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Кафедра иностранных языков

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TEST YOUR BUSINESS ETIQUETTE
ОЦЕНИТЕ СВОЙ УРОВЕНЬ ДЕЛОВОГО ЭТИКЕТА

Методическое пособие
для студентов вузов

Минск
БНТУ
2012

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Цель пособия – совершенствование навыков делового этикета в англоязычной среде для специалистов в сфере внешней экономической деятельности.

Пособие содержит аутентичные тексты, тематически связанные с вопросами делового этикета в общем контексте бизнеса, задания, ориентированные на активное использование профессиональной лексики в предметной области и тесты, которые помогают осуществить проверку пройденного материала и оценить уровень делового этикета обучающихся.

Предназначено для студентов всех экономических специальностей дневной, вечерней и заочной формы обучения, а также для широкого круга лиц, самостоятельно изучающих деловой английский язык.

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ВВЕДЕНИЕ

Каждый человек, наверное, не раз оказывался в ситуации, когда возникало ощущение неловкости во взаимоотношениях с окружающими из-за того, что кто-то нарушил правила хорошего тона. Такое положение особенно неприятно, когда находишься в зарубежной командировке, работаешь с иностранными партнерами, являешься участником внешней экономической деятельности.

Пособие «Test Your Business Etiquette» имеет своей целью оказание помощи в приобретении навыков делового этикета в англоязычной среде. В пособии приведены советы, рекомендации, правила поведения с коллегами по работе, руководством, в обществе женщин (мужчин), при приеме гостей, и др. случаях. Представленный в пособии материал способствует формированию профессионального имиджа будущего специалиста в сфере внешней экономической деятельности.

Пособие состоит из двух частей. Первая часть включает аутентичные тексты, в содержании которых представлены такие аспекты делового этикета, как формальные и неформальные встречи, приемы, деловые обеды, ужины, обмен визитными карточками и т. д. Обучающиеся узнают, как принято вести себя и что говорить в определенных ситуациях, когда находишься среди деловых людей, говорящих по-английски в разных странах. Каждый текст снабжен кратким словарем и последующими упражнениями, целью которых является освоение лексики данного текста, контроль за пониманием содержания прочитанного, развитие навыков разговорной речи.

Вторая часть пособия содержит тесты, охватывающие общие вопросы делового этикета, а также правила поведения при приеме на работу, участии в светских мероприятиях и т. д. Они помогают не только осуществить проверку усвоенного материала, но и оценить уровень делового этикета обучающихся.

Данное пособие рекомендовано лицам, которые уже имеют определенный запас общеупотребительной лексики в сфере бизнеса. Пособие предназначено для студентов всех экономических специальностей дневной, вечерней и заочной формы обучения, а также для широкого круга лиц, профессиональная деятельность которых связана с деловым общением на английском языке.

Авторы

Part 1. TEXTS ON BUSINESS ETIQUETTE

**«To have respect for ourselves guides our morals;
and to have a deference for others governs our manners»**

Lawrence Sterne,
Irish novelist & satirist (1713 - 1768)

Etiquette, or good manners, is an important part of our day to day lives. Whether we realize it or not we are always subconsciously adhering to rules of etiquette. Much of the time these are unwritten; for example giving up your seat to a lady or elderly person, queuing for a bus in an orderly fashion according to who arrived first or simply saying **«please» or «thank you»**. **All are examples of etiquette; complex unwritten rules that reflect a culture's values.**

Etiquette accomplishes many tasks. However, the one noteworthy function that etiquette does perform is that it shows respect and deference to another. By doing so it maintains good interpersonal relationships. Ultimately, it could be argued, etiquette is about making sure that when people mix together there are rules of interaction in place that ensure their communication, transaction or whatever it may be goes smoothly.

We all know how we or others feel when a lack of etiquette is shown. If someone jumps the queue, does not thank you for holding the door open for them or forgets to shake your hand, we naturally feel disrespected and perturbed.

TEXT 1

International Business Etiquette

Modern business is global and demands people travel to foreign countries and mix with foreign clients, colleagues or customers. All cultures have their own etiquette rules, many of them unwritten. When two or more different cultures mix, it is easy for small etiquette mistakes to be made that could have negative consequences. Just as you may have felt annoyed when a foreign businessman did not shake your hands upon greeting you, imagine how your Chinese client must have felt when you wrote on his business card or your Indian colleague reacted when you flatly rejected an offer of a meal. Sometimes, not understanding the eti-

quette of another culture means you show a lack of manners and as Lawrence Sterne said, a lack of deference. This can and does lead to soured relationships, lost deals and in the end poor business results. International business etiquette manifests in many shapes and sizes. Throughout the world people from different cultures have varying etiquette rules around areas such as personal space, communication, gift giving, food, business meetings and much more. For those who want to make a good impression and understanding of international business etiquette is crucial. By way of introducing some of the key areas within international business etiquette we shall look at the following common areas:

Business Card Etiquette

When you exchange business cards (even if you exchange them) do you simply pass it over and forget about it? In many countries the business card has certain etiquette rules. For example in the Arab world you would never give or receive a business card with your left hand. In China and Japan you should try and use both hands to give and receive. In addition it is always good etiquette to examine the card and make a positive comment on it. Whereas in the UK it may be OK to sling the business card into a pocket, in many countries you should always treat it with much more respect such as storing it in a business card holder.

The Etiquette of Personal Space

How close do you stand to people? Is it impolite to touch somebody? What about gender differences? In the Middle East you may get very touchy-feely with the men, yet one should never touch a woman. A slap on the back may be OK in Mexico but in China it is a serious no-no. Touch someone on the head in Thailand or Indonesia and you would have caused great insult. Without an appreciation of international business etiquette, these things would never be known.

The Etiquette of Gift Giving

Many countries such as China and Japan have many etiquette rules surrounding the exchange of business gifts. International business etiquette allows you an insight into what to buy, how to give a gift, how to receive, whether to open in front of the giver and what gifts not to buy. Great examples of gifts to avoid are anything alcoholic in Muslim countries, anything with four of anything in Japan and clocks in China.

The Etiquette of Communication

Some cultures like to talk loudly (US and Germany), some softly (India and China); some speak directly (Holland and Denmark) others indirectly (UK and Japan); some tolerate interrupting others while speaking (Brazil) others not (Canada); some are very blunt (Greece) and some very flowery (Middle East). All will believe the way they are communicating is fine, but when transferred into an international context this no longer applies. Without the right international business etiquette it is easy to offend.

In conclusion we can state that etiquette helps maintain good relations with people. When dealing with people from a shared culture, everyone knows the rules and there is not much to think about. Those that lack etiquette are branded as uncouth and rude. However, this is not the same when working on the international stage. Someone may very well come across as being rude through a lack of etiquette but this may be because in their culture that behaviour is normal. As a result international business etiquette is a key skill for those who want to be successful when working abroad. Through a great appreciation and understanding of others' cultures you build stronger and longer lasting business relationships.

perturb – [pəˈtɜːb] – **волновать, беспокоить**

flatly – **решительный, наотрез**

crucial – **решающий**

to sling – (разг.) **швырнуть**

touchy – **обидчивый**

blunt – **грубоватый, прямой, резкий**

EXERCISES

- I. Match the words from the text with their corresponding definitions.
 1. reflect a) to give and receive in return (something of the same type or equal value)
 2. adhere to b) being related to, or concerning relations between people
 3. accomplish c) to meet, find, or discover, especially by chance
 4. maintain d) to be, or enjoying being, in the company of others
 5. interpersonal e) stick firmly
 6. mix with f) to throw, especially roughly or with effort

- | | |
|--------------------|--|
| 7. a lack of | g) to succeed in doing; finish successfully; achieve |
| 8. reject | h) to hurt the feelings of; upset |
| 9. exchange | i) to continue to have as before |
| 10. sling | j) to express, to make clear; show |
| 11. to offend | k) to refuse to accept, consider, or use |
| 12. to come across | l) the state of not having (enough of) something |

II. Find the words/phrases in the text which follow the verbs below.

- | | |
|--------------|-------------|
| to exchange | to mix with |
| to reject | to show |
| to have | to make |
| to maintain | to work |
| to deal with | to cause |

III. What are the synonyms from the text of the following words?

- | | |
|--|-----------------------------------|
| 1. awkward, impolite | 2. unfriendly, unpleasant, sullen |
| 3. offensive, bad-mannered | 4. completely, firmly |
| 5. easily offended or annoyed, too sensitive | |

IV. What are the opposites from the text of the following words?

- | | |
|----------------|-----------|
| 1. rough | 2. polite |
| 3. unimportant | 4. funny |
| 5. calm | |

V. Match left to the right.

- | | |
|--------------------------------------|---|
| 1. In the Arab world you would never | a) never touch a woman. |
| 2. In China and Japan you should | b) give or receive a business card with your left hand. |
| 3. In the Middle East one should | c) Mexico. |
| 4. A slap on the back may be OK in | d) use both hands to give and receive a business card. |

VI. Mark the sentences true (T) or false (F).

1. People like to talk loudly in India and China.

2. Americans and Germans talk loudly.
 3. You should buy a good bottle of wine or whisky when you are invited to a Muslim family.
 4. It will be OK to touch someone on the head in Thailand or Indonesia.
 5. Your Japanese partner has invited you to a family dinner. A set of 4 tea cups will be a perfect present.

TEXT 2

Business etiquette

Business etiquette is made up of significantly more important things than knowing which fork to use at lunch with a client. Unfortunately, in the perception of others, the devil is in the details. People may feel that if **you can't be trusted not to embarrass yourself in business and social situations**, you may lack the self-control necessary to be good at what you do. Etiquette is about presenting yourself with the kind of polish that shows you can be taken seriously. Etiquette is also about being comfortable around people (and making them comfortable around you)! People are a key factor **in your own and your business' success**. **Many potentially worthwhile and profitable alliances have been lost because of an unintentional breach of manners**. Most behavior that is perceived as disrespectful, discourteous or abrasive is unintentional, and could have been **avoided by practicing good manners or etiquette**. **We've always found** that most negative experiences with someone were unintentional and easily repaired by keeping an open mind and maintaining open, honest communication. Basic knowledge and practice of etiquette is a valuable advantage, because in a lot of situations, a second chance may not be possible or practical.

There are many written and unwritten rules and guidelines for etiquette, and it certainly behooves a business person to learn them. The caveat is that there is no possible way to know all of them!

These guidelines have some difficult-to-navigate nuances, depending on the company, the local culture, and the requirements of the situation. Possibilities to commit a faux pas are limitless, and chances are, sooner **or later, you'll make a mistake**. **But you can minimize them, recover quickly**, and avoid causing a bad impression by being generally consid-

erate and attentive to the concerns of others, and by adhering to the basic rules of etiquette. When in doubt, stick to the basics.

