

样稿（论文首页）

A Tentative Analysis of Business Etiquette Differences in Cross-cultural Communication

(论文题目：加粗，居中，Times New Roman 字体，小二号，实词首字母大写，英文书名斜体。)

(以下内容：加粗，居中，Times New Roman 字体，四号。)

**A Paper Presented to
School for Continuing Education of
Shanghai International Studies University
In Partial Fulfillment of the Requirements
For the Degree of Bachelor of Arts**

By ZHU Lingling

(自己姓名，姓大写，名首字母大写)

Under the Supervision of

Mr. (或) Ms. Xxx

(导师姓名，姓大写，名首字母大写)

(空 1 行)

November 2024

(论文定稿完成年月)

上海外国语大学继续教育学院

学士学位论文诚信声明

(一级标题居中，加粗，小三号字，宋体，与下文之间空1行)

(中文每段首行空2个中文字符，宋体，小四号，全文两端对齐。)

本人郑重声明：我所呈交的学士学位论文是在指导教师指导下独立完成的。本论文正文中除已标明引用出处内容外，不包含任何其他个人或集体发表的研究成果内容。本人明白并完全承担在论文中引用他人科研成果而不注明出处的严重后果。本人提交给上海外国语大学继续教育学院的查重报告真实有效，如有不实，本人将承担由此带来的一切后果。

特此声明。

声明人签名：_____

日 期：_____

Contents

(一级标题居中，加粗，小三号，Times New Roman 字体，与下文之间空 1 行)

(论文各标题以名词或分词短语构成，须提纲挈领。目录中标题和页码必须与正文中完全一致。本页长度 1 页，以下英文为 Times New Roman 字体，中文宋体，均小四号，章节符号及页码标识格式如下：)

Acknowledgements	i
内容摘要	ii
Abstract	iii
Introduction	1
Chapter One The Formation and Importance of Business Etiquette	2
1.1 The Formation of Business Etiquette	2
1.2 The Importance of Business Etiquette	3
Chapter Two A Brief Analysis of Differences between Chinese and Western Etiquette	5
2.1 The Characteristics of Chinese Etiquette	5
2.2 The Characteristics of Western Etiquette	6
Chapter Three The Influence of Chinese and Western Cultural Differences on Business Etiquette in Cross-cultural Communication	9
3.1 Differences in the Forms of Address	9
3.2 Differences in Concepts	10
3.3 Differences in Table Manners	11
3.4 Differences in Gift-giving	13
Conclusion	14
Bibliography	16

Acknowledgements

(一级标题居中，加粗，小三号，Times New Roman 字体，与下文之间空 1 行)

(本页除导师姓名、性别外，其余部分请勿随意修改、添加)

I would like to express my heartfelt gratitude to **Mr. / Ms. Xxx**, my supervisor, without whose help and guidance the completion of this present thesis would have been impossible.

内容摘要

(一级标题居中, 加粗, 小三号字, 宋体, 与下文之间空 1 行)

(以下详细说明论文的主题论点、各章节结构和内容、结论, 字数大于 300 字)

(中文每段首行空 2 个中文字符, 宋体, 小四号, 全文两端对齐。中文书名加书名号。)

商务礼仪是长期以来人们在商务活动中形成的一种行为准则。不同国家由于不同文化背景、价值观等的差异, 商务礼仪既有其国家性, 又有其民族性。在全球化程度日益加深的今天, 全面了解中西方礼仪差异变得尤为重要。

本文着重分析跨文化交际中商务礼仪的差异以及影响, 说明礼仪在跨文化商务沟通中所起的重要作用。全文共分五部分, 第一部分是引言。正文第一章分析商务礼仪的形成与重要性。第二章分析中西方的礼仪差异。中国传统文化是以血统纽带为系的宗法社系结构, 重人伦轻自然, 重群体而轻个体, 重义轻利、重道轻器的特点。西方文化以美国文化为典型特征, 以契约文化为主, 注重以自我为中心重个人、重竞争。第三章分析中西方文化差异对跨文化交流中商务礼仪影响的具体表现, 主要从称呼方式、时间观念、饮食特色以及送礼四个方面进行详细分析。最后部分是结论, 指出跨文化交际背景下, 我们需要有效地学习与融合商务礼仪差异, 以便我们更好地生活与工作。

全球经济一体化背景下, 对外商务合作日益频繁, 商务礼仪在对外交往中的作用愈显突出。在日趋密切的中西方交往中, 我们必须重视中西方礼仪差异, 求同存异、相互尊重、平等交往。

