

摘 要

随着各国之间商务合作的日益增强，不同文化背景、不同世界观和价值观的商务人士会遵循不同的商务礼仪，他们在进行跨文化交际过程中不可避免地会产生各种各样的问题、冲突和矛盾。商务礼仪是一种商务活动的利益标准，需要人们在商务活动中去遵守。商务礼仪标准应该遵循平等与适度、守时与可靠、尊重隐私等原则的基础上来开展。

中美作为东西方文化的典型代表，在商务接待礼仪方面有鲜明的区别。为了避免因商务礼仪不同而产生冲突，必须对不同文化下产生的商务礼仪进行研究，提出解决问题的方法，促进商务活动顺利进行。本文主要从称呼礼仪、握手礼仪、服饰礼仪和馈赠礼仪四个方面展开，来比较中美商务礼仪中商务接待礼仪的不同，并通过完善商务接待方案、培养员工的跨文化意识和定期开展商务礼仪培训这些措施来促进商务活动的顺利开展。

关键词：跨文化交际；商务接待；礼仪；

ABSTRACT

With the increasing business cooperation between countries, business people with different cultural backgrounds, worldviews, and values will follow different business etiquette. They will inevitably encounter various problems, conflicts, and contradictions in the process of cross-cultural communication. Business etiquette is a standard of interest in business activities that requires people to abide by. Business etiquette standards should be based on the principles of equality and moderation, punctuality and reliability, and respect for privacy.

As typical representatives of Eastern and Western cultures, China and the United States have distinct differences in business reception etiquette. In order to avoid conflicts caused by different business etiquette, it is necessary to study the business etiquette generated in different cultures, propose problem-solving methods, and promote the smooth progress of business activities. This article mainly discusses four aspects of address etiquette, handshake etiquette, clothing etiquette, and gift etiquette to compare the differences in business reception etiquette between China and the United States. Measures such as improving business reception plans, cultivating cross-cultural awareness among employees, and regularly conducting business etiquette training are taken to promote the smooth development of business activities.

Key words: intercultural communication; business reception; etiquette;

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Chapter One Introduction

Since the founding of the People's Republic of China, it has played an increasingly important role in international affairs, especially for countries in the third world. At the same time, China has restored its legitimate seat in the United Nations, and its international status has become increasingly important. Since the 1950s, Sino-Soviet relations have deteriorated, providing an opportunity for the improvement of Sino-US relations. On January 1, 1979, the Sino-US Communiqué on the Establishment of Diplomatic Relations came into force, and the two countries formally established diplomatic relations. The normalization of diplomatic relations has laid a solid foundation for the comprehensive exchange between the East and the West. Large international enterprises are flocking to China to exploit the huge market, and China is also maturing in the wave of the world economy.

China has a history of civilization of five thousand years and is known as “the country of etiquette”. China is a country that pays great attention to etiquette.

What is etiquette? In short, etiquette is etiquette and ceremony. In general, etiquette is the etiquette that people should follow in their work and life. It is a conventional norm, the minimum moral standard that people are required to abide by in order to maintain the normal life of society. It is a criterion that people gradually form in the long-term common life and mutual communication, and is fixed by customs, habits and traditions. For individuals, etiquette is a concentrated reflection of a person's ideological and moral level, cultural accomplishment and communicative ability; For society, etiquette is the embodiment of the civilization of a country and a nation, which has a great impact on the development of society and history.

For more than 200 years since its founding, the United States has developed from a colonial village to the center of world capitalism and has become the most powerful country in the world today. On the way to a modern and powerful country, the social etiquette and values of the United States constitute an important part of the strong national strength of the United States. American social etiquette has distinctive characteristics. It is an organic combination of the Christian Puritan spiritual tradition and the pragmatism philosophy of the country. It is a new cultural phenomenon that is different from the European etiquette cultural tradition and is formed by actively combining its own reality and practical innovation and development. It has the tradition of freedom and democracy, the content of equality and tolerance, the spirit of positive progress, the characteristics

of honesty and sincerity, and the effect of simplicity and practicality. It provides strong self-confidence, cohesion and creativity for the development of the United States.

