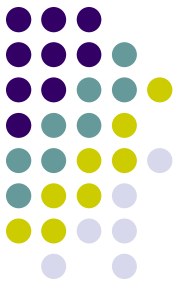


Western Etiquette Culture



Objectives:

1. To get some knowledge about the western etiquette;
2. To be exposed to English;
3. To have a good time.

Brief Introduction to Etiquette



I *The concept of West*

II *What is culture?*

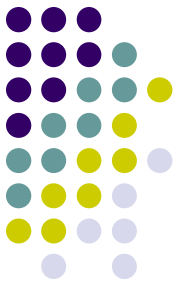
III *What is etiquette?*



I *The concept of West*

Persian War (492BC—479BC)

The war between ancient Greece and Persian Empire. Since then, Greeks began to form the conception of East and West, regard themselves as Westerners and distinguish them from the Eastern people because they realized their differences in geography, custom, religion, politics, language and so on.



I The concept of West

- **Three cultural systems in West**

The system of Mediterranean Sea

——the origin of western culture

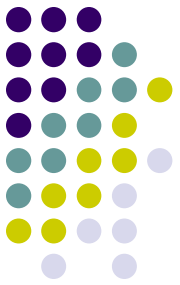
The system of Western Europe

——the Atlantic Culture (the main part)

The system of Eastern Europe

Renaissance—integrated

The fourth part: Northern America and Australia



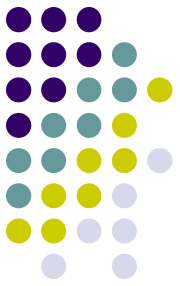
II *What is culture?*

- Culture is the full range of learned human behavior patterns.

文化是各种人类习得的行为模式。

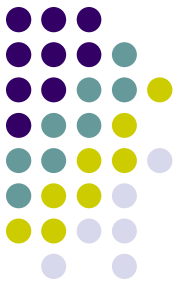
“That **complex whole** which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits **acquired** by man **as a member of society**.”

--Edward B. Tylor



II *What is culture?*

- **Three levels of culture**
 1. The body of **cultural traditions** (传统文化)
language, traditions, and beliefs
 2. **subculture** (亚文化)
drug subculture
 3. **cultural universals** (文化普同性)
The learned behavior patterns shared by all of humanity collectively.



III *What is etiquette?*

Etiquette (French word)
“Keep off the grass”

Etiquette all the little signs that help us know what to do in new and different situations.

Etiquette **prescribe and restrict** the ways in which people **interact** with each other, based on **respect** for other people and the **accepted customs** of the society.

Examples

- Greeting relatives, friends and **acquaintances** with warmth and respect and in an appropriate way
- **Refraining** (克制) **from** insults and **inquisitive** (爱打听别人隐私的) curiosity
- Offering hospitality to guests
- Wearing clothing suited to the occasion
- **Contributing to conversations** without **dominating** (支配) them

Examples

- Offering assistance to those in need
- Eating **neatly and quietly**
- Avoiding disturbing others with unnecessary noise
- Following established rules of an organization upon becoming a member
- Arriving **promptly** when expected
- Comforting **the bereaved** (失去亲属的人)

Examples

- Responding to invitations promptly
- Accepting gifts or favors with **humility** (谦逊) and **acknowledging** (确认已收到) them promptly with thanks (e. g. a thank-you card)





Unit 1 The Etiquette of Daily Personal Communication

Unit 2 The Etiquette of Behavior in Public Places

Unit 3 The Etiquette of Dining

Unit 4 The Etiquette of Dressing

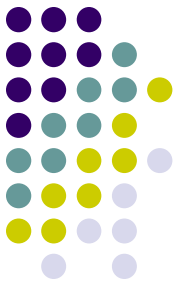
Unit 5 The Etiquette of Wedding Ceremony

Unit 6 The Etiquette of Funeral Ceremony

Unit 7 The Etiquette of Business

Unit 8 The Etiquette of Practical Writings

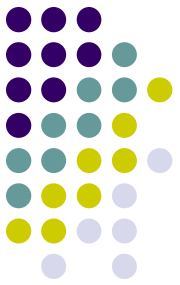
Unit 9 The Taboos in Western Culture and Etiquette



Unit I

The Etiquette of Daily Personal Communication

Part I Lead-in Exercises



1. Match the following English idioms with their meanings respectively.

1) Do as Romans do.

