



# 图说中国 交际礼仪101

**Chinese Proprieties of Communication  
with 101 Illustrations**

张欣 编著

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## 作者的话

尽管通信技术日益发达，面对面的交流仍然是人们交往的重要方式，而且人们越来越意识到这种交流的可贵。

中国与世界各国的交流合作不断地发展，来华留学、工作、旅游的外国朋友越来越多，中国人的足迹也遍布世界。在日益频繁的中外交流当中，常常出现因文化差异引起的误会。

笔者曾给一个来自英国、姓 Janden 的学生起中文名为“简丹”。她非常不满意，说，在英国如果不带“先生”、“女士”而直呼某人姓氏会被认为很粗鲁；而非洲学生说他们互相叫姓氏很平常。在中国，除了复姓以外，我们几乎从来不单叫对方的姓，这与礼貌与否无关，只是音节问题。

文化无处不在，于细微处见精神。是否了解并正确处理潜于日常习惯之下的文化差异对交际成功与否有很大的影响。我们编这本小册子，是为了让外国朋友了解中国的日常社交礼仪及

其文化渊源。我们努力介绍得明白、直观,同时借助翻译和插图,让外国朋友一看就懂,一学就会,马上能用。

各国文化礼仪有差异,也有很多相同相通之处,因为人类有共同的感情和思维方式。即便是差异,究其根源,也能找到共同点。比如,西方人收到礼物要打开、称赞,中国人传统上不打开礼物,甚至不看。行为上截然相反,可是出发点都是对送礼人的重视。在比较中外文化礼仪的时候,我们注重释异求同,促进中外朋友互相理解。

我们也非常注意发展地看待传统。随着社会发展和西方文化的影响,有些传统礼仪、习惯已渐渐淡出中国现代社会,比如听到别人称赞时会说“哪里”、收到礼物不打开等等,我们对这样的变化也作了简单的说明。

希望这本小册子能帮助中外朋友成功地交际。

本书在编写过程中得到 Maureen Sindisiwe Kalane 女士和王卫平教授的大力协助,在此表示感谢。

## The Author's Words

Although modern communication technology is developing fast, face-to-face communication is of significance to us humans, which we still think as an important way of the exchange of ideas.

China has been developing its global exchanges and cooperation with the rest of the world over the past decades. The result, therefore, is that the number of international students, overseas tourists and foreign job-seekers is rapidly increasing in China while many Chinese people work and travel over the world. But unfortunately, cultural differences are likely to result in misunderstanding in the ever-increasing exchange of Chinese culture with other cultures.

People with different cultural backgrounds,

respond differently to the issue of the same kind. For instance, a student from Britain, whose surname Janden was turned into a Chinese name 简丹(Jiǎndān), was dissatisfied with her given Chinese name, saying that addressing a person's surname without Mister or Madam was considered rude. But African students stated that they thought it OK. In China, we don't address either a person's family name unless it consists of two characters. And we don't take it as serious as a matter of impoliteness, but see it as a matter of syllable.

Whatever you say is with an element of culture, and whatever you do reflects a cultural sense. Therefore, understanding and handling properly these cultural differences reflected in everyday-life behavior are a matter of significance to your successful communication with people from other cultures.

On the basis of common emotion and the

common mood of thinking of all people, cultures from different areas can also share many common grounds. Manners and taboos from China and other countries, different as they seem, may have some hidden similarities. For example, a square-toed Chinese doesn't open the wrapped gift immediately after receiving while a European does. Both of them have the same reason: I care about you more than the gift you are presenting.

Culture itself is advancing, leaving behind some of the Chinese traditional practices because of China's social development and world's cultural impact. Take a Chinese traditional practice for example, 哪里 (nǎli), a modest reply in Chinese to praise from a colleague or friend, is hardly heard in greetings now.

This book is intended for international friends to learn something about social etiquette and its source of Chinese culture. It introduces daily cultural practices in a clear way, with 101



illustrations, so that you understand them easily, learn them fast and apply them instantly.

Cultural practices like those are briefly discussed in the book to help you, whether a Chinese or a foreigner, communicate efficiently so as to promote mutual understanding.

Finally the author's thanks go to Madam Maureen Sindisiwe Kalane from the University of Botswana and Professor Wang Weiping from Shanghai Normal University, who have provided practical assistance in the writing of the book.

