



International Etiquette

Preview

Answer the questions. Then talk about your answers.

1. Have you ever made a business trip abroad?
2. Do you think knowing English is enough to have business with foreigners?
3. What do you know about customs of different countries?
4. What countries do you think have strictest rules of etiquette: eastern or western?
5. What is the main topic of conversation between strangers in Russia?

I. READING

Read and translate the text

INTERNATIONAL ETIQUETTE

Travelling to all corners of the world gets easier and easier. We live in a global village, but how well do we know and understand each other? Here is a simple test. Imagine you have **arranged** a meeting at four o'clock. What time should you expect your foreign **business colleagues** to arrive? If they are German, they'll bang on time. If they are American, they'll probably be 15 minutes early. If they are British, they'll be 15 minutes late, and you should allow up to an hour for the Italians.



When the first books giving advice on international **etiquette** appeared, the British thought this was a joke, because they **assumed** that the understanding of their language meant a **corresponding** understanding of English customs. Very soon they realized that they had a lot to learn about how to **behave** with their foreign business friends. And here are some examples:

The British are happy to have a business lunch and discuss business **matters** with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they **rarely** drink at lunchtime. The Germans like to talk business before dinner, the French like to eat first and talk afterwards.

Taking off your jacket and rolling up your sleeves is a sign of **getting down** to work in Britain and Holland, but in Germany people **regard** it as taking it easy.



The Japanese have perhaps the **strictest** rules of **social** and business **behavior**. **Seniority** is very important, and a younger man should never be sent to **complete** a business deal with an older Japanese man. You should not expect the Japanese to shake hands when greeting someone. **Bowing** the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans prefer to be **casual** and more informal than the Japanese, as illustrated by the universal “Have a nice day!” The British are cool and **reserved**. The great topic of **conversation** between strangers in Britain is the weather – unemotional and impersonal. In America, the main topic between strangers is the search to find a geographical **link**. “You really live in Ohio? I had an uncle who once worked there”.

II. VOCABULARY

1. to arrange [ə'reɪndʒ] I have arranged a meeting at four o'clock.	договориться, организовать Я организовал встречу в четыре часа.
2. business colleagues ['bɪznɪs 'kɒli:gɪz] He has some business colleagues in Sweden.	коллеги по бизнесу У него несколько коллег по бизнесу в Швеции.
3. etiquette ['etɪket]	этикет
4. to assume [ə'sju:m] They assumed that it was a joke.	считать, полагать Они посчитали это шуткой.
5. corresponding [ˌkɒrɪs'pɒndɪŋ]	соответствующий
6. to behave [bɪ'heɪv] They don't know how to behave with foreigners.	вести себя Они не знают как вести себя с иностранцами.
7. matter ['mætə]	проблема, дело
8. rarely ['ræli] The Japanese rarely drink at lunchtime.	редко Японцы редко пьют во время обеда.
9. to get down [get daʊn] to smth. Let's get down to business.	приступить Давайте приступим к делу.
10. to regard [rɪ'gɑ:d] She regarded it as a compliment.	расценивать Она расценила это как комплимент.
11. strict [strikt]	строгий
12. behavior [bɪ'heɪvjə] The rules of social behavior in Japan are very strict.	поведение Правила поведения в обществе в Японии очень строгие.

13. seniority [ˌsiːniˈɔːrɪti]	старшинство
14. to complete [kəmˈpliːt] They couldn't complete the deal.	завершить Они не смогли завершить сделку.
15. bow [bau]	поклон
16. casual [ˈkæʒjuəl] The Americans are casual and informal.	легкий в общении Американцы легкие и непринужденные в общении.
17. reserved [rɪˈzəːvd] They are very reserved.	сдержанный Они очень сдержанные.
18. conversation [ˌkɒnvəˈseɪʃən] It is hard to start a conversation with a foreigner for me.	разговор Мне трудно начать разговор с иностранцем.
19. link [lɪŋk]	связующее звено

III. READING COMPREHENSION

1. Answer the questions:

1. What does “we live in a global village” mean?
2. If you arranged a meeting at 4, when do the Italians probably arrive?
3. Why did the British regard the first books giving advice on international etiquette as a joke?
4. Why do the Japanese prefer not work while eating?
5. What is very important in Japan to complete a business deal?
6. What is a mark of respect in Japan?
7. What is the main topic of conversation between strangers in America and in Great Britain?