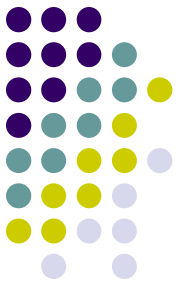
2) If you lie down with dogs, you will get up with fleas.

3) Man proposes, God disposes.

A. You will be influenced by the people with whom you stay gradually.

B. One may plan a thing carefully, but there are many other factors beyond his control contribute to the success of it.

C. When you are in a new place, you should follow the local people's practice.



4) Those who live in glass houses should not throw stones.

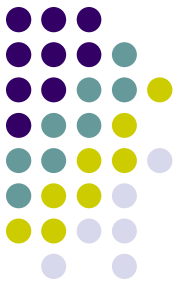
D. It is very hard for a person to quit his bad habit.

5) Old habits die hard.

E. You'd better avoid making a mistake, even if it is a minor one.

6) It is a sin to steal a pin.

F. Don't treat others the way in which you hate being treated.



2. Choose one response from the following answers to complete each of the short dialogues which happen in daily communication.

1) –Excuse me. May I use your dictionary, please?

-- (_____).

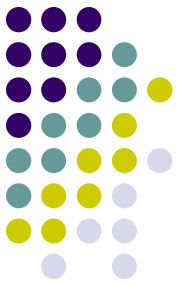
A. No, thanks.

B. It doesn't matter.

C. Sorry, I'm **referring** a word in it now.

D. That's nothing.

Answer: C



2) –You are very beautiful in this dress.

-- (_____).

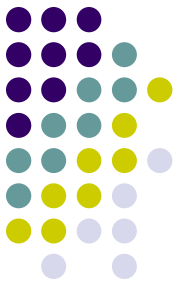
A. No, not at all.

B. Thanks.

C. Where, where.

D. You are **flattering** me.

Answer: B

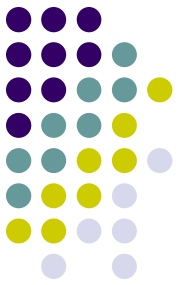


3) –If you’re free this afternoon, how about shopping together?

-- (_____).

- A. All right.**
- B. Not at all.**
- C. See you later.**
- D. Bye.**

Answer: A



4) –Do you mind if I use the computer here?

-- (_____). It's for Mr. Ford.

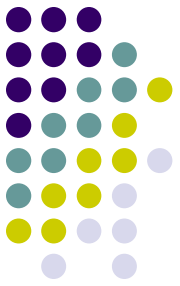
A. Not at all.

B. Never mind.

C. I'm sorry you can't.

D. Of course not.

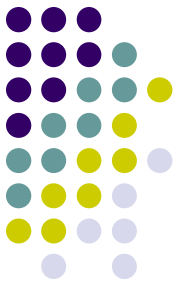
Answer: C



3. Suppose all of the following situations take place in western countries, how will you behave?

- 1) If a porter is offering help of carrying your heavy luggage to your room in a hotel when you travel in Europe, what should you do?
- A. Say “thank you” only.
 - B. Write **a letter of compliment** to the manager of the hotel.
 - C. Say “thank you” and give him a tip when you get into your room.
 - D. Refuse his help rudely.

Answer: C



2) You meet your professor when you are together with your friend who is of the same age as you. It is polite to introduce ().

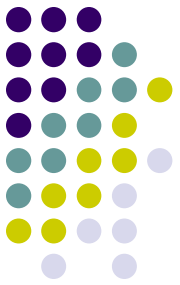
A. your professor to your friend first.

B. neither of two.

C. your friend to your professor first.

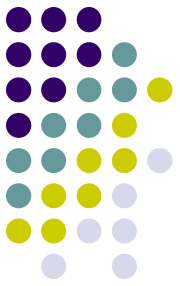
D. them to each other without mentioning their relationship with you.