The most important thing to remember is to be courteous and thoughtful to the people around you, regardless of the situation. Consider **other people's feelings, stick to your convictions as diplomatically as possible.** Address conflict as situation-related, rather than person-related. **Apologize when you step on toes. You can't go too far wrong if you stick with the basics you learned in Kindergarten.** This sounds simplistic, but the qualities we admire most when we see them in people in leadership positions, those are the very traits we work so hard to engender in our children. If you always behave so that you would not mind your **spouse, kids, or grandparents watching you, you're probably doing fine.** Avoid raising your voice (surprisingly, it can be much more effective at getting attention when lower it!) using harsh or derogatory language toward anyone (present or absent), or interrupting. You may not get as **much «airtime» in meetings at first, but what you do say will be** much more effective because it carries the weight of credibility and respectability.

Talk and visit with people. Don't differentiate by position or standing within the company. Secretaries and janitorial staff actually have tremendous power to help or hinder your career. Next time you need a document prepared or a conference room arranged for a presentation, watch **how many people are involved with that process (you'll probably be surprised!)** and make it a point to meet them and show your appreciation.

It's a good idea to remember what you can about people; and to be thoughtful. Send cards or letters for birthdays or congratulations of promotions or other events, send flowers for engagements, weddings or in condolence for the death of a loved one or family member. People will remember your kindness, probably much longer than you will!

Social rank or class is a cornerstone of social interaction in many cultures. The corporate climate in the United States is no exception. People **tend to feel uneasy until they've seen an «organizational chart»** or figured out who reports to whom. They feel that it is more important to show respect and practice etiquette around superiors than around peers or subordinates. The current social and economic climate is one of rapid advancement through technology, which make it very possible (and even likely) for a pesky salesman to become an important client, or an admin-

istrative assistant to become a manager. This can make things awkward if you treat people differently depending on their «corporate standing». If you show respect and courtesy to everyone, regardless of position or company, you avoid discomfort or damaging your chances in any unexpected turn of events. Having a consistent demeanor improves your credibility. Even the people at the top will begin to suspect your motives if you treat VIPs with impeccable courtesy and snap at counter clerks.

The only thing you owe your boss above and beyond what you owe peers and subordinates is more information. Unobtrusively be sure he or she **knows what you're doing, is alerted as early as possible to issues that** may arise, and is aware of outcomes and milestones. It goes without saying that you should speak well of your boss within and outside the company, and give him or her the benefit of the doubt.

alliance – союз, объединение

breach – нарушение

abrasive – резкий, грубый

behoove (behave BrE) – следовать, надлежать

caveat – предостережение

a faux pas – [fəʊ'pɑ:] (франц.) ложный шаг. A faux pas is when someone does something to create a socially embarrassing situation through words or behavior.

adhering to – придерживаться чего-либо

to engender – порождать, вызывать

spouse – супруг(а)

harsh – грубый

derogatory – нарушающий, унижительный

janitor – привратник, швейцар, уборщик, сторож

condolence – соболезнование

peer – равный

pesky – (разг.) надоедливый, докучливый

demeanor – поведение, манера вести себя

impeccable – безупречный

unobtrusive – ненавязчивый, скромный

EXERCISES

- I. Match the words from the text with their corresponding definitions.

- | | |
|---|--|
| 1. embarrass | a) something that is extremely important, on which everything else is based |
| 2. alliance | b) someone who has a lower position and less authority than someone else in an organization |
| 3. behave | c) feeling anxious, uncertain and uncomfortable |
| 4. caveat | d) without any faults and impossible to criticize (perfect) |
| 5. engender | e) someone who is the same age as you, or who has the same type of job, social class etc |
| 6. cornerstone | f) to make someone feel ashamed, nervous, or uncomfortable, especially in front of other people |
| 7. uneasy | g) it is right or necessary to do something |
| 8. impeccable | h) a statement or warning intended to prevent misunderstanding |
| 9. demeanour
(BrE), demeanor
(Am E) | i) someone who has a higher rank or position than you, especially in a job |
| 10. subordinate | j) a close agreement or connection made between countries, groups etc. for a shared purpose or for the protection of their interests |
| 11. superior | k) the way someone behaves, dresses, speaks etc that shows what their character is like |
| 12. peer | l) to be the cause of a situation or feeling |

II. Find the words/phrases in the text which follow the verbs below.

- | | |
|--------------|-----------------|
| 1. to feel | 2. to stick to |
| 3. to show | 4. to adhere to |
| 5. to cause | 6. to make |
| 7. to commit | 8. to practice |

III. Choose the synonyms from B of the words from A

- | | |
|---------------|--|
| 1. important | a) irritating in manner, unpleasant |
| 2. courteous | b) quiet, not very noticeable or easily seen |
| 3. thoughtful | c) amazing |
| 4. harsh | d) polite |
| 5. derogatory | e) perfect |
| 6. effective | f) insulting, offensive, humiliating |

- | | |
|-----------------|----------------------------------|
| 7. tremendous | g) considerate |
| 8. awkward | h) essential |
| 9. impeccable | i) producing, useful, practical |
| 10. unobtrusive | j) cruel, unpleasant |
| 11. abrasive | k) clumsy, having two left hands |

IV. Match the adjectives on the left with the nouns on the right to make a word combination. Consult the text.

- | | |
|----------------|------------------|
| 1. abrasive | a) power |
| 2. honest | b) climate |
| 3. valuable | c) salesman |
| 4. corporate | d) rank |
| 5. tremendous | e) behaviour |
| 6. harsh | f) courtesy |
| 7. social | g) advancement |
| 8. rapid | h) communication |
| 9. pesky | i) advantage |
| 10. impeccable | j) language |

V. Add prefixes to make negative words of the following.
Intentional, respectful, courteous, expected, obtrusive, comfort, written.

VI. Comment on the following.

1. Etiquette is about being comfortable around people and making them comfortable around you!
2. **People are a key factor in your own and your business' success.**

TEXT 3

Business meeting etiquette

Business etiquette is essentially about building relationships with colleagues, clients or customers. In the business world, it is these people that can influence your success or failure. Etiquette, and in particular business etiquette, is simply a means of maximizing your business potential by presenting yourself favorably.

Business meetings are one arena in which poor etiquette can have negative effects. By improving your business meeting etiquette you automatically improve your chances of success. Comfort, trust, attentive-

ness and clear communication are examples of the positive results of demonstrating good etiquette.

This text will focus on a few key examples of business meeting etiquette for both formal and informal business meetings. Although these are meant as guides to etiquette in the UK they are very much applicable to other nations too.

Informal Meetings

Informal meetings are generally more relaxed affairs and may not necessarily take place in the office or meeting room. Even so a sense of professionalism and good business etiquette are still required.

There are 7 points to consider with informal meetings:

- * Business etiquette demands that the person calling the meeting (henceforth 'the chair') should be the most senior or the one with the most direct or urgent interest in the topic at hand.

- * The chair should decide the time, place and agenda. These details should be confirmed with everyone to make sure all are in agreement and no inconvenience is caused.

- * The chair must make the purpose of the meeting clear to the attendees, how long it will last and what is expected of them, i.e. particular information or preparation of documents. Failing to relay the proper information is bad business etiquette as it could cause embarrassment.

- * Punctuality is a must. Keeping people waiting is considered the height of poor etiquette as it abuses their time.

- * The chair should strive to ensure the meeting stays within a set framework or agenda so that it is kept as short and effective as possible. He/she must keep circular disagreements and the like to a minimum.

- * The chair should (pre-)appoint someone to record the proceedings; documenting major decisions or action points. This can later be distributed to the attendees for reference.

- * If the results of the meeting have an effect on others who were not present it is considered proper business etiquette to inform them.

Formal Meetings

The business etiquette of formal meetings such as departmental meetings, management meetings, board meetings, negotiations and the like can be puzzling. Such meetings usually have a set format. For example, the chair may always be the same person, minutes, agendas or reports may be pre-distributed or voting may take place.

Here are 10 business etiquette guidelines that are applicable to any formal meeting:

- * Prepare well for the meeting as your contribution may be integral to the proceedings. If you are using statistics, reports or any other information make sure it has been handed out at least three days prior to the meeting.

- * Dress well and arrive in good time. Your professionalism is linked to both.

- * Always remember to switch off a mobile phone.

- * If there is an established seating pattern, accept it. If you are unsure, ask.

- * Acknowledge any introductions or opening remarks with a brief recognition of the chair and other participants.

- * When discussions are under way it is good business etiquette to allow more senior figures to contribute first.

- * Never interrupt anyone - even if you disagree strongly. Note what has been said and return to it later with the chair's permission.

- * When speaking, be brief and ensure what you say is relevant.

- * Always address the chair unless it is clear that others are not doing so.

- * It is a serious breach of business etiquette to divulge information to others about a meeting. What has been discussed should be considered as confidential.

The underlying principles of all the above business meeting etiquette pointers are good manners, courtesy and consideration. If these principles are adhered to the chances of offense and misunderstandings are greatly reduced.

to ensure – **обеспечивать, гарантировать**

to divulge – **разглашать (тайну)**

EXERCISES

I. Match the words from the text with their corresponding definitions

1. agenda a) to pass a message from one person or place to another

2. to be at hand b) to break a law, rule, or agreement

- | | |
|----------------|--|
| 3. to abuse | c) an official written record of what is said at a meeting and what decisions are taken there |
| 4. to relay | d) a list of the subjects to be dealt with or talked about at a meeting |
| 5. to strive | e) to give someone information that should be secret |
| 6. to ensure | f) to give something to each person in a group |
| 7. proceedings | g) near in the time or place |
| 8. minutes | h) deliberately use something for the wrong purpose or for your own advantage |
| 9. to hand out | i) to make certain that something will happen properly |
| 10. to divulge | j) to make a great effort to achieve something |
| 11. to breach | k) the official written records of business, activities etc. at the meetings of an association or club |

I. Find the words/phrases in the text which follow the verbs below.

- | | |
|----------------|----------------|
| 1. to build | 2. to maximize |
| 3. to present | 4. to decide |
| 5. to relay | 6. to abuse |
| 7. to confirm | 8. to record |
| 9. to disagree | 10. to divulge |
| 11. to reduce | |

II. Match the adjectives on the left with the nouns on the right to make a word combination. Consult the text.

- | | |
|---------------|------------------|
| 1. poor | a) principles |
| 2. negative | b) interest |
| 3. clear | c) effects |
| 4. positive | d) etiquette |
| 5. urgent | e) remarks |
| 6. opening | f) recognition |
| 7. brief | g) results |
| 8. underlying | h) communication |

III. Make all possible derivatives from the given words (nouns, verbs, adjectives, negative forms, etc.).

Improve, communication, informal, inconvenience, embarrassment, agreement, punctuality, height, effective, disagreement, applicable, contribution, professionalism, participant, discussion, permission, confidential, misunderstanding.

