

西方礼仪文化

Western Etiquette Culture

平原春◎编著

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前言

随着经济全球化、一体化的不断加速，跨文化交际的日益频繁，越来越多的人认识到礼仪文化在我们的对外交往中的重要性。礼仪在人际交往中是一个衡量个人文明的准绳，它反映着一个人的交际和应变能力，还反映一个人的气质风度、阅历见识、道德情操、精神风貌。充分了解西方礼仪文化不仅能让我们在对外交往活动中充满自信，处变不惊，还能使自己更好地向外国友人表达自己的尊重和友好，增进彼此的信任 and 了解，帮助我们更好地取得交际成功，进而造就和谐、完美的人际关系，提升在今后的工作和生活中的竞争力。

自2005年我在云南大学首次开设“西方礼仪文化”课程，至今已十年。我从一开始复制自编讲义给学生，到2008年受重庆大学欧玲教授之邀共同编写了国内第一本面向大学生的西方礼仪文化英文教材，到如今《西方礼仪文化》的出版，在教学内容、教学模式、评价方式等各方面都进行了不断的、大幅度的革新。在反复进行学习需求分析、学习内容分析和学习者分析后，《西方礼仪文化》竭力体现真实性原则、主体性原则和实用性原则，所选真实语料的难易程度与学习者的真实水平尽量接近，学习任务源自真实生活；重视对学习者不同特征的分析，以充分挖掘学习者的内部潜能，激发并调动他们学习的主动性和积极性；着重加强选材和配套练习的实用性和时效性。

本书所述主要为欧美礼仪文化，共分为九章，对应的主题分别是日常交际礼仪、网络礼仪、公共场所行为礼仪、西餐礼仪、着装礼仪、婚礼礼仪、职场礼仪、西方节日礼仪以及西方礼仪禁忌。每章由三个板块组成。第一，本章内容的导入练习，形式有接近真实西方文化情景的礼仪任务型练习、相关词句匹配等；第二，以文字

输入形式, 深入浅出介绍西方不同场合下人们遵循的礼仪主题内容, 提供大量知识信息及礼仪指导; 第三, 与本单元主题相关的对话。

本教材适用于高等学校高年级本科生、研究生、博士生以及其他需要提高西方礼仪交流能力的人员使用, 也可作为高等学校英语教学参考书, 以及作为中高级英语学习者之兴趣阅读物。

本教材出版之际, 我衷心感谢云南大学教务处、云南大学大外部及云南人民出版社的关心与支持, 并热诚期待广大读者和国内外同行对本教程的不足之处提出批评指正。

平原春

2015年3月于昆明

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Chapter One



The Etiquette of Daily Communication

Part I Lead-in Exercises

1. The following are some idioms used to describe people's daily communication, please match the idioms from 1)-10) with the meanings from A to J and tell their Chinese equivalents respectively.

- 1) What you do not want others to do to you, do not do them to others.
- 2) It is a sin to steal a pin.
- 3) Do as the Romans do.
- 4) Forget it, when you are a giver; remember it, when you are a receiver.
- 5) If you lie down with dogs, you will get up with fleas.
- 6) A leopard cannot change its spots.
- 7) Man proposes, God disposes.
- 8) Practice is better than precept.
- 9) Answer a fool according to his folly.
- 10) Friendship cannot stand always on one side.

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

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

C. Do not fail to do a good deed because it is small; do not fail to do a bad deed because it is small.

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

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

F. Old habits die hard.

G. He who receives a benefit should never forget it; he who bestows one should

never remember it.

H. Deal with a man as he deals with you.

I. When you teach something, it will be better known by conducting yourself.

J. It's impolite not to make a return for what one receives.

1) _____ 2) _____ 3) _____ 4) _____ 5) _____

6) _____ 7) _____ 8) _____ 9) _____ 10) _____

2. Suppose all of the following situations take place in western culture, how will you behave? Choose one appropriate option and discuss with your partners your reasons.

1) When you are invited to a dinner in somebody's house, it is customary to bring some gifts, which one is not a good one? _____

A. A bunch of flowers.

B. A dress for the hostess.

C. A bottle of wine.

D. A box of choc.

2) If a bellboy is offering help of carrying your heavy luggage to your room in a hotel when you travel in U.K., what should you do? _____

A. Say "thank you" only.

B. Write a letter of compliment to the manager of Personnel Department of the hotel.

C. Say "thank you" and offer him a tip when you get into your room.

D. Reject his help toughly.

3) You are not expected to give tips to the servers in _____?

A. U.S.

B. U.K.

C. Thailand

D. Australia

4) You received a birthday gift from your intimate friend, what should you do at the presence of him? _____

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, and then unwrap it after the friend's leaving.

5) You received an invitation 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.

6) You meet your tutor on campus when you are together with your friend who is about your age, it is polite to introduce ____.

A. your tutor to your friend first.

B. neither of the two.

C. your friend to your tutor first.

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

7) You are a guest in your American friend's house. You have drunk enough Nescafe 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 "Please don't bother, let me refill by myself."

