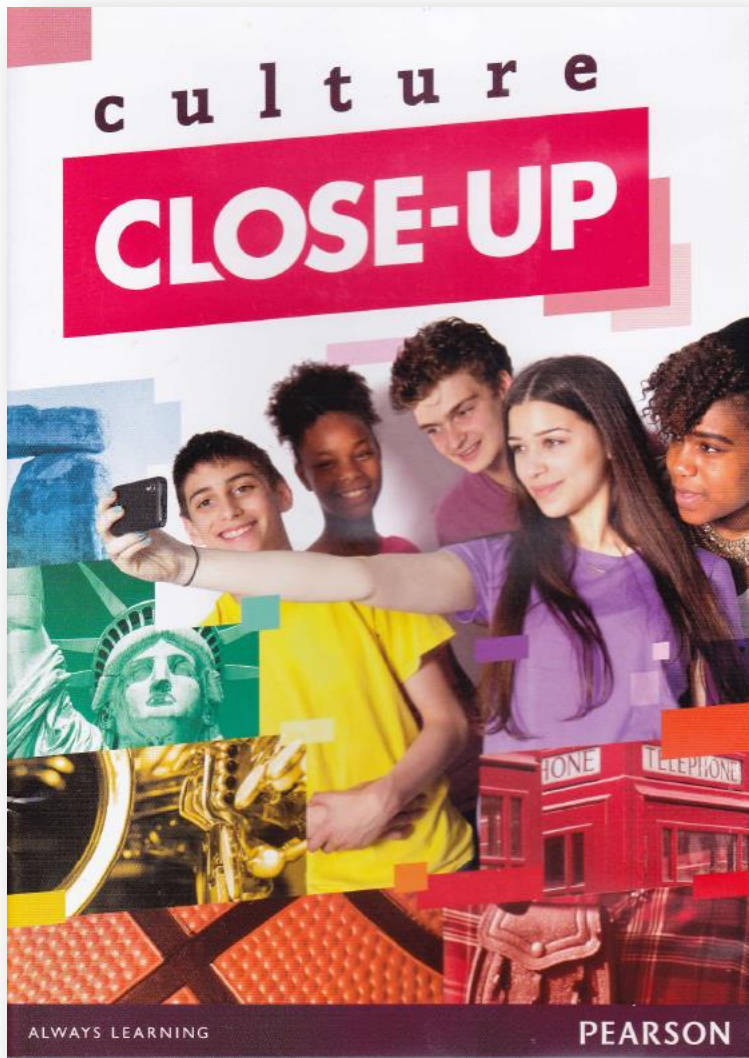
Another reason why culture is important:

It helps us to better
understand our own
culture.

*“You cannot understand
your own culture if that is
the only culture you know.”*



Rudyard Kipling, writer 1865-1936



AMERICAN ENGLISH

CITIES	A1	A2
FESTIVALS AND HOLIDAYS	A1	A2
LEISURE	A1	<u>A2</u>
MUSIC	A1	A2
SPORTS	A1	A2

BRITISH ENGLISH

APPEARANCE	<u>A1</u>	A2
CITIES	A1	A2
MEDIA	A1	A2
SCHOOLS	A1	A2
SPORT	A1	A2

[MAIN MENU](#)

PEARSON

School in Slovakia vs. School in the UK

Similarities and Differences?