IV. Mark the sentences true (T) or false (F).

1. The person calling the meeting should be the one with no interest in the topic at hand.
2. A secretary should decide the time, place and agenda of the meeting.
3. Failing to relay the proper information couldn't cause embarrassment.
4. If you are using statistics, reports or any other information you can hand it out during the meeting.
5. When discussions are under way it is good business etiquette to allow more senior figures to contribute first.
6. Never interrupt anyone - even if you disagree strongly.

TEXT 4

Business lunch etiquette

Business lunches are very common in many countries and cultures. Food itself is one of the most visible manifestations of a culture and is something people are proud of and like to share with guests to their country. However, just as the food changes from culture to culture so does the intention and etiquette surrounding the lunch. In some cultures the business lunch is a time for chit-chat and building relationships, in others simply a fuel stop at which people continue to talk about business, **known as the «working lunch».**

For the international globe-trotter it is always beneficial to have an appreciation and understanding of a local culture and any etiquette or protocol. One area many people do not consider is the role of the business lunch and how different cultures approach them.

In order to introduce the idea of «doing lunch» across the globe we have picked out a few examples from some countries to highlight cultural differences in the approach and etiquette surrounding the business lunch.

The UK

Lunch is not a big affair in the UK and a lot of office workers will happily eat a sandwich at their desk. Business lunches however will take place at a restaurant or pub. The British like to keep personal life and business separate unless a good relationship has formed so discussions may very well be centered on business. When conversation strays to other topics it is usually about sports, politics and of course the weather!

Table manners demand a certain demeanour; one should always use a knife and fork, napkins if provided should be placed on the lap, ask to be passed dishes or condiments rather than lean over people and avoid speaking loudly.

Japan

Lunch is the main meal of the day in Japan so when doing business in the country bear in mind this is when people like to eat. Lunch in Japan can therefore consist of several courses.

While the majority of restaurants in Japan are equipped exclusively with Western style tables and chairs, restaurants with low traditional tables and the customers sitting on cushions on the floor are also common. Chopsticks have their own etiquette rules associated with them including; when you are not using your chopsticks and when you are finished eating, lay them down in front of you with the tip to left, do not stick chopsticks into your food and do not pass food with your chopsticks directly to somebody else's chopsticks. When drinking alcohol it is the correct etiquette to serve each other, rather than pouring the beverage into one's own glass.

Generally speaking conversation is quite subdued at Japanese lunches so do not feel as though it is incumbent on you to liven up the proceedings. Savour the food and follow the lead of your hosts.

The Middle East

Lunch is the time to enjoy good food and engage in some good conversation. Business should not generally be discussed as this is the time of day when people wind down due to the heat. The business lunch should be used as the time to forge good relationships so engage in plenty of chit-chat about current affairs, sports or ask questions about your host's country. Be sure not to ask political or religiously sensitive questions. Similarly asking in-depth questions about one's family is not done.

Traditionally meals are eaten on the floor. If this is the situation you find yourself in then try and sit with your legs crossed or leaning on one. Never sit with your feet stretched out. To eat the food simply scoop it into your right hand and pop it into the mouth. Never use your left hand for anything, whether eating or passing things to people.

- to stray – **отклониться от темы**
- condiment – **приправа**
- to subdue – **снижать, ослаблять**
- to liven up – **оживиться, развеселиться**
- to savour – **наслаждаться, смаковать**
- to forge – **выдумывать, изобретать**
- to scoop – **черпать, зачерпывать**

EXERCISES

- I. Match the words from the text with their corresponding definitions
- | | |
|--------------------|---|
| 1. beneficial | a) one of the two thin sticks that you use to eat food in many countries in Asia |
| 2. appreciation | b) below usual brightness, loudness, etc.; gentle |
| 3. to highlight | c) to develop something new |
| 4. condiment | d) a liquid for drinking, esp. one that is not water or medicine |
| 5. to bear in mind | e) to make a problem or subject easy to notice so that people pay attention to it |
| 6. chopstick | f) to become more exciting, or to make an event become more exciting |
| 7. beverage | g) a powder or liquid used to give a special taste to food |
| 8. to savour (BrE) | h) being the duty or responsibility (of someone) |
| 9. subdued | i) an understanding of the good qualities, importance or worth of something |
| 10. incumbent | j) to enjoy slowly and purposefully |
| 11. to liven up | k) producing favourable effects or useful results |
| 12. to forge | l) to remember to consider; to take account of |

II. Match the adjectives on the left with the nouns on the right to make a word combination. Consult the text.

- | | |
|----------------|----------------|
| 1. cultural | a) tables |
| 2. table | b) questions |
| 3. personal | c) meal |
| 4. main | d) life |
| 5. traditional | e) differences |
| 6. sensitive | f) manners |

III. Combine a verb on the left with a preposition on the right. Consult the text.

- | | |
|-------------------|----------|
| 1. proud | a) with |
| 2. share | b) of |
| 3. talk | c) over |
| 4. lean | d) about |
| 5. consist | e) with |
| 6. to be equipped | f) of |
| 7. associate | g) with |

IV. Working in small groups fill in the table using the information from the text.

Country	The main features of business lunch etiquette			
	Place	Table manners	Topics for conversation	Other features

TEXT 5

A World Guide to Good Manners.

How *not* to behave badly abroad

By Norman Ramshaw

Look at the title of the article. Do you think the article will be serious or light-hearted? Why?

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're German, they'll be bang on time. If they're American, they'll probably be 15 minutes early. If they're British, they'll be 15 minutes late, and you should allow up to an hour for the Italians.

When the European Community began to increase in size, several guidebooks appeared giving advice on international etiquette. At first many people thought this was a joke, especially the British, who seemed to assume that the widespread understanding of their language meant a corresponding understanding of English customs. Very soon they had to change their ideas, as they realized that they had a lot to learn about how to behave with their foreign business friends.

For example:

- 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 30 another, and they rarely drink at lunchtime.
- The Germans like to talk business before dinner; the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything.
- 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.
- American executives sometimes signal their feelings of **ease and importance in their offices by putting their «feet on the desk whilst on the telephone**. In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners. It is a social insult only exceeded by blowing your nose in public.

The Japanese have perhaps the strictest rules of social and so business behaviour. Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. The Japanese business card almost needs a rulebook of its own. You must exchange business cards immediately on meeting because it is 60 essential to establish everyone's status and position.

When it is handed to a person in a superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it in your pocket! Also the bow is a very important

part of greeting someone. You should not expect the Japanese to shake hands. 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 sometimes find it difficult to accept the more formal, is Japanese manners. They prefer to be casual and more informal, as illustrated by the universal 'Have a nice day!' American waiters have a **one-word imperative «Enjoy!»**. **The British, of course, 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**. **«Oh, really? You live in Ohio? I had an uncle who once worked there»**.

Here are some final tips for travelers.

- In France you shouldn't sit down in a cafe 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 feel 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 your 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.

Read the article again and answer the questions. Discuss the questions in pairs.

1. Which nationalities are the most and least punctual?
2. Why did the British think that everyone understood their customs?

3. Which nationalities do not like to eat and do business at the same time?

4. **«They (the French) have to be well fed and watered.»** What or who do you normally have to feed and water?

5. An American friend of yours is going to work in Japan. Give some advice about how he/she should and shouldn't behave.

6. Imagine you are at a party in (a) England; (b) America. How could you begin a conversation with a stranger? Continue the conversations with your partner.

7. Which nationalities have rules of behaviour about hands? What are the rules?

8. Why is it not a good idea to ...

... say that you absolutely love your Egyptian friend's vase.

... go to Russia if you don't drink alcohol.

... say **«Hi! See you later!»** when you're introduced to someone in Afghanistan.

... discuss politics with your American friend in a McDonald's.

Discussion

1. Do you agree with the saying **«When in Rome, do as the Romans do?»** Do you have a similar saying in your language?

2. What are the **«rules»** about greeting people in your country? When do you shake hands? When do you kiss? What about when you say goodbye?

3. Think of one or two examples of bad manners. For example, in Britain it is considered impolite to ask people how much they earn.

4. What advice would you give somebody coming to live and work in your country?

TEXT 6

Social etiquette in Australia

Australian rules of social etiquette are a little different from most countries around the world. The rules do not relate to how a fork should be held, or who should be served first at a dinner table. Instead, most of Australia's rules relate to expressing equality. Basically, as long as you

appreciate that Australians want to be treated as equal irrespective of their social, racial or financial background, anything is acceptable.

Displays of wealth may be seen as signs of superiority and frowned upon accordingly. Likewise, the acceptance of generosity may be seen as a sign of bludging or inferiority. Likewise, it may be frowned upon.

The relaxed attitude of Australians has been known to cause problems. Because Australians are difficult to offend, they are not sensitive to causing offence in others. To outsiders, Australians often appear very blunt and rude. They tend to call a spade a spade when perhaps more tact is required.

Furthermore, because Australians see people as equal, they frequently offend international visitors who feel a more respectful attitude is warranted. **Australians may refer to some foreigners as «mate» instead of** using more respectful titles such as your honour, sir, madam, mrs, mr, ms, lord, and your highness. Likewise, cricketer Dennis Lillee expressed his egalitarian sentiments when he greeted Queen Elizabeth using the words: **«G'day, how ya goin'?»**. **In Dennis' mind, he was just treating the** Queen as an equal. Afterall, it wasn't her fault that she couldn't play cricket. Nor was she responsible for her subjects being terrible cricket players. But to many English people, Lillee's expression of equality was the act of an upstart buffoon.

«Australia seems refreshingly free of class prejudice. Here people take you for what you are, and are less concerned with how you speak, what job you do, where you went to school etc. I enjoy meeting people **from many walks of life and treating each other as equals»,** says an English immigrant Paul Davies.

In myth, Australia is a country where people are assessed on the content of their character rather than the colour of their skin, economic background or job. For temporary periods of time, the myth becomes practice in various areas of Australian life. A salient example of the myth can be seen in Melbourne's Section 8 bar. Located in an alley in the middle of Melbourne's CBD, Section 8 uses packing crates as seats. The toilets are made out of shipping containers and the bar is just enclosed with a fence. Section 8 attracts rich businessmen, Japanese tourists, struggling artists and even homeless people. It is deliberately designed to be unpretentious. As a result, it attracts people from all walks of life that want to mingle with someone different from themselves.

Egalitarianism is also expressed with the male Australian accent. Around 20 per cent of Australian men speak with what is known as a broad accent. Speakers include actor Paul Hogan, who started life as a workman on the Sydney Harbour Bridge, and Kerry Packer, a late billionaire who started life with a silver spoon in his mouth.