(空一行)

关键词: 文化差异, 中西礼仪差异, 商务礼仪

(宋体, 小四号字, 加粗) (宋体, 小四号字, 不加粗)

Abstract

(一级标题居中，加粗，小三号，Times New Roman 字体，与下文之间空 1 行)

(英文摘要与中文对应，至少达到 90%一致；长度为 1 页)

(英文每段首行空 4 个英文字符，全文 Times New Roman 字体，小四号，两端对齐，英文书名斜体。)

Business etiquette is a kind of code of conduct formed by people in business activities for a long time. Different countries have different cultural backgrounds and values, so business etiquette has both national and ethnic characteristics. Especially in this increasingly globalized world, a comprehensive understanding of the differences between Chinese and western etiquettes has become very important.

This paper focuses on analyzing the differences and influences of business etiquette in intercultural communication, explaining the important role of etiquette in transcultural business communication. The paper is divided into five parts. The first part is the introduction. The first chapter introduces the formation and importance of business etiquette. The second chapter discusses the differences in etiquette between China and the West. Chinese traditional culture is based on the patriarchal clan system structure connected with blood ties, which values human ethics over nature, groups over individuals, righteousness over benefits, and principles over equipment. Western culture, with American culture as its typical feature, is dominated by contract culture, focusing on self-centeredness, emphasizing individual and competition. The third chapter mainly deals with the influence of Chinese and western cultural differences on business etiquette from four aspects: address, concept of time, dietary characteristics and gift-giving.

Under the background of global economic integration, foreign business cooperation is increasing and frequent, and the role of business etiquette in foreign communication is becoming more prominent. In the increasingly close communication between China and the West, we must pay attention to the differences

in etiquette, seek common ground while reserving differences, respect each other and communicate on an equal footing.

Key words: etiquette, etiquette differences, business etiquette

Introduction

(简介长度不超过 2 页，一级标题居中，加粗，小三号，Times New Roman 字，与下文之间空 1 行)

(英文每段首行空 4 个英文字符，全文 Times New Roman 字，小四号，两端对齐，英文书名斜体。)

Business etiquette refers to the etiquette that constrains people's behavior in business activities with some code of conduct in order to show mutual respect in business activities.

A Chinese saying goes, "Courtesy costs nothing", which means that politeness will not offend others in communication. In fact, being polite not only does not antagonize others, but also helps us to be welcome and treated with courtesy by others. Especially in the current increasingly deepening degree of globalization, in international business activities, when the two sides ...

...

在 **Introduction** 中须以至少半页篇幅阐明自己写作本论文的原因和目的，导入正题。建议放在 **Introduction** 的前半部分，具体表述可以是 the reason for my choosing this topic for my paper is that...也可以是其他表述。

Chapter One The Formation and Importance of Business

Etiquette

(论文不少于 3 章, 每章必须分小节, 每章至少 3 页。一级标题居中, 加粗, Times New Roman 字, 小三号, 与下文之间空 1 行。实词首字母大写)

(英文每段首行空 4 个英文字符, 全文 Times New Roman 字, 小四号, 两端对齐, 英文书名斜体。)

(所有小标题加粗, 小四号, 左对齐, 与上文之间空 1 行, 与下文之间不空行。实词首字母大写)

1.1 The Formation of Business Etiquette

Business etiquette is a kind of code of conduct formed by people in business activities for a long time. In his book *Business Etiquette*, Jin Zhengkun points out: "Courteousness is respect and rite is expression. That means being respectful while mastering the necessary expressions. Without rite, there is no courteousness."(金正昆, 2013:28). So when exactly did etiquette begin to appear in our vision?

...

1.2 The Importance of Business Etiquette

Our country is known as "a nation of etiquette", advocating etiquette is the traditional virtue of our people. From ancient times to the present, China's etiquette is a unique symbol of Chinese civilization, which is the embodiment of the virtues of the Chinese nation. Etiquette as a kind of traditional virtue, it has the inheritance of etiquette and has the unfailing....

Chapter Two A Brief Analysis of Differences between Chinese and Western Etiquette

（论文不少于 3 章，每章必须分小节，每章至少 3 页。一级标题居中，加粗，Times New Roman 字，小三号，与下文之间空 1 行。实词首字母大写）

（英文每段首行空 4 个英文字符，全文 Times New Roman 字，小四号，两端对齐，英文书名斜体。）（所有小标题加粗，小四号，左对齐，与上文之间空 1 行，与下文之间不空行。实词首字母大写）

Business etiquette difference is an objective existence, which is the product of time and place. There is no advance or retreat. Foreign companies come to China, business activities should be localized, and Chinese enterprises should be international when they enter the global market.