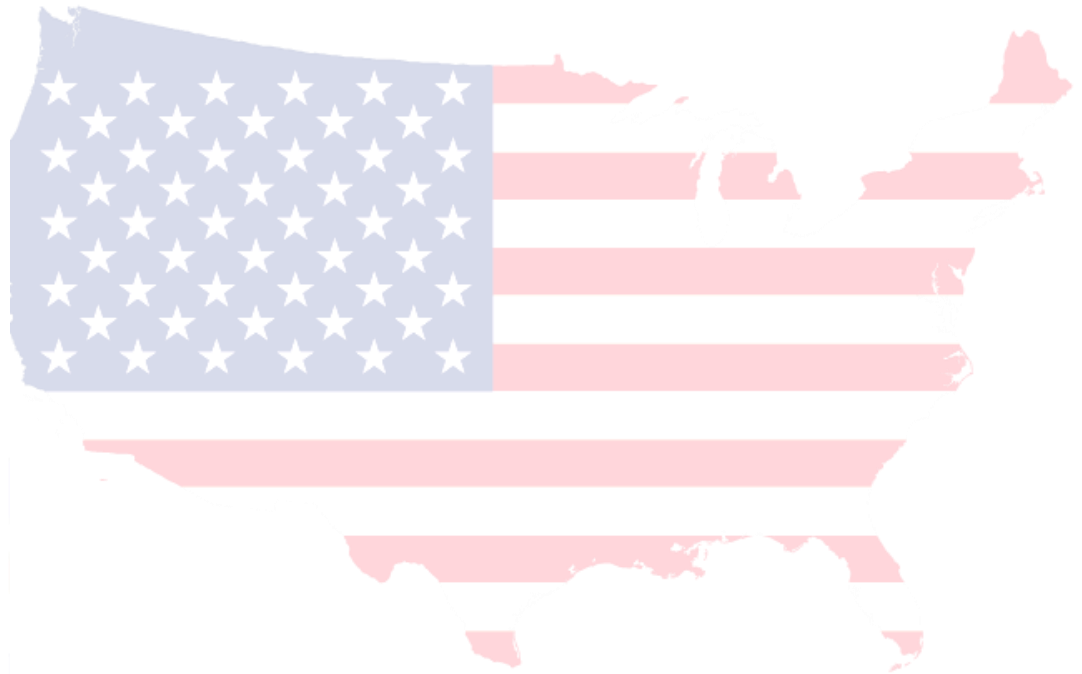


Comparing Cultures



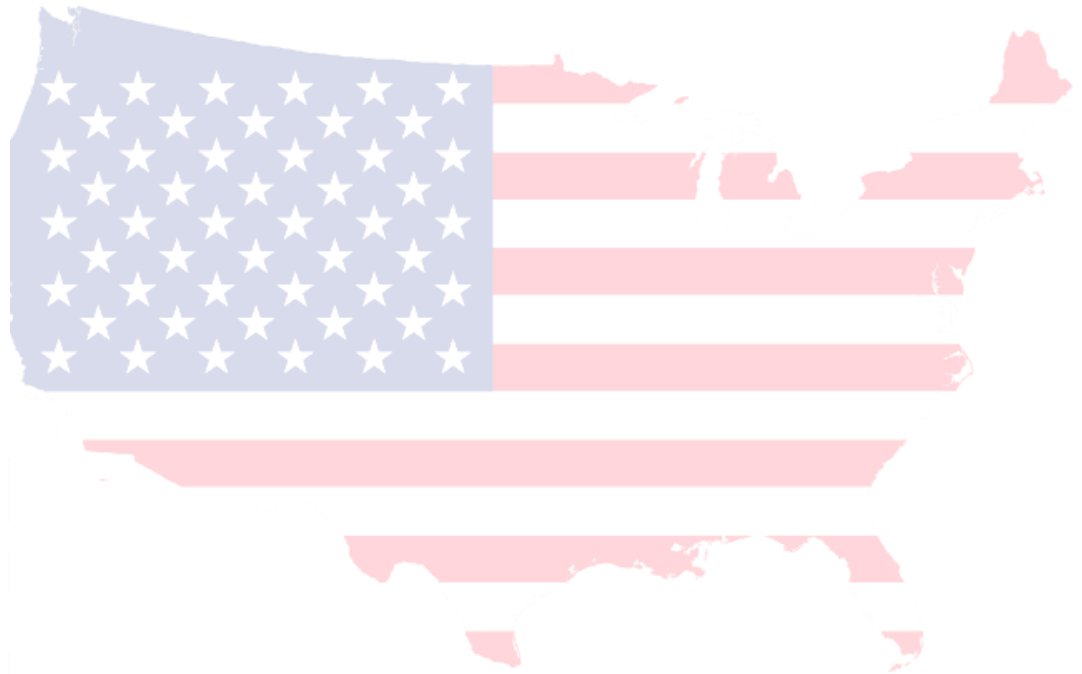
UK or USA?

Homes in this country waste 20% of all the food they buy



UK or USA?

In this country, you can learn to drive at the age of 17



UK or USA?

In this country, one in eight people have been employed by McDonald's at some time.