It is rare for women to speak with the accent. For one reason or another, women who speak with the accent are ridiculed as being low class. The derogatory sentiments directed at such women represent an exception to Australia's egalitarian ideals.

The rounds at the pub

In Australia, the ritual of the round, known virtually to all adult members of society, has some parallel functions. It symbolise entry to a group (and, for that matter, makes pointed an exclusion). It binds a group together.

The social rules of the round or shout are perhaps the most important of all social rules that need to be mastered. A round is where one individual will pay for the drinks of the other members of the drinking party. Once the drinks have been drunk, another member of the drinking party will get the next round. Every member of the drinking party must buy the same number of rounds.

Like splitting the bill at a restaurant, there is no consideration given to each member's financial status, background or to their gender.

The round is one of the principle reasons why Australia has avoided the racial ghettos and race riots that are common in America and Britain. The custom allows an outsider to be inducted into the social group and treated as if they are of equal status. It also allows individuals to demonstrate that are trustworthy characters who do not consider themselves to be superior. The round is central to affirming Australia's egalitarian sensibilities. In a way, it creates a kind of psychological round table that would have made King Arthur proud.

The round is also a reason why non-sexual relationships between men and women are very common in Australia. A lone woman can go out drinking with men and provided she buys her round, she will be treated as one of the boys. In other cultures around the world, if a woman goes out drinking with men, she will generally be seen as a slut. Men are always thinking of her gender because they know they have to pay for her.

The rounds are not always followed in night-clubs. This can be attributed to the diverse drinks bought, different motivations, interference of drugs, and the different character of person who frequents such establishments.

Splitting the bill at a restaurant

In most Asian countries, if a group of friends go out for dinner, the wealthiest member of a dining party may offer to pay for the entire meal. Furthermore, if a man and woman go to dinner, irrespective of whether they are friends or lovers, the man will usually pay. This is not the case in Australia. If a group of friends go to a restaurant, the bill will be split amongst all the diners. It is unlikely that one individual will feel an obligation to pay for others. Nor do any of the other members of the dining party want to be paid for. To accept the generosity may evoke feelings of shame that one is a bludger.

*In business, these rules are bent a little as a bill may be picked up as **a way of fostering «good relations».**

Tipping

Tipping is optional in Australia. In restaurants, a tip is only left if above average service has been delivered. Taxi drivers are usually only tipped if they initiate a good conversation and don't rip off their customers. (When getting into a taxi, sitting in the front seat is the etiquette. The back seat feels too much like one is being chauffeured and it is difficult to have a conversation.) Bar staff are not usually tipped unless a customer has thoughts of seducing them. Even if the staff are not tipped, they will continue to serve you on your subsequent visits. No grudge is held against those who don't tip.

Honesty

It may seem strange for a society that came from Convicts, but Australians value honesty. It is acceptable to be dishonest to pull someone's leg or play a joke, but on serious issues, honesty is the best policy. This is reflected in the creation of sayings such as: «poor but honest», «fair dinkum», «honesty of substance», «having an honest crack».

It is also reflected in the dislike of «the big end of town» which is often seen to be corrupt. When such perceptions are revealed to be true, Australians vilify the fallen millionaire (or politician) like no other nationality around the world. They become a bit like a pack of dogs tearing apart a carcass.

Many Australians are quite cynical and almost seem to presume strangers to be guilty until they prove themselves otherwise. Perhaps this is why buying your round at the pub is such an important thing to do. It shows that you are not out for all you can get.

Aside from being distrustful of individuals, Australians may be distrustful of spin doctoring. As the myriad of failed media, political and marketing campaigns show, Australians are quite sensitive to any cues that indicate everything is not above board. If they are suspicious, they tend to reject it.

Seek and express empathy, not sympathy

In America, people feel no shame when talking about the fact they are seeing a counsellor or psychiatrist. Oddly, revealing one's emotional distress almost seems to be a status symbol. In Australia, an ethic of «no worries» reins. Irrespective of whether they have just lost two legs in a car accident or their business has just collapsed, Australians try to maintain a facade of cheerfulness. If you feel the need to talk about your problems, it is more polite to try to turn the problem into a funny story.

The reasons for no worries mantra is best understood by appreciating that Australia was built by victims. The first of these victims were Convicts who over an 80 year period, suffered some of the worst human rights violations the world has ever seen. After World War II, Australia became a new home for war, political and economic refugees.

If you consider yourself to be a victim, bear in mind that Australia is a country where respect is given to underdogs who stand up for themselves. The victim that doesn't stand up for themselves, or needs someone else to fight for their cause, will gain no respect.

frown – хмурить брови, смотреть неодобрительно

blunt – грубоватый, резкий

egalitarian – эгалитарный, равный

salient – бросающийся в глаза, равный

pretentious – много о себе возомнивший, показной

people from all walks of life – люди всех слоев общества

to be born with a silver spoon in his mouth – родиться в сорочке

round – очередная порция

induct – вводить

slut – развязная девушка

bigot – изувер, фанатик
 foster – благоприятствовать, поощрять
 seduce – соблазнять
 subsequent – последующий
 grudge – недовольство
 to pull someone's leg – морочить, одурачивать
 vilify – чернить кого-либо
 myriad – несметное число
 empathy – сочувствие, переживание
 facade – наружность, фасад, внешняя сторона

EXERCISES

I. Find the Russian equivalents to the following words and phrases:

1. people from all walks of life;
2. to be born with a silver spoon in one's mouth;
3. underdog;
4. the big end of a town;
5. to have an honest crack;
6. to be inducted into a group.

II. Match the words from the text with their corresponding definitions

- | | |
|----------------|---|
| 1. buffoon | a) to declare |
| 2. egalitarian | b) a very stupid person, esp. one who is rough and noisy |
| 3. to ridicule | c) a very funny and successful occasion or person |
| 4. to bind | d) to disregard or act against |
| 5. a riot | e) speaking roughly and sharply |
| 6. to affirm | f) a great and varied number |
| 7. an offence | g) to tie together |
| 8. myriad | h) to laugh unkindly at smb. |
| 9. to vilify | i) cause for hurt feelings |
| 10. blunt | j) having or showing the belief that all people are equal and have equal rights |
| 11. to violate | k) to say bad things in order to influence others unfavorably |

III. Mark the sentences true (T) or false (F). Explain your choice.

1. Women in Australia rarely speak with the accent.
2. Australians frequently offend foreigners as they see people as equal.
3. The round in a pub helps people to be inducted into a social group.
4. It is necessary to leave a tip in Australia.
5. As a society that came from convicts, Australians do not value honesty.
6. Australians are usually distrustful to spin doctoring.

TEXT 7

Russia in the eyes of foreigners

The People

Russia has had a long history of totalitarianism, which has resulted in a rather fatalistic approach to living. The desire to work individually under personal initiative was suppressed by the Czarist and Communist states. With the advent of perestroika (restructuring), the Soviet/Communist value system has been scrapped, but the pace of reform has been slow and many are finding it very difficult to adapt to the Western values of individualism and profit maximization. Older Russians are generally quite pessimistic and don't have much faith in a better life in the future. Younger urban Russians have adopted a more Western outlook on life.

Meeting and Greeting

- Initial greetings may come across as cool. Do not expect friendly smiles.
- A handshake is always appropriate (but not obligatory) when greeting or leaving, regardless of the relationship. Remove your gloves before shaking hands. Don't shake hands over a threshold (Russian folk belief holds that this action will lead to an argument).

Body Language

- Russians are a very demonstrative people, and public physical contact is common. Hugs, backslapping, kisses on the cheeks and other expansive gestures are common among friends or acquaintances.

es

and

between members of the same sex.

- Russians stand close when talking.
- Putting your thumb through your index and middle fingers

gers

or

making the «OK» sign are considered very rude gestures in Russia.

Corporate Culture

- Russians appreciate punctuality. Business meetings generally

begin on time.

- Under Communism there were no incentives for bureaucrats to perform well or to even be pleasant toward clients; this **meant that the usual answer to any question was «No». This practice is still found in Russian society today, but «No» is usually not the final word on an issue.** One has to bargain and be persistent to get what he or she wants.

- Business cards are handed out liberally in Russia and are always exchanged at business meetings. The ceremony of presenting and receiving business cards is important. Don't treat it lightly.

- Representatives of the Russian company or government body are usually seated on one side of a table at meetings with guests on the other side.

- Your company should be represented by a specialized team of experts. Presentations should be thoroughly prepared, **detailed, factual and short on «salesmanship».**

- Russians usually negotiate technical issues very competently, directly and clearly but, being newcomers to capitalism, often do not fully understand Western business practices and objectives. You may have to explain the reasoning behind some of your demands.

- Russians find it difficult to admit mistakes, especially publicly. They also find it difficult to risk offending someone by making requests or assertions.

- Trying to do business in Russia over the telephone is generally ineffective.

- Personal relationships play a crucial role in Russian business.
- Business negotiations in Russia are lengthy and may test your patience. Plan to be in for the long haul.
- No agreement is final until a contract has been signed.

Dining and Entertainment

- When dining in a restaurant, arrive on time.
- Russians are great hosts and love entertaining guests in their homes. They will often put more food on the table than can be eaten to indicate there is an abundance of food (whether there is or not). Guests who leave food on their plates honor their host. It means they have eaten well.
- If you're invited for dinner, don't make other plans for later in the evening. You are expected to spend time socializing after the meal.
- An invitation to a Russian dacha (country home) is a great honor.
- Do not turn down offers of food or drink. Given Russian hospitality, this can be difficult, but to decline such offers is considered rude.
- At formal functions, guests do not usually start eating until the host has begun. At such functions, no one should leave until the guest of honor has left. If you are the guest of honor, do not stay too late.
- Know your limits when drinking alcohol in Russia. Drinking is often an all-or-nothing affair – moderation is not understood.
- Toasts, which are sometimes lengthy and occasionally humorous, are common. The host starts and the guests reply. Do not drink until the first toast has been offered.
- After a toast, most Russians like to clink their glasses together. Do not do so if you are drinking something non-alcoholic.

Dress

- **A «serious» businessperson is expected to look formal and conservative.** Wearing very light or bright colors might make you appear lazy or unreliable to a Russian.

- Men should wear suits and ties. Women should wear suits and dresses.

Gifts

- A small business gift is always appropriate, but its value should correspond to the rank of the Russian businessperson with whom you are meeting.
- As a general rule, do not give items that are now easily obtainable in Russia.
- Bring a gift for the hostess when visiting a Russian home. A small gift for a Russian child is always appropriate (and appreciated).