Answer: C



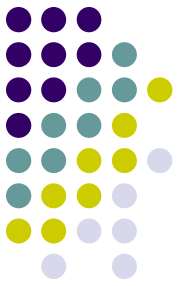
- 3) You are a guest in your American friend's home. You have drunk enough coffee when your friend is going to refill your cup again. What should you do?**
- A. Cover your cup with one hand and say "No".**
 - B. Say "No, thank you".**
 - C. Say "Yes, please" and accept his offer with reluctance.**
 - D. Say "Ok, let me refill it by myself".**

Answer: B



- 4) You received a birthday gift from your intimate friend. What should you do in his or her presence?
- A. Say “Thank you” and unwrap it at once.
 - B. Say “You shouldn’t have bought it, you have wasted your money.”
 - C. Say “It must be very expensive.” and refuse to accept.
 - D. Accept it calmly and **collectedly** (镇定地), then unwrap it after the friend’s leaving.

Answer: A



5) You received an invitation that has the letters R. S. V. P. . What should you deal with it?

- A. Reply in time.**
- B. Refuse in person.**
- C. Do nothing.**
- D. Accept it in your heart.**

Answer: A

Part II The Etiquette of Daily Personal Communication

1. Greetings

2. Introduction

3. Paying a visit

4. Giving and receiving gifts

5. Four dynamic terms of courtesy

6. Making a Phone call

7. Tipping

8. Personal space



Greeting

An act of **communication** in which human beings **intentionally** make their presence known to each other, ① **to show attention** to, and ② **to suggest a type of relationship or social status (formal or informal) between individuals or groups of people coming in contact with each other.**



While greeting customs are highly **culture and situation-specific** and may change within a culture depending on social status and relationship, they exist in all known human cultures.



How do we greet?

Audibly

Physically

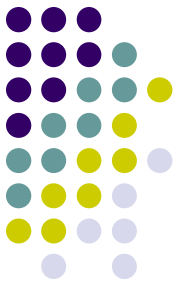
Audibly

+

Physically

In writing





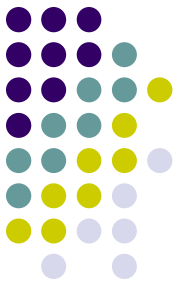
Forms of Address

1. **Names** Addressing people by their first name usually indicates friendliness
2. **General forms** Mr. Mrs. Miss/Ms
Sir madam
3. **Titles** Doctor, General, Senator, Judge,
4. **Abstract nouns** (Your) Excellency
(Your) Honor
(Your) Grace