2.1 The Characteristics of Chinese Etiquette

Chinese traditional culture is a patriarchal social structure linked by blood lineage. It is characterized by “unity of nature and man”, attaching importance to human relations over nature, and ...

2.2 The Characteristics of Western Etiquette

...

Chapter Three The Influence of Chinese and Western Cultural Differences on Business Etiquette in Cross-cultural Communication

(论文不少于 3 章，每章必须分小节，每章至少 3 页。一级标题居中，加粗，Times New Roman 字，小三号，与下文之间空 1 行。实词首字母大写)

(英文每段首行空 4 个英文字符，全文 Times New Roman 字，小四号，两端对齐，英文书名斜体。) (所有小标题加粗，小四号，左对齐，与上文之间空 1 行，与下文之间不空行。实词首字母大写)

In the business communication activities of Chinese and western countries, this kind of difference causes people in communication to form different values and ways of thinking. These ...

3.1 Differences in the Forms of Address

In China and the West, the first thing when business people meet is to say hello. If they do not know the other side's habits, they may have a bad start. On the one hand, the Chinese people have a strong sense of clan, who emphasize “the difference ...

3.2 Differences in Concepts

The Oriental concept of time belongs to the circular concept of time. Arthur Schopenhuaer once said, “time is like a rotating circle, the descending arc is the past, the ascending arc is the future, and the tangent line connecting point at the intersection is the present”. ...

3.3 Differences in Table Manners

...

3.4 Difference in Gift-giving

...

Conclusion

(一级标题居中，加粗，Times New Roman 字，小三号，与下文之间空 1 行。结论至少写满一页。)

(英文每段首行空 4 个英文字符，全文 Times New Roman 字，小四号，两端对齐，英文书名斜体。)

In our life, especially in the current situation of globalization, the interacting people probably come from different countries, use different languages, have different social and culture backgrounds, and therefore certainly have different understandings of etiquette. It is consequently inevitable for us to be occasionally in breach of the etiquette in other`s eyes, and it is challenging but essential for us to know about other`s understanding of etiquette, find similarities between their and our own, bridge the gap of ...

Bibliography

(一级标题居中，加粗，Times New Roman 字，小三号，与下文之间空 1 行。)

1. 所有条目按作者姓氏首字母顺序 A-Z 排列 (中文按姓氏拼音 A-Z)。
2. 排版用悬挂缩进 (在 Word 文件‘格式-段落’中找)，各条目之间不空行。
3. 英文 Times New Roman 字体，中文宋体，均小四号；英文书名、杂志名斜体。
4. 参考书目至少 5 本，不包括网址。参考书可均为英文书，也可中英文均有，但不可均为中文书。
5. 先列英文书，再列中文书，最后列详细网址，具体格式说明、排序、标点等举例如下。

英文书:

作者姓，名。书名[M] (斜体)。出版城市名：出版社名，出版年份。实词首字母大写。

如:

Bucknall, Keven. *Chinese Business Etiquette and Culture* [M]. Raleigh: Boson Books, 1999.

Post, Peggy. *The Etiquette Advantage in Business* [M]. New York: HarperCollins Publishers Inc, 2005.

英文杂志:

作者姓，名。文章名[J]。杂志名 (斜体)，年份，期号：页码。如:

Dillon, Steve. Victorian Interior [J]. *Modern Language Quarterly*, 2001, (2): 83-115.

中文书:

作者姓名。书名[M] (如有译者名，格式如以下第一条)。出版城市名：出版社名，出版年份。如:

黑格尔. 美学[M], 朱光潜译. 北京: 商务印书馆, 1997.

金正昆. 商务礼仪[M]. 北京: 北京联合出版公司, 2013.

中文杂志:

作者姓名。文章名[J]。杂志名，年份，期号：页码。如:

韩银燕，钱鑫. 跨文化交际中的中西方时间观念差异对比[J], 辽宁师范大学学报 (社会科学版), 2006,(4):45-46.

网址须列详细信息 (如有文章或作者名，均须按姓氏或文章字母顺序列出)。如:

Rampersad, Arnold. Book review about *Multitudes*.

<http://www.vcu.edu/engweb/transcendentalism/authors/emerson/nature.html>