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**VIDEO  
INTRODUCTION**

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***Vocabulary Words***

***The emphasis - the most important***

***The focus activity - the activity or exercise at the beginning that shows you what to pay attention to.***

***Demonstrate - to show***

***Now as you watch the video, listen for the vocabulary words.***



***The videotape transcript***

***Hello. In Module four, you'll continue to look at cultural differences, but the emphasis will be on communication. In the focus activity, you began to notice that messages could be communicated non-verbally.***

***In the next reading, you'll learn more about the way that we human beings communicate as well as the ways that we sometimes "culture bump" in our communication.***

***NOTE: The discussion questions on page 29 provide little difficulty for this level of student. Make sure they understand that communication in this exercise is not asking about their English ability or pronunciation.***

**STOP VIDEOTAPE**