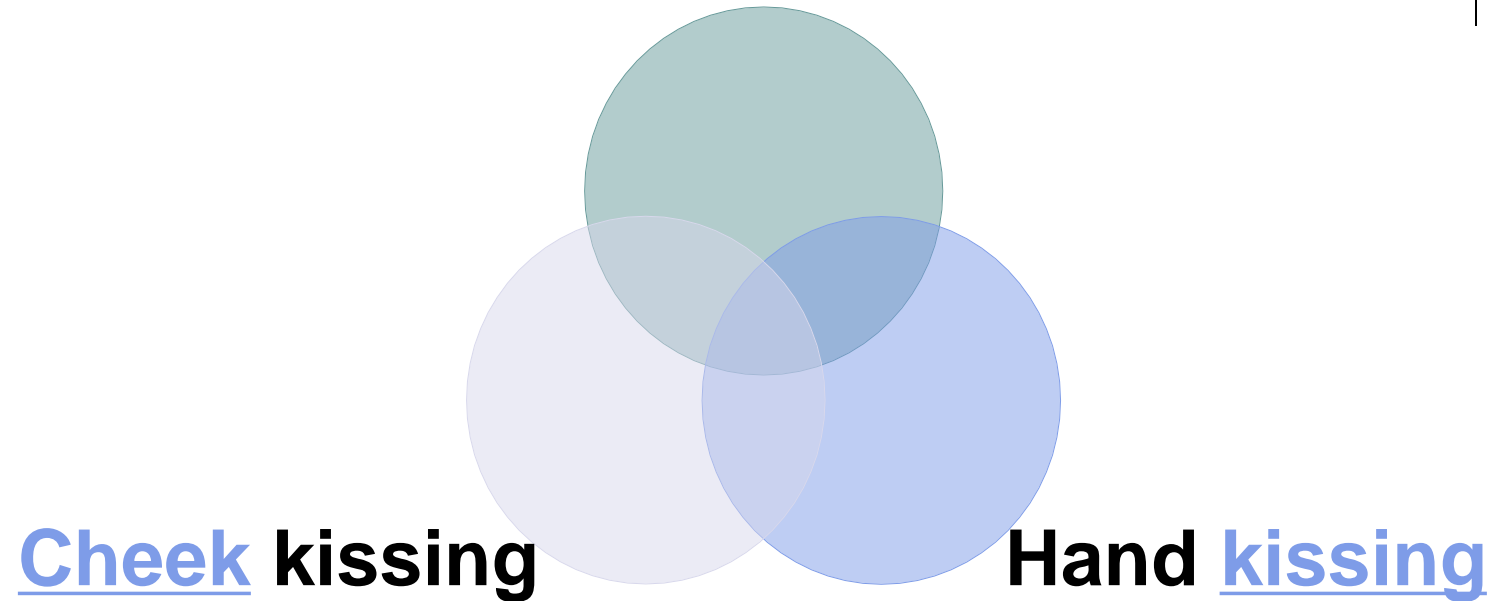


Physical greetings consist of :
a **handshake**, a simple **kiss**, a **hug**,
a **head nodding**, **gestures**,
body language and **eye contact**.





Handshaking





A handshake is a short ritual which two people grasp one of each other's free hands, in most cases accompanied by a brief up and down movement of the grasped hands. **Using the right hand** is generally considered proper etiquette.

The origin of handshake could be traced back to the 5th century BC. Some monuments and sculptures demonstrate the etiquette in ancient times.



When do we shake hands?

And what do we usually want to express by handshake?

The handshake is commonly done upon **meeting, greeting, parting, offering congratulations, expressing gratitude, or completing an agreement.**

In sports or other competitive activities, it is also done as **a sign of good sportsmanship.** Its purpose is to convey **trust, respect, balance, and equality.**



Handshaking: Dos and Don'ts

- Do use your right hand
- Do make it with bare hand—men should take off their gloves but it is unnecessary for women.
- Do keep your hands clean, dry and don't rub your hands.
- Do take off your sunglasses, hat
- Do wait for the elder or the lady to hold out their hand first
- Do keep shake your hand for 3-5 seconds

Handshaking: Dos and Don'ts

- Don't forget to maintaining eye contact when shaking hands with a person.
- Don't put your left hand in your pocket while shaking hands to avoid being considered rude or disrespectful.
- Don't initiate a hand shaking to a woman in countries where the majority religion is Islam, since it is not encouraged.

Variants of handshaking

```
graph TD; A([Variants of handshaking]) --> B([Fist-bump]); A --> C([High-five]);
```

Fist-bump

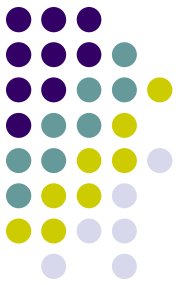
The gesture is performed when two participants each form a closed fist with one hand and then **lightly tap** the front of their fists together. The participant's fists may be either vertically oriented or horizontally oriented. A fist bump may be performed with participants **using either hand**.

High-five

The high five is a **celebratory** hand gesture that occurs when two people simultaneously raise one hand each, about head-high, and push, slide, or slap the flat of their palm against the flat palm of the other person. The gesture is often **preceded** verbally by a phrase like "**Give me five**" or "**High five**."



(a vertical one)



On June 3, 2008, Barack Obama and his wife Michelle Obama fist bumped during a televised presidential campaign speech in St. Paul, Minnesota, and the gesture became known as "the fist bump heard 'round the world". (A horizontal one)



High-five

Comparison

▲ Handshaking is performed in both formal or informal situations, and is observed in most cultures. Fist-bump and high fives are more acceptable in informal situations and performed within certain cultures.

▲ A medical study has found that fist bumps and high fives spread less germs than handshakes.