Helpful Hints

- Russians are very proud of their culture and enjoy opportunities to talk about their music, art, literature and dance. Knowledge about art, music and some Russian history is appreciated.
- Learn Russian! Learning the language is of incalculable value, and is the best way to win friends for yourself, your company and your country. If that simply isn't possible, try to learn at least a few phrases in Russian. It doesn't have to be perfect; Russians greatly appreciate any attempt by foreigners to speak their language.
- **Never refer to a Russian as «Comrade.»**
- Do not expect to find smoke-free areas anywhere. A standard joke among foreign businesspeople in Russia is that **Russian buildings have two sections: «smoking» and «chain-smoking».**

Especially for Women

- Women are initially regarded with skepticism and may have to prove themselves. Before you visit, have a mutually respected colleague send a letter introducing you. Your business cards should clearly state your title and academic degree. If you establish your position and ability immediately, you will encounter far fewer problems.
- Be feminine. Allow men to open doors, light cigarettes, etc. Even if you think such customs are antiquated or silly, respect the cultural background of your Russian colleagues.

- Foreign businesswomen can use their femininity to their advantage. For fear of not appearing a gentleman, many Russian businessmen may allow foreign businesswomen to get away with some things (requests for meetings, favors, etc.) that foreign businessmen aren't allowed.
- A woman can invite a Russian businessman to lunch and pay the bill, although it might be interpreted by some men as an invitation to flirt.

suppress – **подавлять, сдерживать**

scrap – **отдавать на слом, выбрасывать за ненадобностью**

threshold – **порог**

assertion – **утверждение**

EXERCISES

I. Explain the meaning of the following words:

1. approach
2. value (n,v)
3. to bargain
4. an assertion
5. a host
6. to obtain

II. Insert prepositions where necessary.

1. **It's impossible to shake hands ... a threshold.**
2. **Business cards are handed ... liberally and are always exchanged ... business meetings.**
3. **Trying to do business in Russia ... the phone is rather difficult.**
4. **If you're invited ... dinner, arrive ... time.**
5. **It's appreciated to bring a gift ... the hostess and children.**

III. Do you agree with the author of the text. Why? Air your views. Make a short presentation of the country using the facts given in the text and your own experience.

TEXT 8

The art of etiquette: A bluffer's guide to being posh

Andy McSmith

If Kate Middleton was feeling miserable yesterday, it is nothing to what her poor mother must have been going through. Carole Middleton once had a future as the nation's top mother-in-law. Now, she is being reviled as number one embarrassing mum.

Mrs Middleton, a descendant of generations of Durham coal miners, is a former airline stewardess who carved out a social position for herself through the old middle-class values of hard work and self-reliance, combined with a modern use of the internet. Her husband was a former pilot. Their mail order business, selling props for children's parties, allowed them to live in a five-bedroom detached house in Newbury and send their children to Marlborough, one of England's most expensive schools.

But no one taught Carole Middleton how to behave in the presence of people too posh ever to have needed to work. She did not hit it off with **the young aristocrats who hang out with Prince William. «She is pushy, rather twee and incredibly middle class», a «royal insider» was quoted as saying in yesterday's Daily Mirror.**

Given the astonishing attention paid to Prince William's love life, poor Mrs Middleton's fame as the socially disastrous mother has spread from Japan to the west coast of the USA. The Hungarian press, for instance, was explaining yesterday to its readers about the social blunders of **«Mindemellet Carole Middleton»**

The question of how to behave in front of aristocracy has plagued the socially ambitious for centuries, and not only in this country. It fascinated French writers such as Marcel Proust, long after the guillotine had knocked some of the arrogance out of France's leading families. The behaviour of the old Russian aristocracy was meticulously chronicled by Tolstoy and Chekhov. But no one has been more fascinated by the subjects of class and breeding than the English.

Fifty years ago, Nancy Mitford, one of Lord Redesdale's five extraordinary daughters, compiled a spoof guide that taught the bourgeoisie how to distinguish **«U» from «non-U» behaviour. She did not expect** that, in the age of socialism, anyone would take the joke seriously but the book was a runaway best-seller, devoured by upwardly mobile middle

class couples who wanted to copy aristocratic behaviour without appearing pretentious.

Clearly, a new authoritative handbook is needed, if only for the instruction of the mothers of Prince William's future lady friends. Meanwhile, here is a brief cut-out-and-keep guide to «How To Be Posh».

Gestures

In Marcel Proust's novel about the habits of the French aristocracy, there is a long passage explaining how the narrator, as a young man, enhanced his social status in the eyes of a duke. The duke spotted him in the crowd and waved to him like an old friend. Young Marcel was smart enough to reply with a deep bow. Through these bodily gestures, you can demonstrate whether you are or are not able to move in the best circles.

Mrs Middleton's first and perhaps greatest faux pas was committed during Prince William's passing-out parade at Sandhurst. In the presence of The Queen, Prince Philip and the Prince of Wales, Mrs Middleton chewed gum. And chewed gum. And chewed gum. This is not quite as crass as the behaviour of the late Robert Maxwell, who put his arm around the Queen, but Maxwell was not trying to hitch his daughter to the second in line to the throne.

Do not try to shake hands with the Queen. Even if she offers, Tatler's advice is «**you may not shake the Queen's hand, only touch it briefly**». Do not turn your back on her. Bow from the neck or chest if you are a man, and if you are female, a little bob will do.

Dress

Being smart is not necessarily about wearing the most expensive clothes. One Friday in the Commons, Tim Sainsbury, a Tory MP whose family founded the supermarket chain, met Nicholas Soames, descendant of the dukes of Marlborough, who was kitted out in his hunting gear. «**Going rat catching, Nick?**», Sainsbury asked, surprised. Soames replied: «**Fuck off, you grocer: you don't tell a gentleman how to dress on a Friday**».

A gentleman wears a morning coat only at weddings, formal funerals, the Royal Ascot and the Derby. Those are also when ladies can parade their best hats. A man should always remove his hat when talking to a lady. Do not wear gloves in the presence of royalty.

Language

The thesis underlying Bernard Shaw's play *Pygmalion* and the musical *My Fair Lady* was that a flower seller could pass herself off as an aristocrat if she only learnt to speak the part. That is not just a matter of accent but it is also about choice of words. The commonest trap is to choose a posh sounding word, which actually is a giveaway. **Mrs Middleton's crimes included using «toilet» and «pardon». You can say «lavatory» or «loo» or even 'bog', but not «toilet». And if you want someone to repeat what they have said, say so.** Other words proscribed in Nancy Mitford's famous guide include mirror, settee, serviette and notepaper, which should be looking glass, sofa, napkin, and writing paper.

At table

Nowadays, it is thought smart to be at - or host - a **«dinner party»**, although among the upper classes it was traditionally called supper. The meal in the middle of the day is never dinner; it is lunch. The final course is not dessert, but pudding. It is not necessary to seat your guests on new furniture or serve them with new cutlery. The best families do not buy these items, they inherit them. Hence the insult directed at the self-made millionaire Michael Heseltine by a Tory from an old family, which Alan Clark recorded in his diary, that Heseltine **«bought his own furniture»**.

If you are a guest, you should wait until the host starts eating before you do. Should you be having a meal with the Queen, when she stops eating, so should you. When she enters the room, you stand. When eating a roll, you should break off a piece and butter it rather than butter all the roll.

Conversation

In *My Fair Lady*, Eliza Doolittle is told never to talk about anything **but the weather, nor say anything else except «How do you do?»** The funniest scene is when she forgets and describes slum life in a cut-glass accent. Obviously, you can go beyond the weather in real life, but remember that people who have inherited so much money that they have never needed to work may not want to hear about the jobs you have done. Prince **William's friends would whisper «doors to manual»** when Mrs Middleton was mentioned in conversation, a contemptuous reference to her former life as a stewardess. Nicholas Soames, MP, grandson of Winston Churchill and friend of Prince Charles, liked to shout **«Make mine a gin on the rocks, Giovanni»** at John Prescott, who started out as a ship's waiter. On the other hand, do not underestimate upper-class po-

liteness. There is a story, possibly an urban myth, about a visiting head of state who was travelling through London in an open carriage with the Queen, when one of the horses broke wind. Her Majesty, naturally, apologised, whereupon the bemused president is supposed to have replied: «Madam, I thought it was the horse».

Forms of Address

Mrs Middleton's other famous error was saying «Pleased to meet you» when she met the Queen. It is to be assumed that everyone who meets the Queen is pleased. The first time you meet the Queen, call her «Your Majesty». After that, say «Ma'am». Years ago, a photographer asked the Princess Royal «Can you turn this way, my love?», to which the Princess replied: «I'm not your love, I'm Your Royal Highness.» That is how you address other members of the Royal Family. A duke is «Your Grace», or «My Lord Duke», but never «My Lord». If someone is The Honourable, it means he or she is the younger son of an earl, or the child or daughter-in-law of a viscount or baron. Do not use the title in speech, only in writing.

bluffer – обманщик

posh – (разг.) шикарный

meticulously – тщательно, скрупулезно

spoof – (разг.) пародия, мистификация

devour – поглощать

crass – грубый

to hitch – продвигать

to proscribe – изгонять

slum – трущоба

bemused – ошеломленный, смущенный

EXERCISES

- Match the words from the text with their corresponding definitions
1. posh a) a difficult or dangerous position in which one is caught by deception or carelessness;
2. to hang out b) to live or spend a lot of time in a particular place;
3. to plague c) to increase in strength or amount

- | | |
|------------------|---|
| 4. a spoof | d) fashionable, splendid, expensive |
| 5. to enhance | e) to believe to be true without actually having proof that it is so |
| 6. a trap | f) a city area of poor living conditions |
| 7. to assume | g) a funny untrue copy or description |
| 8. a slum | h) a social mistake in words of behavior |
| 9. faux pas | i) showing great stupidity and a complete lack of feeling or respect for others |
| 10. crass | j) to cause continual discomfort, suffering |
| 11. to embarrass | k) to cause to feel anxious and uncomfortable |

II. Find synonyms to the following words. Write 5 sentences.

Miserable, to go through, embarrass, urban, smart, giveaway, crass, bemused, meticulously, to hit it off.

III. Fill in the gaps to make the sentences complete.

1. **They normally ... in the pub.**
2. **She ... a career for herself as a comic actress.**
3. **They ... with boots and trousers for skiing.**
4. **The country ... too many wars.**
5. **She ... as an experienced doctor.**
6. **How can you ... on people in need?**
7. **I admire the way she's still so cheerful after all she**

Reference words: to go through, to kit out, to hang out, to carve out, to pass oneself off, to turn one's back.

IV. Comment on the following.

1. Being smart is not necessarily about wearing the most expensive clothes.
2. The question of how to behave in front of aristocracy has plagued the socially ambitious for centuries.
3. Through the bodily gestures, you can demonstrate whether you are or are not able to move in the best circles.