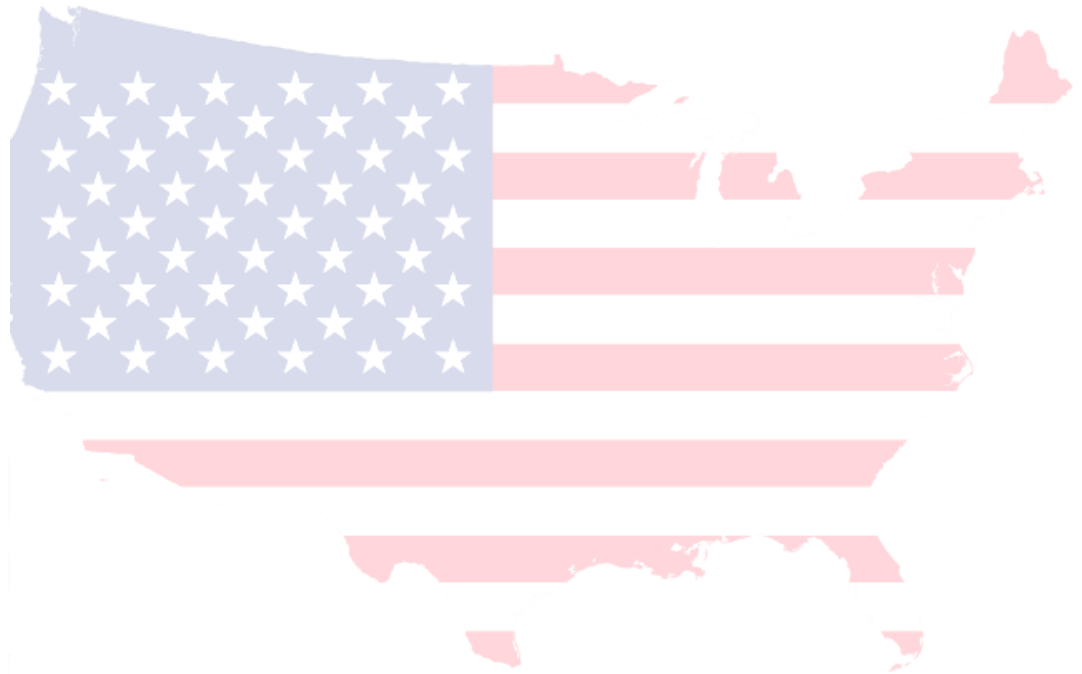
UK or USA?

In this country, people get less holiday time from work.



UK or USA?

This country's capital city has less rain than Milan, Italy.



UK or USA?

In this country, it was legal until 1913 to send children by parcel post.



US TODAY



Work/Home life for the average American family

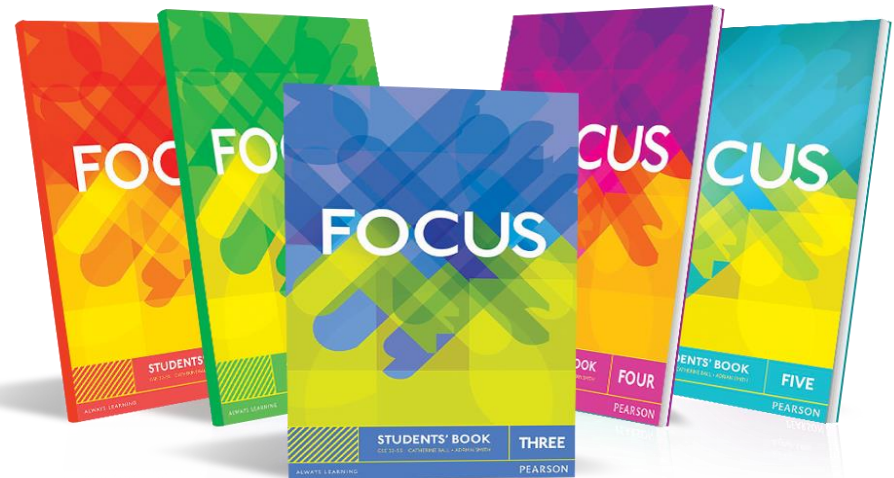
- Seventy percent of American children live in households where both parents are employed.
- Women are **primary breadwinners** in forty percent of homes with children. Two thirds of these women are single parents.
- With the rise of **dual-income marriages**, women do less housework than in previous **generations**, and men do more. However, women still tend to do more housework than men; in the USA, women spend 248 minutes per day on domestic work, while American men spend 161 minutes per day cooking, cleaning or on **child-rearing duties**.