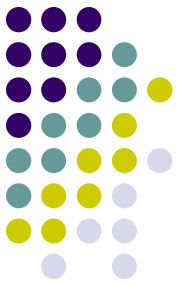
Throughout all cultures people greet one another as a sign of recognition, affection, friendship and reverence (respect). While hand shakes, hugs, bows, nods and nose rubbing are all acceptable greetings, **the most common greeting is a kiss, or kisses, on the cheek.**

Cheek kissing is most common in Europe and Latin America and has become a standard greeting in **Southern Europe.**

Cheek kissing broadly falls into two types: lip-to-cheek and cheek-to-cheek with the kiss in the air, the later being more common.

Male-female and female-female cheek kissing is a standard greeting among friends, while male-male cheek kisses are less common.





Tips

- Don't kiss people you don't know.
- Don't kiss your colleagues.
- Do kiss your close friends and dates.

In Russia, the Netherlands 3 kisses

In Italy 2 kisses

In Mexico, Belgium 1 kiss

Remember: right cheek first

Hand-kissing is a gesture indicating courtesy, politeness, respect, admiration or even devotion by a man towards a woman.

A hand-kiss is initiated by the person by holding out their hand with the palm facing downward; or by the person giving the greeting, by extending a hand to grasp the **recipient's** hand. The person kissing bows towards the offered hand and (**symbolically**) touches the **knuckles** with their lips, while lightly holding the offered hand. However, the lips do not actually touch the hand in modern tradition. The gesture is **short**, lasting less than a second.



Hand-kissing has become rare and is mostly restricted to the **conservative upper class or diplomats**.



2. Introduction

The common practice for introduction:

A man is introduced to a woman first;

A younger person to an elder person;

A subordinate to a superior;

A child to an adult;

A newly-joined person to the members of the group



2. Introduction

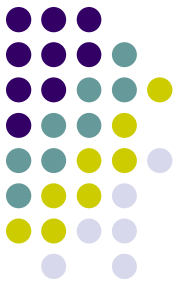
Notice:

It's polite to give some brief appropriate information about the person you're introducing.

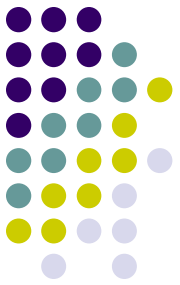
And it's better for you to mention your relationship.



Situational practice



- Situation 1: Amy and her girl friend Laura are enjoying their time in a café. Tom, Amy's classmate, came in...
- Situation 2: You invite your roommates to have a dinner at your home together with your father and mother. The door bell rings...



Situational practice

- Situation 3: You are transferred to another department of the company you're working for. On the first day, one of your co-worker is showing you around and introduce you to the working team, including other colleagues and your director, Mr. Zhou.