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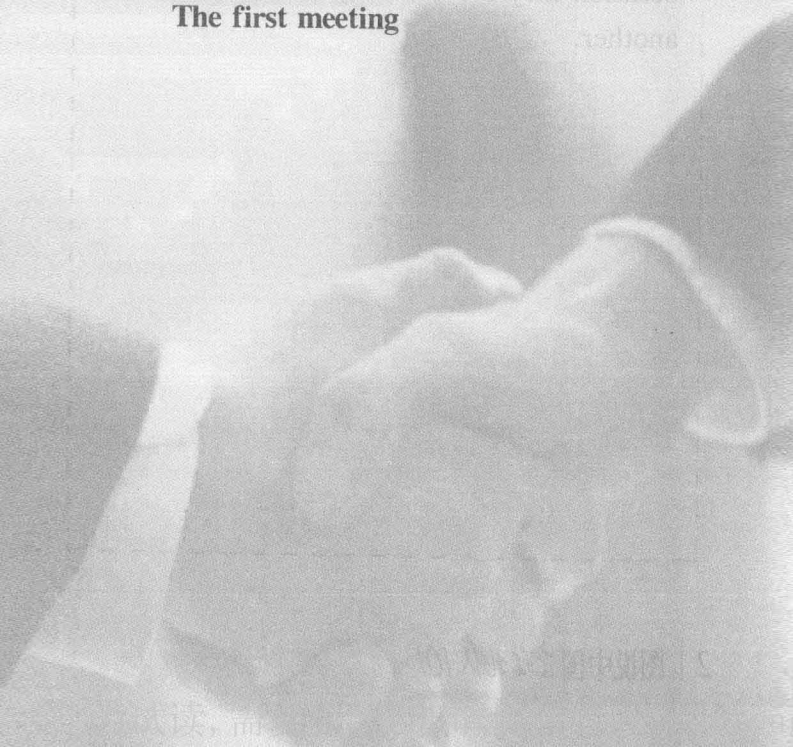
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# 交际礼仪

## 一、初次见面

Chūcì jiànmiàn

The first meeting



**你好** Nǐ hǎo

“你好”是最普通的问候语，不过通常只在初次见面或不太熟悉的人之间使用。

**Hello**

“Nǐ hǎo!” is one of the most common greetings meaning Hello. It is usually used to greet people the first time they meet or on an occasion they are not very familiar with one another.

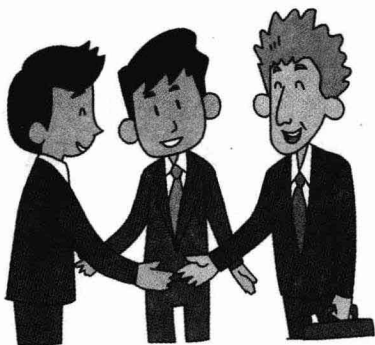


图 1

刘西介绍王东和史丹福认识。

Liu Xi introduces Wang Dong to Stanford.

Liú Xī Zhèi wèi shì Shǐdānfú xiānsheng zhè shì  
刘西：这位是史丹福先生，这是  
Wáng Dōng  
王东。

Liu Xi: This is Mr. Stanford. This is Wang Dong.

Wáng Dōng Shǐdānfú xiānsheng nǐ hǎo  
王东：史丹福先生，你好！

Wang Dong: Hello, Mr. Stanford.

Shǐdānfú Wáng xiānsheng nǐ hǎo  
史丹福：王先生，你好！

Stanford: Hello, Mr. Wang.

## 您 Nín

“您”是敬语，用来称呼年纪大、地位高的人，也可以用来称呼客户。比较熟悉而且年纪差不多的朋友、同事之间用“您”就显得太生分了。要是好朋友说“您好”，他会瞪着眼睛说：“怎么？你对我有意见吗？我做错什么了？”

## “Nín”

“Nín” is a pronoun used to address to people who are older than you are, especially the seniors, or those in high social status. It is also used to address to a customer or a client. If it were used to address your close friend or colleague of your age, he might think you are treating him as a stranger and say instantly, “Why? Any complaint? Anything wrong with me? ”



图 2

王东在餐厅。

Wang Dong is in the cafeteria.

fú wùyuán    Nín hǎo    Nín yào chī shénme  
服务员：您好！您吃什么？

Waitress: Hello! What would you like to eat?



图 3

王东和刘西在办公室里。

Wang Dong and Liu Xi are in the office.

Liú Xī Wáng Dōng nín hǎo

刘西：王东，您好！

Liu Xi: Hello, Wang Dong.

Wáng Dōng Zěnmē le

王东：怎么了？！

Wang Dong: What's up?



## 您是哪位 Nín shì nǐ wèi

接电话或接待不认识的人时,如果想知道对方的身份,一般问:“您是哪位?”而不说:“你是谁?”后者显得不礼貌。

“位”是人的量词,含敬意。

“您是哪位”也可以省略成“您是……?”等着对方填空。同样,如果想认识与对方同行的人,可以问“这位是……?”

## Who are you?

Both “Nǐ shì shéi?” and “Nín shì nǐ wèi?” mean “Who are you?” But the former is considered impolite when you receive a stranger or answer a phone call from an unknown person and you want to know who he/she is.

“wèi” in the latter sentence is a measure word for human beings with politeness.

“Nín shì nǐ wèi?” can be shortened as “Nín shì ...?” You just wait for the person to whom you are speaking to fill the blank