UK TODAY



- UK supermarkets reject forty percent of fruit and vegetables because they are 'ugly', i.e. not a perfect shape.
- One UK sandwich factory throws away four slices of fresh bread, including the two crusts, from every loaf – that's a total of 13,000 slices a day.
- UK homes waste twenty percent of all the food they buy.



A Slovakia Quiz for Rob...

(Easy Questions please!)



5 things I miss about the UK....

- 1. TV**
- 2. Pubs**
- 3. Family**
- 4. Driving on the
correct side of
the road**
- 5. English
bookshops**

5 things I like about being away from the UK....

- 1. Bars open late**
- 2. Good weather
(sometimes)**
- 3. Easy to travel**
- 4. New food**
- 5. New languages**

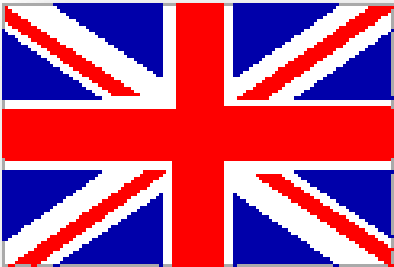
Culture and Language

(in)Directness



**Máte nejaké
lístky?**

- Nie.



**Do you have
any tickets?**



Indirectness

How are you?

Fine thanks.

Nice weather.

Yes, very nice.

**Have you had your
lunch?**

I've eaten already.



Indirectness

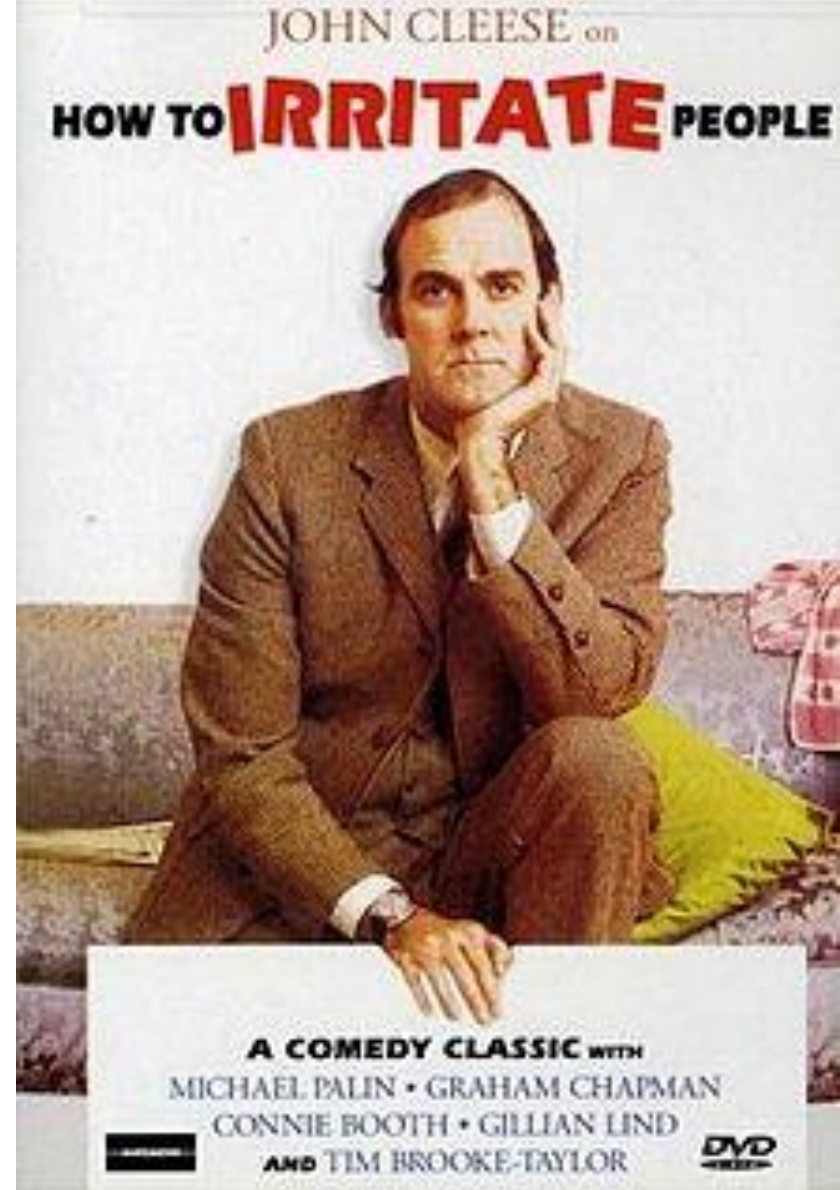
How's the new car?
It's getting very late.
Are you going to stay
long?