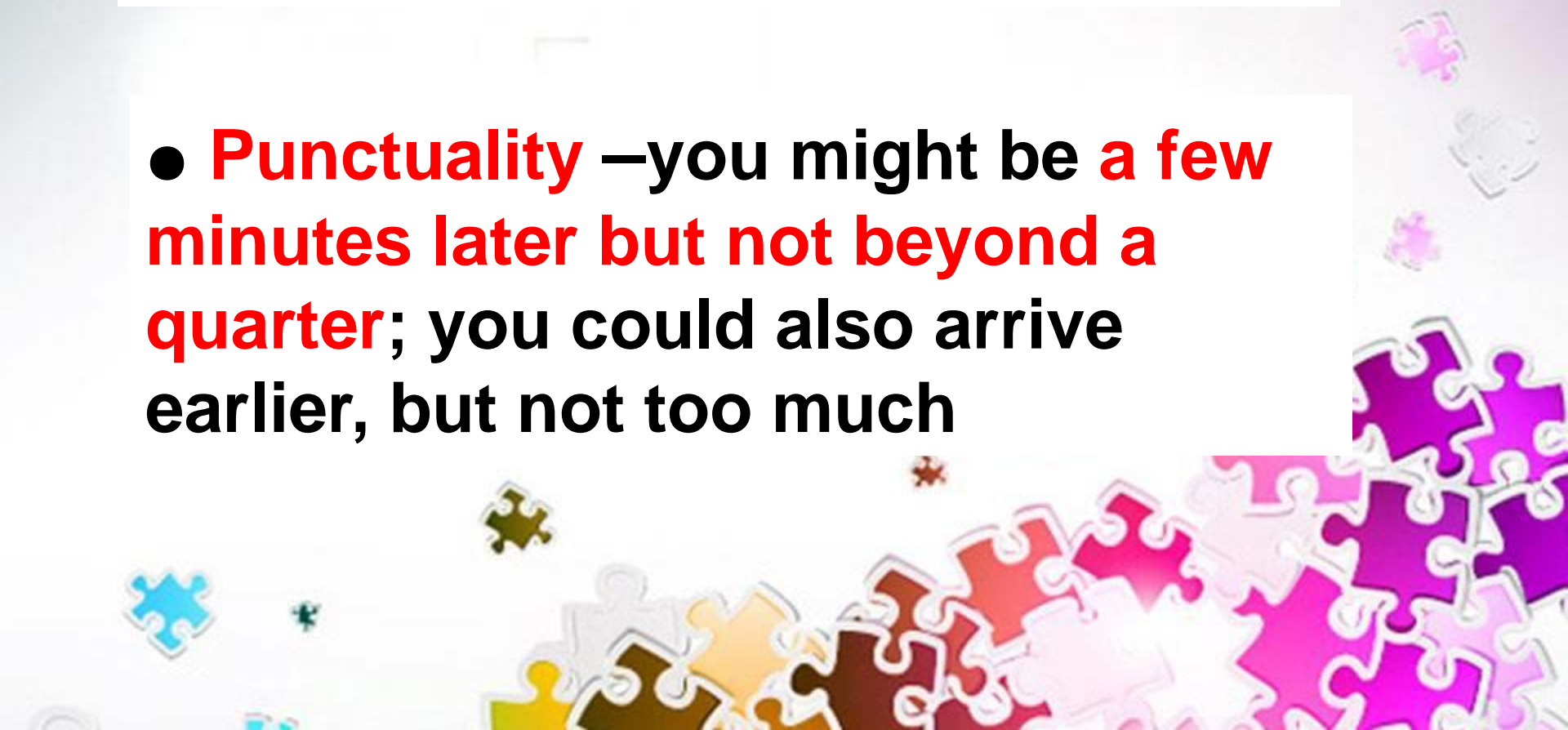


3. Paying a Visit



4. Paying a Visit

- Make an appointment in advance as a proper respect to the host and hostess
- **Punctuality** –you might be **a few minutes later but not beyond a quarter**; you could also arrive earlier, but not too much



4. Paying a Visit

- Do bring some appropriate gifts (flowers, wine, chocolates or some cookies baked by



4. Paying a Visit

- **Being frank and direct to the things offered by your host or hostess.**
- **Don't make comments on the decorations or furniture in other's house.**
- **Don't stay in other's house for a long period of time.**



4. Giving and Receiving

GIFTS



Bridal shower

Origin: dowry practice

Time: 4-6 weeks before the wedding

Host(s): close friend(s) of the bride, or the bridesmaid(s)

Guests: female

Gifts: for the bedroom or the kitchen

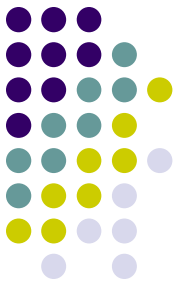
**the United States, Canada,
Australia, New Zealand**





Wedding

Baby shower





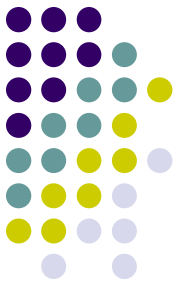
Birthday

Visiting a patient

House warming party

Funeral

■ ■ ■ ■ ■ ■



Tips

- A card with the gift
- Wrapping elegantly is very important
- Do tell the receiver how careful you picked the gift and how wonderful it is.
- Avoid too expensive and too private gift.
- Wine or champagne, no sprit!
- No red roses, white lilies and chrysanthemums.

Reading for Fun...

