

专门用途英语



平原春◎编著



云南大学出版社  
YUNNAN UNIVERSITY PRESS

# 西方礼仪文化 阅读与精练

## Western

Etiquette Culture  
Reading and Practices

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# 前 言

随着经济全球化、一体化的不断加速,以及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际活动中充满自信,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,提升在工作和生活中的竞争力。

本书的主要内容为欧美礼仪文化,共分为八章,对应的主题分别是日常交际礼仪、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。

每章均由三个部分组成。第一部分为 Text A 及练习;第二部分为 Text B 及练习;第三部分为实践练习,形式为简答、情景模拟、典型实例分析、角色扮演、中西比较对照等口语和写作练习,内容主要与《西方礼仪文化》(平原春编著,云南出版集团 2016 年版)配套。

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或中高级英语学习者之兴趣阅读和练习材料。

编著者

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# Chapter One The Etiquette of Daily Communication

## *Text A: Common Hugging Techniques and Etiquette*

A hug is a form of nonverbal communication and is the most common way to express love and affection. Everyone needs physical contact to survive, and hugging is an act of giving and receiving the support and love people need. The type of hug shared between two people can speak volumes (很有意义) about their relationship and can also strengthen bonds. Contrarily, a lack of hugs and other forms of physical affection can diminish the quality of romantic relationships and make some people experience increased emotional stress.

A hug is usually initiated by holding out one's arms and waiting for the other person's response. Don't feel rejected if someone declines a hug. People have many different reasons for declining a hug, therefore there is no need to take it personally. Use the following guide to discover common hugging techniques and etiquette, and learn the difference between the way males and females hug.

### **Hug Etiquette**

There are some basic, unwritten rules about hugging that most people are intuitively (直觉地) aware of. When deciding to hug or not to hug a person, refer to the following rules of hug etiquette:

Always respect another person's space.

Ask permission before hugging someone, unless you are already on intimate terms with the person.

Hug accordingly. Remember, there is a difference between a friendly hug and a passionate embrace. A hug between romantic partners is much different than a hug between two people who have just met.

Never assume that it is okay to hug someone, even if you have hugged the person many times before.

Practice good hygiene (卫生). Body odor can be offensive to the person you are embracing.

### **Different types of hugs**

There are many different types of hugs that can be used in a plethora (过多) of situations. The type of hug two people partake in (参加) speaks volumes about their relationship. The duration of the hug, as well as the physical proximity (接近度) of the two people involved determines the depth of the relationship. Below is a guide explaining common types of hugs, how to determine when it is appropriate to engage in each type of hug and instructions for performing each hug:

**Hand Hug**—This is the most common and frequently shared hug—a simple handshake. When in doubt about the appropriateness of hugging another person, simply extend your hand for a handshake. The hand hug is also the most appropriate form of affection in the workplace, used to congratulate or greet someone.

**Hello Hug**—This type of hug is usually employed when greeting a friend you have not seen for a while. This is the standard and most common type of non-intimate hug, usually lasting just a few seconds. This hug can be performed using one arm or two.

**Bear Hug**—A bear hug is a strong, full-body hug. This type of hug usually takes place between family members, close friends or lovers. The

hugger and huggee wrap their arms tightly around each other and may rock back and forth while embracing to emphasize affectionate feelings. The duration of the hug tends to last a little longer than the standard hug, as well.

Cuddle—Cuddling ( 拥 抱 ) involves hugging or embracing affectionately. The cuddle can also be described as a close, affectionate and prolonged embrace. Cuddling can involve stroking or caressing ( 爱抚的 ) and is distinctive because of the duration of the hug. This type of hug typically occurs between children and adults, or lovers and can occur while sitting, standing or lying down.

Comforter—This type of hug is used to comfort someone close to the person. This hug is similar to the standard hug, however, it is distinctive because of its intensity and duration. This type of hug is usually performed by parents and close friends and is often used to console another person. The huggee may even rest his or her head on the shoulder or chest of the hugger for comfort.

Pound Hug—This type of hug is almost always performed between two males and is a combination between a handshake and a one-armed hug. The two participants aggressively slap ( 拍击 ) each other on the back while embracing, as if to emphasize their masculinity ( 男子气概 ). This type of hug usually lasts about one second. A hug lasting longer than a second usually makes the participants feel uncomfortable.

A-Frame Hug—This is where the two people sharing the embrace stand about a foot apart from each other and bend at the waist. Only the shoulders come into contact as the two people embrace. This type of hug is common between acquaintances or people who have just met.

Side-to-Side Hug—Two people stand next to one another, embracing around the waist or shoulders. Friends and lovers engage in this type of hug.

**Cheek-to-Cheek Hug**—This hug does not require the use of arms. Simply face the person you are hugging and press your cheek against his or her cheek briefly.