2. Choose the correct word or word combination:

1. If you arranged a meeting with your German business colleagues, they will probably ...
 - a) be 15 minutes early
 - b) bang on time
 - c) be 15 minutes late
2. When the first books giving advice on international etiquette appeared, the ... thought this was a joke.
 - a) British
 - b) Japanese
 - c) Americans
3. The Japanese prefer not to ... while eating.
 - a) laugh
 - b) talk
 - c) work
4. A younger man should never be sent to ... a business deal with an older Japanese man.
 - a) discuss
 - b) start
 - c) complete
5. The first ... of the day should be lower than when you meet thereafter.
 - a) bow
 - b) kiss
 - c) hug
6. The British are cool and
 - a) reserved
 - b) strict
 - c) pleasant
7. In America, the main topic between strangers is the
 - a) weather
 - b) geographical link
 - c) political situation

3. Complete the sentences using the words from the box:

German	American	British	Italians	French	Japanese
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1. Theare happy to have a business lunch.
2. The like to eat first and talk afterwards.
3. The have perhaps the strictest rules of social and business behavior.
4. The prefer to be casual and more informal than the Japanese.
5. You should allow up to an hour for the
6. If they are, they'll bang on time.

IV. ANALYZE

1. Match the words with their Russian equivalents

1. seniority	a. непринужденный
2. informal	b. дела бизнеса
3. bang on time	c. незнакомцы
4. corresponding	d. обычаи
5. customs	e. международный этикет
6. international etiquette	f. редко
7. business deal	g. появиться как раз вовремя
8. strangers	h. соответствующий

9. rarely	i. сделка
10. business matters	j. старшинство

2. Give the English equivalents:

1. организовать встречу
2. советы по международному этикету
3. понимание английских обычаев
4. вести себя правильно
5. обсуждать дела бизнеса за обедом
6. приступить к работе
7. расслабиться
8. Вы не должны ожидать
9. “Хорошего дня!”

3. Prove the following statements:

1. The Japanese have perhaps the strictest rules of social and business behavior.
2. The Germans are very punctual and businesslike.
3. The Americans are very sociable.

4. Match the following English words with their definitions:

1. rarely	a. partners, co-workers
2. conversation	b. organize
3. corresponding	c. think, expect
4. assume	d. severe, tough
5. etiquette	e. chat, discussion
6. arrange	f. like, analogous
7. strict	g. code, protocol
8. colleagues	h. seldom, not often

V. TRANSLATE

1. На какое время Вы назначили встречу с зарубежными коллегами по бизнесу?

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2. Предполагается, что высококвалифицированные инженеры должны иметь соответствующие знания физики и математики.

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3. Они совсем не знают как вести себя с коллегами из африканских стран.

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4. В Европе люди редко пьют алкогольные напитки в дневное время.

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5. После долгих выходных очень тяжело приступить к работе.

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6. В восточных странах старшинство имеет большое значение.

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7. Правила социального поведения должны воспитываться в ребенке с раннего возраста.

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8. Много лет назад американская непринужденность в поведении шокировала сдержанных британцев.

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VI. SPEAKING

1. Read the tips for travelers and discuss them. Do you find them strange? Can you think of your own examples?

In France you shouldn't sit down in a café until you've shaken hands with everyone you know.

In Afghanistan you should spend at least five minutes saying hello.

In Pakistan you mustn't wink. It is offensive.

In the Middle East you must never use the left hand for greeting, eating, drinking or smoking. Also, you should take care not to admire anything in your hosts' home. They will think that they have to give it to you.

In Russia you must match your hosts drink for drink or they will think you are unfriendly.

In Thailand you should clasp your hands together and lower your head and eyes when you greet someone.

In America you should eat your hamburger with both hands and as quickly as possible. You shouldn't try to have a conversation until it is eaten.