Read the text and guess the last line of this story?

A faux pas is when someone does something to create a socially embarrassing situation through words or behavior. For example, if at a party I innocently offered an alcoholic drink to a Muslim, or pork to a Jew, this would be considered a faux pas, a gaffe, a blunder, or more idiomatically, **you would say that «I had dropped a brick»**. **Most of us have** dropped bricks at some time in our lives.

The well-known British conductor Malcolm Sargent once took his leading soloist to the Royal Box during the interval of a concert and said, **«Your Majesty, may I introduce Sergio Poliakoff? Sergio, meet the king of Norway»**. **The distinguished figure shifted uncomfortably, then said «Sweden»**.

The world-famous American conductor, Andre Previn, recalls one horrendous a faux pas he made while he was the resident conductor of the London Symphony Orchestra. It was Andre's custom to unwind and relax in the bar of a nearby hotel after rehearsals and performances. He often spent his time talking to guest musicians. The bar was also a perfect setting for aspiring young musicians and composers to seek him out to make themselves known and perhaps get that lucky break which would propel them into the limelight.

One evening Andre was sitting in the bar of the Westbury Hotel when he recognized a young American composer coming into the hotel. The American looked a little lost as his eyes searched the room for a friendly face. Andre raised a hand and beckoned him over. He invited him to join him for a drink and conversation inevitably to music and to the young composer's work which Andre very much admired.

The young composer made polite enquiries about the forthcoming concert by the London Symphony Orchestra. Wishing to be complementary to his host, he said, **«I heard your orchestra a few nights ago. It sounded absolutely marvelous»**. **«Exactly which night was that?»**, inquired Andre. **«It was the night that Beethoven's Sixth was played in the first half»**.

Andre thanked the young composer for his gracious comments but then he had a sudden recollection of that night.

«Oh God», Andre groaned. **«That was the night Pollini was supposed to play the Fourth Piano Concerto in the second half. Unfortunately he cancelled at a short notice and we were stuck with one of those last-**

minute substitutions. She turned out to be a really appalling, third-rate pianist. I'm really sorry you had to **suffer through that**».

The young composer was silent for a few moments. He gave Andre a **long and thoughtful look**. Then he said, «...».

gaffe – оплошность, ошибка, ложный шаг

blunder – ошибка, промах

to drop a brick – сделать ляпсус

horrendous – устрашающий

to unwind – (разг.) отдохнуть, расслабиться

aspiring – стремящийся

to seek out – искать, домогаться (чего-либо общества)

to propel somebody into the limelight – продвигать кого-либо в
центр внимания

to beckon somebody over – манить, кивать

inevitably – неизбежно

at a short notice – без предупреждения

appalling – ужасный

EXERCISES

I. Explain the meaning of the following words.

faux pas

conductor

horrendous

to aspire

to propel

forthcoming

to recollect

to turn out

gracious

to beckon

II. Match the words on the left with that on the right to make a word combination. Consult the text.

1. embarrassing

2. to drop

3. a distinguished

4. to aspire

5. to propel into

6. a forthcoming

7. gracious

a) figure

b) the limelight

c) situation

d) a brick

e) pianist

f) substitution

g) at a short notice

- 8. to cancel
- 9. lastminute
- 10. third-rate

- h) concert
- i) comments
- j) musician

- III. Write 10 sentences with word combinations from exercise 2.
- IV. Role play different endings of the story.

TOPICS FOR DISCUSSION

These are great quotes to inspire, empower and motivate you to live the life of your dreams and become the person you've always wanted to be! Read the following quotations and share your opinion with the groupmates.

- Manners are of more importance than laws. Manners are what vex or soothe, corrupt or purify, exalt or debase, barbarize or refine us, by a constant, steady, uniform, insensible operation, like that of the air we breathe in. (Edmund Burke)
- It's nice to be important, but it's more important to be nice. (John Cassis)
- Prepare yourself for the world, as the athletes used to do for their exercise; oil your mind and your manners, to give them the necessary suppleness and flexibility; strength alone will not do. (Lord Chesterfield)
- Etiquette means behaving yourself a little better than is absolutely essential. (Will Cuppy)
- If a man has good manners and is not afraid of other people he will get by, even if he is stupid. (David Eccles)
- Manners are the happy way of doing things; each once a stroke of genius or of love --now repeated and hardened into usage. They form at last a rich varnish, with which the routine of life is washed, and its details adorned. If they are superficial, so are the dewdrops which give such depth to the morning meadows. (Ralph Waldo Emerson)
- Parents are usually more careful to bestow knowledge on their children rather than virtue, the art of speaking well rather than doing well; but their manners should be of the greatest concern. (R. Buckminster Fuller)

- A traveler of taste will notice that the wise are polite all over the world, but the fool only at home. (Oliver Goldsmith)
- Manners easily and rapidly mature into morals. (Horace Mann)
- Manhood is melted into courtesies, valor into compliment, and men are only turned into tongue, and trim ones, too. (William Shakespeare)
- He is the very pineapple of politeness! (Richard Brinsley Sheridan)
- Manners are like the shadows of virtues, they are the momentary display of those qualities which our fellow creatures love and respect. (Sydney Smith)
- Manners are happy ways of doing things. (Source Unknown)
- We cannot always oblige; but we can always speak obligingly. (Voltaire)
- Courtesy is the one coin you can never have too much of or be stingy with. (John Wanamaker)

PART 2. TESTS ON BUSINESS ETIQUETTE

TEST 1. Questions and answers

1. What is the proper time to arrive for an appointment?
2. Is it impolite to ask an executive of a company for payment of outstanding invoices?
3. Can I exchange business cards while dining?
4. What is the proper way to display flags?
5. How should I exchange gifts with my fellow coworkers at the office during the holiday season?
6. Can I hold a drink when in a receiving line?
7. How can I get more privacy in my cubicle without being rude to my coworkers?
8. How much perfume/cologne is acceptable to wear at work?
9. What is the best way to utilize a home-office (SOHO) telephone system?

TEST 2. Questions and answers

1. Is the following a proper introduction?

«I would like you to meet my boss, Mr. Strong. Mr. Strong, this is Ms. Young, our new client»?

2. When shaking hands, should a man wait for a woman to extend her hand first or should he extend his hand without waiting?

3. When entering a room, who enters first the host or the visitor?

4. If you have not been introduced, do you introduce yourself?

5. If you have forgotten someone's name, is it okay to approach them, start talking and not ask?

6. Is holding private conversations in office bathrooms, elevators and other public spaces while at work okay?

7. Person to person conversations are conveyed in three ways, vocal, visual and verbal, according to professor of psychology Albert Mehrabian of UCLA. Which of the three elements has the greatest impact?

8. When communicating in a business environment, should you stand 1.5 feet, 3 feet, or 6 feet apart?

9. Do you tell a business associate that their zipper is open?

10. Here's a good one...who pays for the lunch, the host or the invitee?

11. Should you announce all present when using a speaker phone before a conversation begins?

12. Is it important to change your voice mail message to advise callers that you will be out of the office?

13. Should confidential information and large attachments be sent via e-mail?

14. Should you call out comments while overhearing a conversation?

15. Should cell phones be turned off during a meeting even if you are expecting a call?

TEST 3. What is your Etiquette IQ?

1. How would you eat corn on the cob at a formal dinner?

a) Carefully pick up with two hands and eat from left to right.

b) Cut kernels from cob and eat with a knife and fork.

c) Don't worry about it. Corn on the cob is never served at formal dinners.

d) Butter the corn liberally, eat with relish and lick your fingers when done.

2. When walking through the outside door leading to the mall, who holds the door for whom?

- a) A young man holds the door for an older woman.
- b) A young woman holds the door for an older man.
- c) Whoever goes in first holds the door.
- d) All of the above.

3. You receive a cell phone call while you're in an important meeting. What do you do?

- a) Answer it and excuse yourself to have the conversation in the hall.
- b) Let it ring until it stops.
- c) Answer the phone and turn your back for conversation privacy.
- d) Turn off the phone before the meeting and check for messages when the meeting is over.

4. There are unusual utensils at your place setting. What do you do?

- a) Discreetly ask your neighbor what they are for.
- b) Observe which utensils others are using and follow his or her example.
- c) Guess which to use and hope for the best.
- d) Ignore the questionable utensils and eat the way you are comfortable.

5. Where do you place your purse while dining at a restaurant?

- a) On the table to the right of your place setting.
- b) Hanging over the back or arm of your chair.
- c) On the floor.
- d) On your lap or between your back and the chair.

6. A customer walks into your office. How do you greet her/him?

- a) Stand up, step from behind the desk, greet the person, shake hands, introduce yourself and offer them a seat.
- b) Smile warmly and gesture for them to sit.
- c) Wrap up the telephone call you were involved in and greet them when you hang up.
- d) Greet them and wait for them to be seated before asking them how you can help them.

7. What is the difference between the American and Continental styles of dining?

- a) Continental is used only at French restaurants.
- b) Place settings are different for American style eating.
- c) Continental requires use of both left and right hands simultaneously to manipulate food.
- d) Once you pick up your silverware you never put it down in the Continental style.

8. What is the best way to dress for a job interview?

- a) Wear what you wear to the mall.
- b) Expose all tattoos and piercings so the prospective employer will know what they can expect to see each day.
- c) Wear conservative, business style clothes so the interviewer can pay attention to what you are saying, not what you are wearing.
- d) Dress in the latest fashions so everyone will know how cool you are.

9. What is the maximum appropriate number of people in a receiving line?

- a) As many as there are.
- b) No more than six.
- c) Twelve.
- d) Two.

10. Why are small bites of food better to take than large ones?

- a) It is better for the digestion.
- b) So that you can respond when spoken to.
- c) So there is less chance to lose your food on its way to your mouth.
- d) All of the above.

TEST 4. What Is Your Business Etiquette?

Instructions

Business etiquette is one component of communication competence. Test your business etiquette by answering the following questions. After

circling your response for each item, calculate your score. Use the norms at the end of the test to interpret your results. Good luck!