8) In the following situations, which one is not proper? ____

A. A woman initiates a handshaking to a man.

B. An employer initiates a handshaking to an employee.

C. A subordinate initiates a handshaking to a superior.

D. An elder person initiates a handshaking to a younger person.

9) Which of the following handshaking is highly appreciated in daily communication? ____

A. The dead fish handshake.

B. The politician's handshake.

C. The bone crusher.

D. The firm handshake.

10) What is not a proper Sympathy Gift for your friend whose folk has passed away? ____

A. A bunch of lilies.

B. A book about religion.

C. A platter of food.

D. A Sympathy Card.

3. Choose one response from the following answers to complete the short dialogue which happens in communication.

1) — You look nice in this dress?

— ____

A. No, not at all.

B. Thanks.

C. Where, where.

D. You are flattering me.

2) — Excuse me. May I use your laptop, please?

— _____

A. No, thanks.

B. It doesn't matter.

C. Go ahead.

D. That's nothing.

3) — This is Newman Burden speaking, may I speak to Lewis Lester?

— _____

A. Hang up, please.

B. For what matters are you calling him?

C. He is in a conference. Can I get him to call you back?

D. Sorry.

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

5) — Are you free tonight, how about dining out together?

— _____

A. All right.

B. Not at all.

C. See you later.

D. Bye.

Part II The Etiquette of Daily Communication

We believe that the way you treat others is not about who they are, but rather about who you are.

1. Daily Greetings

It is polite and habitual for western people to greet each other in phatic communion (寒暄性交谈) when meeting, *Good morning*, *Good afternoon*, *Good evening* are often used for formal greetings. The most usual answer to *Good morning*, etc., is to say the same thing. Less formal greetings are *Hello* or *Hi*. When leaving others, people say *Goodbye* in a formal situation, and *Bye*, *Bye-bye* or *See you* in an informal situation. Be active, passionate, natural and attentive when greeting others.

For asking others about their condition, *How are you?* is the commonest expres-

sion and common answers are: *Very well, thank you* or *Fine, thank you*; *Very well* (or *Fine*), *thanks* is less formal. After people have responded to *How are you?* they often repeat (*And*) *how are you?* or less formally, *and you?* We also can say *What's up?* *How are you doing?* *How's it going?* *How is everything?* *What's new?* etc.

❖ Greeting titles

As far as the titles used when greeting, using first names is widespread, even when sometimes adults are addressed by children. But professionals like doctors, lawyers and professors are often called by last names. Titles that precede the last name include *Mr*, *Mrs*, *Miss* and *Ms* which is used when a woman's marital status (婚姻状况) is not sure or known to you. In some formal or respect-required situations, *Sir* is used independently when a man's name is not known to you and *Madam* is used when a woman's name is unknown. Professional, academic, religious, military and political titles, such as *Judge*, *Colonel* (上校), *Mayor*, *Reverend* (牧师), *Senator*, *Doctor*, and *Professor* are often used in social situations.

In some places or certain occasions, people also smile and greet strangers which is quite different from the manners of Chinese.

As for who initiate (发起) greeting, the common practice is just the opposite of that in China, that is an elder person to a younger person; a superior to a subordinate; an adult to a child, etc.

2. Personal Introduction

An introduction is called for on the occasion when people would feel unnatural without it.

❖ Common introduction practice

When two people are introduced by the third party, the common practice is: a man is introduced to a woman first, for example, "*Mrs. Allen, this is my colleague, Mr. Freeman*"; 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, etc. A question like "*Mrs. Miller, may I introduce my friend Tim White* or *Mr. Eric, may I present my daughter Amy?*" is the



most polite form of introduction.

People usually shake hands when first introduced. In informal situations, especially in North America, introductions can be made by simply saying: “*This is (name).*” “*Hi*” or “*Hello*” is often held as a response in this informal situation.

When introducing someone, give some brief appropriate information about that person. Sometimes at a meeting or gathering, it is all right to introduce oneself to others present.

Till the ending of a conversation with a new acquaintance, it is pleasant to say “*good-bye, it was nice meeting you.*” Some expressions wishing the person a good time or good luck like “*enjoying your staying here*” might be added. They are helpful to make an appropriate ending.

3. Handshaking

Handshaking is a widely adopted practice which comes from European countries.



A handshake isn't just about a physical gesture, it is about connecting with the other person. It is a physical greeting and you want to convey your pleasure in greeting the other person.

It falls into five forms: the firm handshake; the bone crusher; the finger shake; the dead fish handshake and the politician's handshake.

❧ When to shake hands?

It sometimes naturally accompanies an introduction, or it happens when friends or acquaintances meet after not having seen each other for a long time or people part in business and other formal situations. For people who meet quite often, they may just smile or nod to each other instead of shaking hands.

❧ Who initiate a handshaking?

Who initiate a handshaking? Between persons of the same sex, it is usual for the older to hold his hand out first; between different sexes, it is the woman who initiates her hand or shows the intention of a handshaking; between two persons of different ranks, it is the one with higher rank. If others offer to shake hands, it is not appropriate