With the rapid development of the world economy, the number of exchanges between countries has increased, especially the business exchanges between China and the United States have become increasingly close. In this case, etiquette can be divided into several categories, the most important of which is business etiquette. Business etiquette is widely used in business activities. Learning and correctly using business etiquette for external communication and communication is not only the external expression of a person's internal quality, but also a communication art in interpersonal communication. The most important of which is business reception etiquette, It can not only reflect the enthusiasm of business people towards business people in other countries, but also reflect the degree of civilization of a country. The correct use of business reception etiquette plays a very important role in the smooth development and conduct of international business activities.

Chapter Two Overview of Business Reception Etiquette

Etiquette is a code of conduct and norms, which refers to the moral norms that people constrain their personal behavior and jointly abide by in social interaction activities to maintain normal social life and order, including social etiquette, business etiquette, service etiquette, government etiquette, foreign-related etiquette, etc.

Business etiquette refers to the behavioral norms and guidelines that people widely follow in their business activities, reflecting mutual respect. It includes both the basic content of etiquette and the characteristics of business etiquette. The deepening development of world economic and trade activities requires all countries to follow the norms and guidelines of business etiquette and behavior in business activities.

And business reception etiquette is an introductory course in business etiquette, so we need to understand the differences in business reception etiquette between the two countries.

2.1 Definition of Business Reception Etiquette

Business reception is generally based on business negotiation or business cooperation, and its etiquette standards are relatively high. Business reception refers to the reception, contact and a series of entertainment activities for partners in business exchanges, based on the principle of treating each other with courtesy and following the conventions and norms of business etiquette. Business reception is a work that shows the image of the enterprise, reflects the level and demonstrates the strength.

Doing a good job in business reception can help create a good atmosphere and improve

business transaction rates. In a good atmosphere, both parties will not only feel happy, but also conduct business receptions based on mutual respect, which can make the other party feel sincere and valued. On the other hand, doing a good job in business reception is beneficial for shaping a good company image and improving employee quality. A good company image helps to enhance our position in business activities, attracting business cooperation with many companies. During this process, company employees can also better understand the taboos in business reception in other countries or regions, which is beneficial for us to improve and promote smooth business cooperation.

2.2 Contents of Business Reception Etiquette

Business reception etiquette is divided into two types: business “outdoor” reception etiquette and business “indoor” reception etiquette. The reception etiquette outside the business room needs to be prepared in advance to receive in a timely manner. Pay attention to the reception etiquette, transportation and schedule. During the reception in the business room, we should pay special attention to the timely reception. When the person in charge is absent, we should inform the other party of the direction of the person in charge in time, and should not let the guests wait for a long time; We should pay attention to the method and posture of guidance, and make sure it is correct. Pay special attention to the etiquette of sending business cards. No matter what kind of business reception, we should make preparations in advance to avoid leaving a bad impression on the other party and promote the smooth development of business activities of both parties.

Doing a good job in business reception etiquette is not only beneficial for improving the company's corporate image, but also for business reception personnel to better understand the business reception etiquette culture of other countries and their enterprises, and improve their own quality.

Chapter Three Differences in Business Reception Etiquette between China and America

In international business, culture leads to differences in business etiquette. Because of these differences, sometimes problems will arise. Business etiquette in one country will become improper behavior in another country. Because different countries will have different customs and rituals, when we want to deal with people from different countries, we should make adequate preparations and study the target countries in advance. For business personnel with rich experience in international business work, being familiar with business etiquette in different countries and mastering cross-cultural communication skills are an important part of successful business activities. This article will compare the business reception etiquette between China and the United States, which will help us to have a deeper understanding of the business reception etiquette and culture of the two countries.

3.1 Different Address Manners

As the forerunner of interpersonal communication language, address forms are an

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