1. **The following is an example of a proper introduction: “Ms Boss, I’d like you to meet our client, Mr. Smith.”**

True

False

2. **If someone forgets to introduce you, you shouldn’t introduce yourself; you should just let the conversation continue.**

True

False

3. **If you forget someone’s name, you should keep talking and hope no one will notice. This way you don’t embarrass yourself or the person you are talking to.**

True

False

4. **When shaking hands, a man should wait for a woman to extend her hand.**

True

False

5. **Who goes through a revolving door first?**

a. Host

b. Visitor

6. **It is all right to hold private conversations, either in person or on a cell phone in office bathrooms, elevators, and other public spaces.**

True

False

7. **When two US businesspeople are talking to one another, the space between them should be approximately**

a. 1.5 feet

b. 3 feet

c. 7 feet

8. **Business casual attire requires socks for men and hose for women.**

True

False

9. **To signal that you do not want a glass of wine, you should turn your wine glass upside down.**

True

False

10. **If a call is disconnected, it’s the caller’s responsibility to redial.**

True

False

11. **When using a speakerphone, you should tell the caller if there is anyone else in the room.**

True

False

12. **You should change your voicemail message if you are going to be out of the office.**

True

False

a. Telling him that your back has been hurting you and you have a cold

b. Saying «Fine, thanks»

c. Explaining that you are tired and stressed out in your job

2. A co-worker comes to your office to introduce you to a friend of his. You:

a. Smile and nod

b. You stand up, establish eye contact, smile and shake his hand

c. Wave and tell him how happy you are to meet him

d. Give him a «high five»

3. You have a meeting with a colleague from a different department scheduled for 9:00am. You've spoken to the receptionist and you have been waiting outside the colleague's office for a while and it is now 9:05. You want to make sure the person knows you're there. You:

a. Peek your head in the doorway and say «Excuse me»

b. Stand near the door where your colleague will see you

c. Continue to sit and wait

d. Enter the office confidently, introduce yourself and remind them you have a 9:00 am meeting.

4. After a meeting with a contact, in order to express your thanks, it is appropriate to:

a. Send him/her a small box of chocolates with a note

b. Drop by the office and give him/her a hot cup of coffee

c. Send a dozen red roses to his/her home

d. Send a thank you letter

5. When meeting a contact of the opposite sex the man should wait for the woman to initiate the handshake.

a. True

b. False

6. When breaking the ice with a contact at the beginning of a meeting it is appropriate to discuss such things as the weather, politics and traffic.

a. True

b. False

7. When corresponding with a business contact by email you should:
a. Be as formal as if you were writing an actual letter on paper
b. Be a little more informal to appear up-to-date with technology and the trend towards a relaxed work atmosphere.

8. It is acceptable to leave on your personal cellular phone during of-
fice hours and answer it when it rings.
a. True
b. False

9. A co-worker shares office gossip/rumors with you. You:
a. Thank him for telling you and pass the stories on
b. Check out the facts with other employees
c. Politely listen and keep the information to yourself.

TEST 7. Business Etiquette Quiz

1. Your boss, Ms. Alpha, enters the room when you're meeting with **an important client, Mr. Beta. You rise and say «Ms. Alpha, I'd like you to meet Mr. Beta, our client from San Diego.»** Is this introduction correct?

a. Yes
b. No

2. At a social function, you meet the CEO of an important Japanese corporation. After a brief chat, you give him your business card. Is this correct?

a. Yes
b. No

3. You're entering a cab with an important client. You position yourself so the client is seated curbside. Is this correct?

a. Yes
b. No

4. You're hosting a dinner at a restaurant. You've pre-ordered for everyone and indicated where they should sit. Are you correct?

a. Yes
b. No

5. A toast has been proposed in your **honor. You say «thank you»** and take a sip of your drink. Are you correct?

a. Yes
b. No

6. You're in a restaurant and a thin soup is served in a cup with no handles. To eat it you should:

- a. pick it up and drink it
- b. use the spoon provided
- c. eat half of it with a spoon and drink the remainder

7. You're at a dinner and champagne is served with the dessert. You simply can't drink champagne yet know the host will be offering a toast. Do you:

- a. **tell the waiter «no champagne»**
- b. turn over your glass
- c. ask the waiter to pour water into your champagne glass instead
- d. say nothing and allow the champagne to be poured

8. You're at a table in a restaurant for a business dinner. Midway through the meal, you're called to the telephone. What do you do with your napkin?

- a. Take it with you
- b. Fold and place it to the left of your plate
- c. Loosely fold it and place it on the right side
- d. Leave it on your chair

9. You're hosting a dinner party at a restaurant. Included are two other couples, and your most valuable client and his wife. You instruct the waiter to:

- a. serve your spouse first
- b. serve your client's spouse first
- c. serve you and your spouse last

10. You're invited to a reception and the invitation states «7:00 to 9:00 PM». You should arrive:

- a. at 7:00 PM
- b. anytime between 7:00 PM and 9:00 PM
- c. between 7:00 PM and 7:30 PM
- d. go early and leave early

11. You're greeting or saying good-bye to someone. When's the proper time to shake their hand?

- a. When you're introduced
- b. At their home
- c. At their office
- d. On the street
- e. When you say good-bye

12. You're talking with a group of four people. Do you make eye contact with:

- a. just the person to whom you're speaking at the moment?
- b. each of the four, moving your eye contact from one to another?
- c. no one particular person (not looking directly into anyone's eyes)?

13. The waiter's coming toward you to serve wine. You don't want any. You turn your glass upside down. Are you correct?

- a. Yes
- b. No

14. When you greet a visitor in your office, do you:

- a. say nothing and let her sit where she wishes?
- b. tell her where to sit?
- c. say «**Just sit anywhere**»

15. You're invited to dinner in a private home. When do you take your napkin from the table and place it on your lap?

- a. Open it immediately
- b. Wait for the host to take his napkin before taking yours?
- c. Wait for the oldest person at the table to take his?
- d. Wait for the acknowledged head of the table to take hers before taking yours?

16. You're scheduled to meet a business associate for working lunch and you arrive a few minutes early to find a suitable table. 30 minutes later your associate still hasn't arrived. Do you:

- a. order your lunch and eat?
- b. continue waiting and fuming that your associate isn't there?
- c. tell the head waiter you're not staying and give him our card with instructions to present it to your associate to prove you were there?
- d. after 15 minutes call your associate?

17. You've forgotten a lunch with a business associate. You feel terrible and know he's furious. Do you:
- write a letter of apology?
 - send flowers?
 - keep quiet and hope he forgets about it?
 - call and set up another appointment?

TEST 8. Business Etiquette Quiz

1. Your English client says, «I'll get the first round». Where are you?

- At a boxing match.
- On a golf course.
- In a pub.
- In a car.

2. When greeting someone for the first time, a cupped handshake (in which my left hand covers the normal handshake) is a good way to show my sincerity and interest.

- True
- False

3. When socializing at a cocktail party, it is best to hold my glass in which hand?

- Right
- Left
- It doesn't make a difference

4. What would you say to someone on their 28th birthday?

- Congratulations.
- Happy birthday.
- Joyous birthday.
- Happy anniversary.

5. During a business meeting at an up-scale restaurant, a lady should expect a gentleman to pull her chair out for her.

- Yes, or else he is not really a gentleman
- No, the days of gallantry have passed
- No, but it would be nice if he did

6. In Japan, gift-giving protocol dictates that it is best to avoid offering gifts wrapped in which color wrapping paper?

- a. Blue
- b. White
- c. Black

7. During a business meal, it is permissible to place my cellular telephone on the table?

- a. True
- b. False

8. The following is an appropriate introduction: Mr. Client Dubois, I would like to introduce to you Mrs. Boss Whitman.

- a. Yes
- b. No

9. Who goes through a revolving door first, the host or the visitor?

- a. The Host
- b. The Visitor

10. **The taxi fare is £8.30 so you give the taxi driver £10. What do you say?**

- a. The tip is yours.
- b. Keep the tip.
- c. The change is yours.
- d. Keep the change.

11. When is it okay to send confidential information via email or to discuss client business on a cell/mobile phone in a semi-private area?

- a. Anytime
- b. Only when it is urgent
- c. Email if it is a private address. Cell phone if not many people are around.
- d. Never

12. When you are finished eating, your napkin should be?

- a. Folded loosely and placed on the right side of the plate.
- b. Folded loosely and placed on the left side of the plate.
- c. Folded loosely and placed in the center of the plate.
- d. Placed on the seat of your chair.

13. You didn't hear what someone said. What do you say?

- a. I apologize.
- b. Please repeat.
- c. I didn't hear.
- d. Sorry?

14. You want to attract a waiter's attention in a restaurant. What do you say?

- a. Waiter!
- b. Sir!
- c. Over here!
- d. Come, please!

15. Your colleague tells you he can't come to your party. What do you say?

- a. How shameful.
- b. I don't care.
- c. What a pity.
- d. I don't matter.

16. The person you are playing golf with has just missed a shot. What do you say?

- a. Good luck.
- b. Bad luck.
- c. Bad chance.
- d. Sorry.

17. The person you are playing golf with has just made a good shot. What do you say?

- a. Good shot.
- b. Good chance!
- c. Well shot!
- d. Good luck!

18. **The hostess says, «Thank you for the flowers, they're beautiful».** What do you say?

- a. Don't mention them.
- b. It's a pleasure.
- c. They're OK.
- d. Please.

19. You meet an old friend at a conference. She says, «Lovely to see you. How are things?». What do you say?

- a. How do you do?
- b. Very well, thank you.
- c. Fine, thanks.
- d. Good.

20. When dining in India, which hand should you eat with?

- a. The right hand
- b. The left hand
- c. Either hand

21. In **which countries** should the «OK» sign be avoided (thumb and forefinger forming a circle with other three fingers splayed upward)?

- a. France
- b. Germany
- c. Japan
- d. Brazil
- e. Russia
- f. All of the above

22. When at meetings at which people are wearing name tags, the best place to put my name tag is on my left chest area.

- a. True
- b. False

TEST 9. Test Your EQ (Etiquette Quotient)

What's your EQ? The term (Emotional intelligence Quotient) was popularized by Daniel Goleman's book Emotional Intelligence, and refers to people's ability to collaborate, network, socialize, negotiate, and cooperate. Goleman's research found that these qualities are the indicators of success. Because they are behavior indicators that impact the im-

pression you make on others, they **could also be called your « Etiquette Quotient»**. Take this quiz to test your EQ:

1. Which one of the following credentials has the most impact when people are sizing up your professionalism and competence?

- a. age
- b. job position
- c. attire
- d. wealth

2. If business is associated with a social activity (i.e., a luncheon, dinner, or cocktail reception), it is okay to be «fashionably late.»

- a. True
- b. False

3. A man should wait for a woman to initiate a handshake.

- a. True
- b. False

4. When a woman who is seated greets someone important, she is required to stand.

- a. True
- b. False

5. When in doubt about the proper way to behave in a business or social situation, the best rule of thumb is to:

- a. make others around you feel comfortable
- b. just be as witty as possible
- c. watch how others are behaving

TEST 10. Test Your Etiquette Intelligence

1. In the business arena

- a. Only men should stand for handshaking and all introductions.
- b. Only women should stand for handshaking and all introductions.
- c. It is not necessary for men or women to stand for handshaking or introductions.
- d. Both men and women should stand for handshaking and all introductions.