It was the end of the school year, and a kindergarten teacher was receiving gifts from her pupils. The florist's (种花人) son handed her a gift. She shook it, held it overhead, and said, "I bet I know what it is. Flowers!" "That's right!" the boy said, "But, how did you know?" "Oh, just a wild guess," she said. The next pupil was the sweet shop owner's daughter. The teacher held her gift overhead, shook it, and said, "I bet I can guess what it is. A box of sweets." "That's right, but how did you know?" asked the girl. "Oh, just a wild guess, " said the teacher. The next gift was from the son of the liquor storeowner.

Reading for Fun...

The teacher held the package overhead, but it was leaking. She touched a drop off the leakage with her finger and put it to her tongue. “Is it wine?” she asked. “No,” the boy replied, with some excitement. The teacher repeated the process, tasting a larger drop of the leakage. “Is it champagne?” she asked. “No, ” the boy replied, with more excitement. The teacher took one more big taste before declaring, “I give up, what is it? ” With great glee (快乐), the boy replied, “It’s a puppy!”



Message in the story:

When a gift is received, unwrap it at the presence of the giver, expressing your gratitude and appreciation to the giver.



5. Four dynamic terms of courtesy

| Please | Thank you | Sorry | Excuse me |
|--|----------------------------|--|---|
| Whenever you have to trouble others to help you | “It’s my pleasure” | If you offend someone indeliberately. | Draw attention |
| | | | Have to interrupt |
| In an imperative sentence | “Don’t mention it.” | If you have to refuse someone’s good intention. | Want someone to give way to you |
| | | | Disturb others with unnecessary noise in public. |

6. Making a Phone Call

With the development of all types of mobile phones, especially the smart phones, the using of phones is now so popular and indispensable in people's daily life and work.



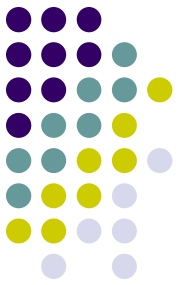
6. Making a Phone Call

- If it's not an urgent call, avoid calling very early in the morning, or very late in the evening.
- When speaking over the telephone, courtesy is also important as when having a face-to-face talk. The caller should tell his or her name first before asking for the person desired. Don't make them guess who is calling.
- If the person wanted is not available at that moment or is out, the person who answers the phone should inform the caller of the information and suggest other alternative time.

6. Making a Phone Call

● If one dials a wrong number by accident or for unknown reason, he should not hang up without a word, “I’m sorry” or “Please forgive me” is expected before hanging up.





Major details:

- Don't answer the call in elevator or on bus. Do it quickly if you have to. Keep your conversations private. If there're other people beside you, do answer the call on the other side.
- Do choose some appropriate ring tone.
- Don't text while talking to other people.
- Do put your cell phone in your purse or bag, or your pocket. Don't put it on the table.



7. Tipping

A tip is a sum of money customarily **tendered**, in addition to the basic price, to certain service sector workers for a service performed or anticipated.

Tips and their amount are a matter of social custom, and the custom varies between countries and settings.

The customary amount of a tip can be one of a specific range of monetary amounts or a certain percentage of the bill.



How much?

10% or 15% of the bill is a common tip to westerns. But it may depends. For example:

10% for ordinary service

15% for superior service

a dollar/pound or two for minimal service

10 or 15 dollars/pounds for excellent service

In Australia and New Zealand, there is no such thing as tipping etiquette.

7. Tipping

Whom will be tipped?

You are supposed to offer tip to the following people after they provide service:

waiters or waitress, taxi drivers, porters, doormen, barbers, shoeshine persons, delivery people to your door, tour guides, cleaners, etc.

If the service fee is included in the bill, you need not pay extra tip any more.

8. Personal space

1 foot = 0.3048 meter
1 foot = 12 inches
1 inch = 2.5 cm

Westerners attach much importance to personal space. They believe all people have a **comfortable zone**, an invisible zone of psychological comfort that people carry with them.

- 0 to 18 inches: **Intimate distance**
- 18 inches to 4 feet: Personal distance for interactions among **good friends or family members**
- 4 feet to 12 feet: Social distance for interaction among **acquaintances**
- 12 feet to 25 feet or more: **Public distance** use for public speaking

(Edward T. Hall)

**Thanks for
your attention!**