**Reverse Hug**—With the reverse hug, the hugger approaches the huggee from behind and puts his/her arms around the huggee's waist. This type of hug is reserved for people who are in a romantic relationship.

**Dance Floor (舞池) Hug**—This type of hug is also usually reserved for romantic partners. The woman puts her arms around the man's neck while the man puts his arms around the woman's waist. This hug is referred to as the dance floor hug because this hug is usually performed while dancing.

**Wandering Hands Hug**—Typically performed between lovers, this hug involves exactly what the name suggests. The wandering hands hug is characterized by hands that roam around the back of the partner, gently caressing him or her for the duration of the hug.

### **Hugging Between Men and Women**

Hugging between men and women can signify attraction or friendship, depending on the duration and type of hug. Women usually initiate hugging with men and are often expected to dictate the type of hug that will take place, as well as the duration of the hug. Women also typically desire more hugs, as well as other forms of affection, than men. There are even studies that women's heart health may benefit more from hugs than men.

### **Women Hugging Women**

Women hug other women to express friendship and warmth. It is quite common and acceptable for women to hug other women frequently

and for long durations. Many people consider hugging a “feminine” act and this is part of the reason why it is so acceptable for women to hug other women. The hug that takes place between women may also involve a kiss on the cheek and increased touching after the hug takes place.

### **Men Hugging Men**

Depending on the culture, men typically avoid hugging other men, preferring to shake hands instead. When a hug does take place between two heterosexual (异性恋的) males, however, the duration of the hug is usually short and bodily contact is limited.

Men typically engage in the handshake-hug, where the two participants hug and shake hands simultaneously (同时的). Only the shoulders and chest touch, with the still-clasped hands bound together between the chests, creating a buffer zone (缓冲地带). This type of hug is punctuated by aggressive back slapping while the two are still in an embrace, as if to say “I have positive feelings for you, but I want to show it in a way that is masculine (男子气概的)” .

### **Workplace Hugs**

In an age of sexual harassment (性骚扰) lawsuits, workplace hugs are becoming less common. According to a survey by the American Management Association, nearly half of all people called hugging “sexual harassment” . Handshaking is much more acceptable in the workplace and less likely to make someone feel uncomfortable. The bottom line is using your best judgment when trying to determine if it is acceptable to hug a coworker. It is almost never okay to hug a superior, however, hugging a coworker who is also a friend is often viewed as acceptable.

Some people consider hugging an art form and those who don't still

benefit from its ability to calm the nerves and deepen bonds. Always remember to use proper etiquette when engaging in a hug and use your best judgment when hugging someone for the first time. Hugging is a wonderful way to show someone you care and can have amazing effects of both people involved.

***Comprehension exercises***

1. *Select the most appropriate answer for each of the following questions based on the text.*

1) Which of the following hug may not happen between lovers?

- A. Cuddling.
- B. Dance Floor Hug.
- C. Pound Hug.
- D. Bear Hug.

2) Which of the following is not true about hug?

- A. People can get clue about relationship between others from the type of hug they partake in.
- B. Ask permission before hugging someone.
- C. Men usually initiate hugging with women and are often expected to dictate the type of hug that will take place.
- D. Men prefer hands-shaking to hugging to avoid misunderstanding.

3) Which of the following is the reason why workplace hugs are becoming less common?

- A. Workplace hugs make some people feel uncomfortable.
- B. It's not easy to judge whether it is acceptable to hug a coworker.
- C. It is not okay to hug a superior.
- D. They may be regarded as sexual harassment.

4) Which of the following is not true about different types of hug?

- A. Hello hug is usually employed when greeting.

- B. Pound hug is almost always performed between two females.
- C. The duration of a bear hug tends to last a little longer than the standard hug.
- D. Comforter is usually performed by close friends and is often used to console another person.

2. Find the following underlined word/phrase in the text. There are three definitions below each. One definition is closest to its meaning. One definition has the opposite or nearly opposite meaning. The remaining definition has a complete different meaning. Label the definitions C for closest, O for opposite, and D for different.

5) Many people consider hugging a “feminine” act and this is part of the reason why it is so acceptable for women to hug other women.

- \_\_\_\_\_ A. typical of a woman
- \_\_\_\_\_ B. masculine
- \_\_\_\_\_ C. starvation

6) The cuddle can also be described as a close, affectionate and prolonged embrace.

- \_\_\_\_\_ A. extensive
- \_\_\_\_\_ B. brief
- \_\_\_\_\_ C. extended

### ***Text B: Communicative Skills***

As we all know, different cultures have different customary ways to express certain thoughts and emotions. Sometimes words with the same meaning produce different feelings in the listeners.

### **Say the polite phrases**

“Thank you” is used much more frequently in the West than in China. When anyone does something for you, no matter how small and

no matter whether he is a superior or waiter, it is proper to say "Thank you". When something is offered to you, it is not polite to say "I don't want it" as the Chinese manners would allow. You should say, "Yes, thank you." If you want it; or "No, thank you." If you refuse it.