Do you know where the
station is?

It's going to rain.

Do you know the
number to phone for a
cab?

= **Please give me a lift.**



How to irritate people

The problem of word-for-word translation



Dobrý deň



Bonjour



Guten Tag



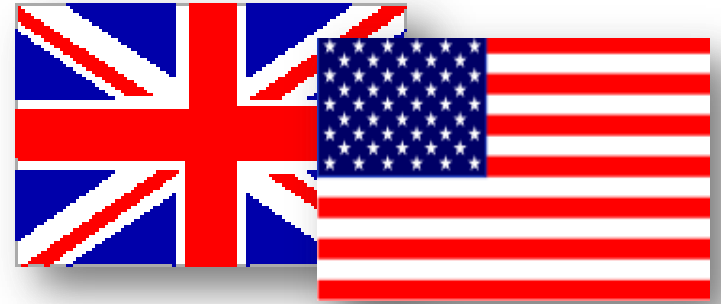
Buongiorno



Buenos días



Dzień dobry



Hello / hi / hey / good morning / good afternoon / good evening...

Have a good day!



G'day!

English as it's really used...

This?

Awesome!

Cheers!

It's raining cats and dogs.

Oh dear!

Hello / Hi / Hey / Good morning...

It's trending / It's gone viral.

Coffee with milk

...or this?

How amazing!

Cheerio!

It's throwing it down / It's pouring down

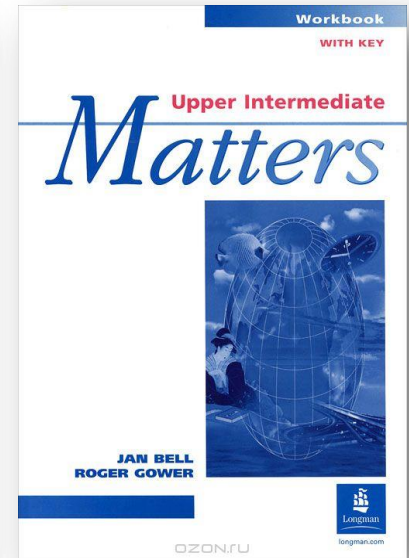
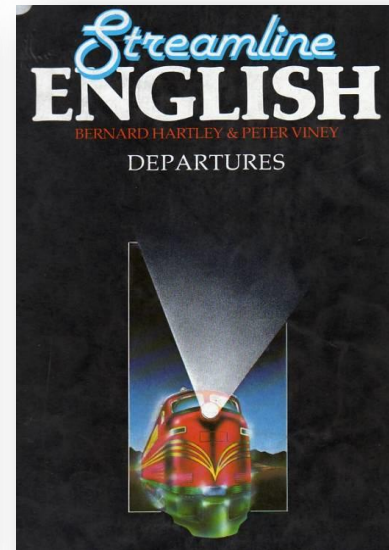
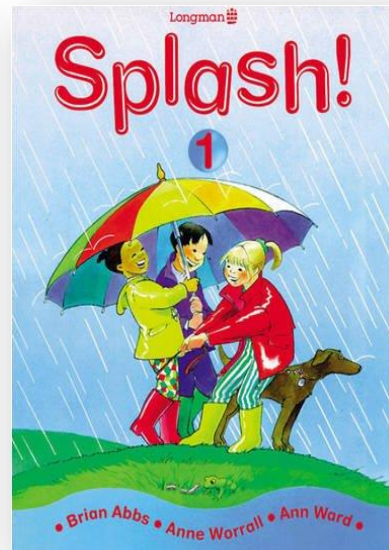
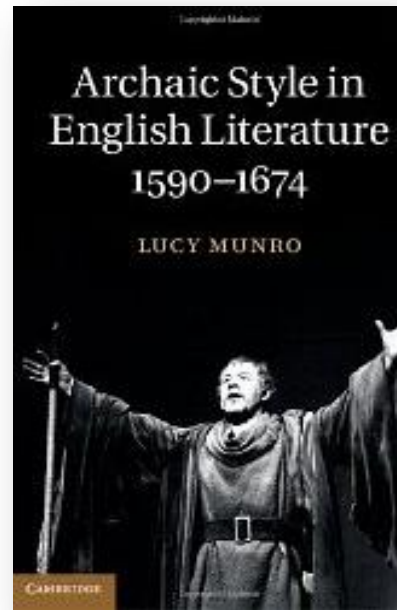
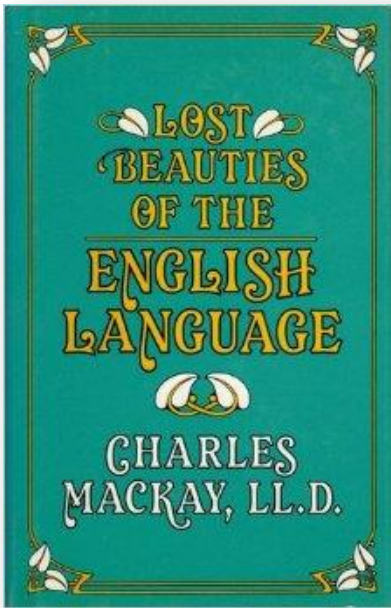
What a pain!