2. In the business arena, it is necessary for a man

- a. To pull a chair out for a woman.
- b. To stand when a woman leaves the table.
- c. To pay for a woman's meal.**
- d. All of the above.
- e. None of the above.

3. For easy reading, one's name badge should be worn

- a. On the left shoulder.
- b. On the right shoulder.
- c. On the left hip.

d. Around one's neck.

4. The best way to meet people at a business or social function is to
- a. Head for the bar or the buffet immediately upon arrival.
 - b. Introduce yourself to two people who are standing close and talking softly.
 - c. Look confident, stand in the center of the room, and wait for someone interesting to approach you.
 - d. Introduce yourself to a person standing alone or to large groups.
 - e. Stick close to only those you know very well and forget about the rest.

5. If you receive an e-mail from an unknown source and realize it should be handled by someone else, you

- a. Forward it immediately.
- b. Forward it with a note explaining why you are sending it.
- c. Consider it spam, delete it, and forget about it.
- d. Print it out and leave it sitting on the copy machine in the hope that someone else will take care of it.

6. If an angry customer calls to complain, you should

- a. Put the person on hold as quickly as possible and blow off some steam in the restroom.
- b. Tell the caller that he has the wrong number and hang up in self-defense.
- c. Stay calm, listen to the caller's complaint, and quickly attempt to help or get help for him.

d. Quickly put the caller in his place by yelling back. After all, no one has the right to talk to you that way.

7. If you have to introduce two people **and you can't remember one person's name, you recover by saying**

a. «Do you know one another?»

b. «I can't remember your name. Will you introduce yourself?»

c. Nothing and hoping they will introduce themselves.

d. «It's been one of those days. Please tell me your name again».

e. **Nothing and doing nothing. After all, you don't want to embarrass yourself or others.**

8. When making a proper business introduction you

a. Wing it.

b. Introduce a client to the president of your company.

c. Introduce the president of your company to a client.

d. **Don't do anything. It is their responsibility to introduce themselves to one another.**

9. After a meeting with a client or vendor, you

a. **Tell her, «Don't call us, we'll call you».**

b. Accompany her to the reception area or elevator.

c. **Give her a handshake and a big hug and tell her that you can't wait to see her again.**

10. When expressing thanks to someone who has given you a gift, you

a. Send an e-mail because it is faster and more efficient.

b. Send a handwritten note.

c. Pick up the phone and call within 72 hours.

d. Consider a verbal thank you enough.

11. When dining with someone important and your cell phone rings, you

a. Answer it within two rings and keep the call brief.

b. **Ignore it and pretend someone else's phone is ringing.**

c. **Apologize and turn the phone on silent mode.** The person you're with takes priority.

d. Apologize, step away from the table, and take the call in the restroom.

12. When you are dining in a restaurant and you accidentally drop your fork on the floor, you

a. Pick it up, wipe it off, and use it anyway.

b. Pick it up, give it to the server, and ask him to bring you another one.

c. Leave it on the floor and ask the server to bring you another one.

d. Leave it on the floor and use your neighbor's **while he's not looking.**

13. At dinner, when you notice the person on your left eating the roll from your bread plate, you

a. Tell him he made a mistake then you ask for your roll back.

b. **Don't say anything and eat the roll from your other neighbor's plate.**

c. **Don't say anything and try to convince yourself that you didn't need that roll anyway.**

d. Ask the server for another roll and use the side of your dinner plate.

14. While traveling internationally, you are invited to dinner in someone's home. The host serves a local delicacy that you wouldn't dream of eating in your native country. You

a. **Politely decline by saying, «No, thank you» and ask for something else.**

b. Pick at the delicacy with your fork and drink a lot of wine.

c. Try it and eat as much as you can.

d. Eat it but let the host know that you are doing it to please him.

15. At lunch, you notice that the stranger sitting next to you has spinach in her teeth, you

a. **Don't say anything, smile and look her directly in the eye.**

b. Say something and hope you don't embarrass her.

- c. Make visual signals indicating that she has something in her teeth.
- d. Wipe your teeth with your napkin and hope she gets the hint and does the same.

TEST 11. A Quintessential Careers Quiz

Certain rules or protocols should guide a job-seeker's conduct. Some people call these rules good manners, but more refer to them as business etiquette.

Instructions

How comfortable are you with the etiquette of job-hunting? Put yourself to the test. Take our job-hunting etiquette quiz and see how well you do. Answer true or false to the following statements. Scoring directions are at the end of the quiz to interpret your results. Good luck!

1. When greeting someone for the first time, a cupped handshake (in which your left hand covers the normal handshake) is a good way to show my sincerity and interest.

- a. True
- b. False

2. At an interview or meeting, it is generally necessary for me to stand only when a women walks into the room (regardless of my gender).

- a. True
- b. False

3. At job fairs -- and other professional settings -- when I receive a business card from someone, I should take the time to really read the card before sticking it in my pocket or briefcase.

- a. True
- b. False

4. I should always turn off (or silence) my cell phone and beeper before heading into any interview or business meeting.

- a. True
- b. False

5. In dining situations, my drinks are on my right and my bread plate is on my left.

- a. True
- b. False

6. When on an on-site interview, if I get a parking ticket while at the interview, I can add the cost of the ticket to the expense reimbursement form I submit to the company.

a. True

b. False

7. After a job interview, regardless of whether I am still interested in the job or not, I should always follow-up with a thank you note.

a. True

b. False

8. A few days after a job interview, I begin calling the employer every day to see when a hiring decision will be made.

a. True

b. False

9. When introducing myself at job fairs or other business settings, I should avoid saying anything except my name until the other person responds in kind.

a. True

b. False

10. When I know a company I am interviewing with is having a casual day on the day I am interviewing, it is best to dress down for the interview.

a. True

b. False

11. During an on-site interview, it's okay to order a cocktail before the meal or wine with my meal when everyone else is drinking.

a. True

b. False

12. I have a great sense of humor, so it's perfectly fine to have a humorous greeting on my voicemail (or answering machine) when job-hunting.

a. True

b. False

13. When at meetings at which people are wearing name tags, the best place to put your name tag is on your right chest/shoulder area.

a. True

b. False

14. When I place telephone calls to potential employers, I use a clear and confident voice and always first identify who I am and why I am calling.

a. True

b. False

15. At job and career fairs it's okay for me to walk up to a group of people engaged in conversation and interrupt by introducing myself.

a. True

b. False

16. When talking on the phone with a potential employer or other business contact, it's okay for me to put them on hold while I answer another phone call.

a. True

b. False

17. I always avoid asking questions at an interview because it is rude to interrupt the interviewer by asking questions.

a. True

b. False

18. During an on-site interview, when dining out, I always rest my soup spoon and butter knife on the saucer or plate rather than on the table.

a. True

b. False

19. The rules of etiquette aren't as important in businesses that have a **«laid back» corporate culture.**

a. True

b. False

20. No matter what type or level of job I am applying for, I always go out of my way to greet the receptionists and secretaries with sincerity.

a. True

b. False

Scoring:

Number of questions you answered correctly:

19-20: You're in great shape and should do well in your job search.

17-18: You're in good shape, though you need to do some polishing of your etiquette.

15-16: You're in need of doing some real work to get a better understanding of business etiquette.

Under 15: You're in need of spending a lot of time learning the details of business etiquette.

TEST 12. The Golf Etiquette Quiz

Welcome to the Golf Etiquette Quiz by Mr. Golf Etiquette. The quiz will be an opportunity for you to test yourself in the wonderful world of golf etiquette.

- 1) What should you be careful for when you step onto the green?
 - a) Goose droppings
 - b) To keep an eye out for loose change that you might pick up
 - c) Look at the faces of the other players, make sure those are the same people you started with (make sure you've chipped onto the right green)
 - d) Look for ball markers to make sure you don't step on someone's ball path.

- 2) What should you do if you hit your ball toward another group of people?
 - a) Quickly hand your club to another player in your group
 - b) Call your lawyer on your cell phone
 - c) Announce to the other members of your group that you'll be taking another Mulligan
 - d) Holler «Fore!» so the unsuspecting players can take cover.**

- 3) What should you carry in your pocket every time you play golf?
 - a) (If you're under a 20 handicap) A rabbit's foot
 - b) (If you're over a 20 handicap) The entire rabbit
 - c) A list of your favorite excuses
 - d) A ball mark repair tool for repairing marks on the green and 2 ball markers

- 4) What should you do if you lose your golf ball out on the course?
 - a) Spend all day looking for it, even if it means holding up every group behind you

b) Drop another ball from the secret compartment in your pants leg and yell to the other members of your group, «Oh , here it is. And it's still in bounds!»

c) Break several clubs and destroy the property of the golf course in a fit of rage and ruin everyone else's day

d) Look for a couple of quick minutes, take a drop, count the appropriate number of strokes and move on

5) When someone in your group is hitting off the tee, what should you be doing?

a) Take the opportunity to eat a few potato chips and crumple the bag up when you're putting it back into your pocket

b) Point out to the others in your group some of the many things the hitter is doing wrong in his swing

c) Shout, «Oh, look! A bald eagle!» right when he's at the top of his back swing

d) Stand quietly out of view and watch where his ball lands

6) What is the proper thing to do after your fairway shot has dislodged a huge divot?

a) Stick it in the ear of the guy who yelled, «Oh, look! A bald eagle!»

b) If it went farther than the ball, blame the divot and kick it up and down the fairway for a little while

c) Focus your attention further down the fairway and say, «Divot? What divot? I didn't see a divot.»

d) Retrieve the dislodged divot and replace it in the hole and press it down firmly with your foot

7) After your groups has completed putting out, what should you do next?

a) Take a few minutes to re-practice the 40-footer that you missed for double bogey

b) Take a few more minutes to re-practice the 10- footer you missed for triple bogey

c) Stand around the middle of the green and tally up your shots and mark it down on your score card

d) Replace the flag in the cup and quickly and quietly move on to the next tee.

8) What should you do if someone in your group is having a terrible day and really struggling in his game?

a) Double the bet

b) Ask him what is handicap REALLY is

c) Give him pointers after every shot on his grip, his stance, his swing, and his follow through

d) Double the bet

9. What should you do if you encounter a slow group playing ahead of you?

a) Send a warning shot over their heads with a Big Bertha

b) Stand on the tee with the other members of your group and shout **in unison, «HURRY UP YOU MORONS!»**

c) Lasso them and drag them off the course kicking and screaming behind an electric golf cart

d) Patiently play behind them until such time that you can courteously request permission to play through.

10. What is the best way to promote the principles of good golf etiquette?

a) Make your opponents take extra strokes each time they do something you don't like

b) Ridicule your friends when they don't get it right

c) Wear a Mr. Golf Etiquette hat when you're playing

d) Through your own exemplary behavior out on the course

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