"Beg your pardon" or "Excuse me" is often used in each of the following circumstances: if you accidentally knock or brush against someone; if you touch the arm or foot of someone sitting at table; if you are forced to pass in front of someone; if you find it necessary to interrupt a conversation; if you disturb someone at work, in reading, etc. you may say, "Pardon me", or "I beg your pardon", or "Excuse me". If it is a very small matter, the only reply necessary is a smile and a slight inclination of the head. Otherwise you may say "Certainly", or some reply suitable to the circumstances.

### **Frankness and directness**

Westerners tend to be frank and direct. Thus it is useful for a Chinese person to know the difference. Here are some additional cultural hints for your consideration, when you have conversations with them. First, if they want to criticize someone, they usually do it to his face, rather than use a third party to pass on the remarks. Similarly, if they receive criticism indirectly they are often very hurt. Second, when they want something they say "Yes" and when they don't they say "No, thanks". "No" here is not a polite refusal but a genuine "Nothing to be needed". A host or hostess would no longer offer food or drink when the guests say "No". Third, people are expected to answer honestly when someone is asked a request. If they are not sure of doing something, they refuse directly without saying, "I'll try to do it." Finally, they don't consider "excessive modesty" a great virtue. When they receive compliments, they say "Thank you" rather than "Oh. No, you are

flattering me” .

### **Personal territory**

At home and in the office, desks and desk drawers are private territory. All things including stationeries (文具), documents, journals or newspapers on the desk belong to the person whose desk it is, even if the desk itself is actually the state property. Nobody is allowed to pick them up without asking permission.

Children have their own bedroom. By the time they are teenagers they regard it as their own private territory. They may resent people entering without their permission. So it is common for even their father or mother to knock before going in.

### **Privacy**

Like private territory, westerners also have a strong sense of privacy. This concept develops round the personal interests and is often considered secrets, which are only shared with people very close to them. These touchy (难以处理的) topics include family life, marriage, religion, salary and political ideas and so on. So don't ask about or comment on their age and health unless they start the topic first. If they are asked questions that seem too personal to them, they would not answer them. Or they would just say, "Sorry, I don't know." or "I'm afraid that would be a strange question." They would also change the subject of conversation to something that is less personal.

### ***Comprehension exercises***

1. *Select the most appropriate answer for each of the following questions based on the text.*

1) It's not proper for you to say "Excuse me" in the following

circumstance.

A. If you accidentally knock or brush against someone.

B. If you touch the arm or foot of someone.

C. If you are forced to pass in front of someone.

D. If you are in others' way.

2) Which of the following is not true about westerners' frankness?

A. If you say "No" directly as a guest, the host or hostess will be offended.

B. They don't consider "excessive modesty" a great virtue.

C. A host or hostess would no longer offer food or drink when the guests say "No" .

D. If westerners want to criticize someone, they usually do it to his face.

3) If westerners are asked questions that seem too personal to them, they would not \_\_\_\_\_

A. answer.

B. say, "I'm afraid that would be a strange question. "

C. say, "You are really rude. "

D. say, "Sorry, I don't know" .

2. *Translate the sentences into Chinese.*

1) If westerners want to criticize someone, they usually do it to his face, rather than use a third party to pass on the remarks. Similarly, if they receive criticism indirectly they are often very hurt.

2) Westerners don't consider "excessive modesty" a great virtue.

### ***Practice***

1. *Review and answer the following questions briefly.*

1) When two people are introduced by the third party, what is the common practice?

- 2) Between persons of the same sex, who initiate a handshake?
- 3) Between a man and a woman, who initiate a handshake?
- 4) How is the duration of a firm handshake?
- 5) While conversing, why we keep a moderate personal space?
- 6) Should invitations for formal social events be extended to the established significant others of any invitees, such as spouses, fiancés, or long time or live-in boy/girlfriend?
- 7) When receiving an invitation, one is obliged to respond as soon as possible. Why?
- 8) When invited to a dinner at eight o'clock at a friend's home, when should you arrive?
- 9) What is a Bread and Butter Note?
- 10) List some occasions calling for giving and receiving gift.
- 11) When a gift is given, what words and behavior are expected from the receiver?
- 12) What are proper sympathy gifts?
- 13) Is it appropriate to have another baby shower for the second or third child?
- 14) What should be paid special attention to, when making a call?
- 15) How is a good first date like?
- 16) What are some Gentleman-like manners in the old days?
- 17) Generally speaking, how many percent of the bill is a common tip in western culture?
- 18) Who are those people who deserve tips, after they provide service? And why?
- 19) Is opening doors for females out of date?
- 20) List some places and events where cell phones should be switched off or the ring tone muted.