How do you do?

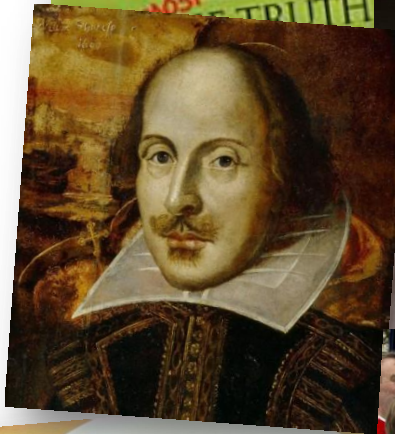
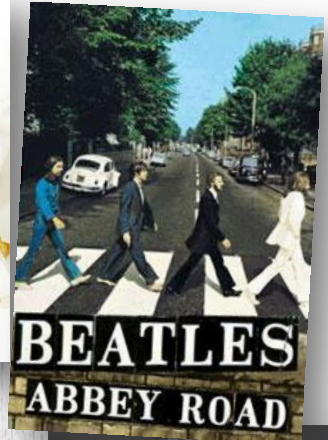
It's become popular.

Caffè Latte

Modern Reference Materials?



British Culture?



British Culture

Addiction to soap operas

A love of moaning – but the inability to complain

Nosiness

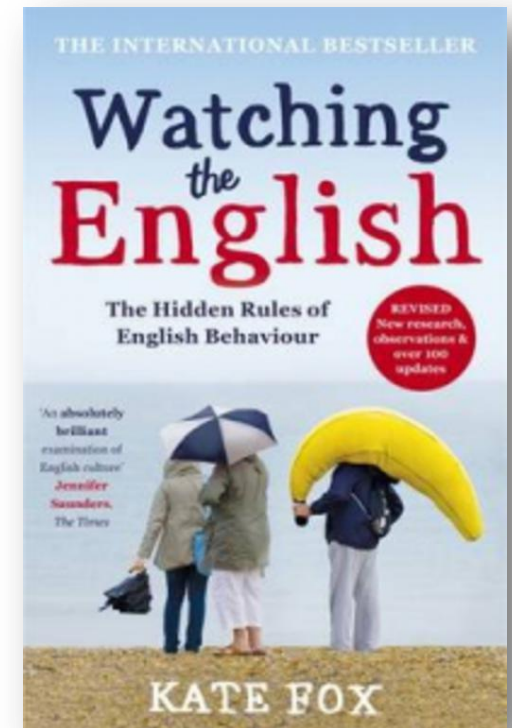
Sarcasm

Insularity

Tolerance

Love of a good curry

Kate Fox: *Watching the English*
(Hodder & Stoughton)



What does it mean to be British?

Being British is about driving a German car

to an Irish pub

for a Belgian beer,

**then buying an Indian curry, Turkish kebab or
Italian pizza on the way home,**

eating it sitting on Swedish furniture

whilst watching American TV shows

on a South Korean TV.

But what's the most British thing of all?

Distrust of anything foreign.



Pearson

Thank You

robdeantraining@gmail.com

