

Answers in the Key Module 3 Task 17 Video 7:

In Eastern Europe, people value larger personal spaces compared to some cultures. Standing too close or entering someone's personal zone can feel intrusive or uncomfortable. Touching or getting very close, especially early in a conversation, may be seen as negative or overly forward. Even gestures like handshakes may not always feel welcome, especially after the pandemic, when people became more cautious about physical contact. The preference for distance may be influenced by the spacious geography, where people are used to living with more physical separation (e.g., fields, forests, and less densely populated cities). Start conversations at a comfortable distance, such as with a table or space in between. Allow the other person to reduce the distance if they feel comfortable, signalling a growing connection or friendship. People from cultures with closer physical proximity (e.g., those who are used to hugging or standing close) should initially adjust by maintaining more distance. Over time, as relationships develop, Eastern Europeans may become more comfortable with closer interactions. In Eastern Europe, people should respect personal space by starting interactions at a comfortable distance. Allow relationships to progress naturally before reducing this distance, as larger personal zones reflect cultural norms and a privacy preference.