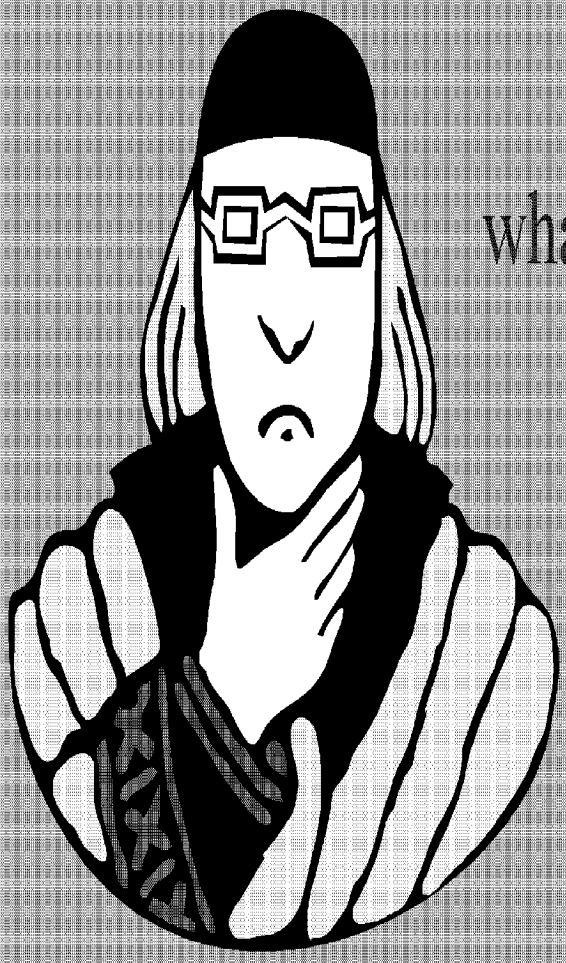
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PRC Cultural Considerations



Or –

what you don't know

can hurt you.

China in the News

China Buildup Said to Target Taiwan, U.S.

Pentagon Says Beijing's military Spending Increases Options for Missile Attacks

China's Improving Image Challenges U.S. in Asia

China Charges American With Spying for Taiwan

Case follows crackdown on Overseas Visitors

China "concerned" by Bush Remarks

Beijing says U.S. Drifting "Down a Dangerous Road"

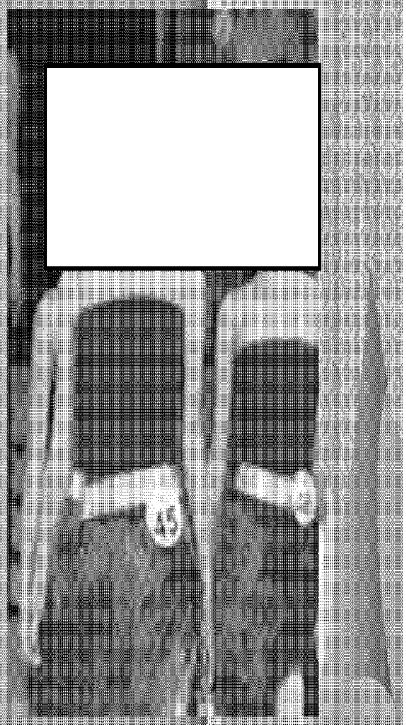
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Disclaimer

Rare to find a person untouched by western values or behavior patterns

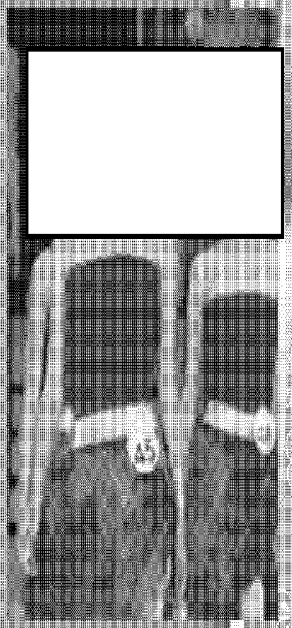
Few fit ALL the old stereotypical profiles

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Disclaimer



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Impressed when foreigners do things "the right way"

Understanding what they expect and why they expect it can make the difference between success and failure

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"He who reads history
knows the affairs of the ancients."

"As one sees a reflection
in a polished mirror
so can one know the present
by studying ancient times."

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China
the
Middle Kingdom
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Chinese History in brief

- Xia Dynasty (2100 to 1701 B.C.)
  - First cohesive state, wealth based on grain

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Chinese History in brief

- Zhou Dynasty (1100 to 256 B.C.)
  - "Mandate of heaven"
  - Ruler was "son of heaven" by divine right
  - Confucius

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- Qin Dynasty (221 to 206 B.C.)
  - Standards for weights and measures & writing system
  - Built Great Wall
  - Most books burned
  - Terracotta Army

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Han Dynasty (206 B.C. to A.D. 220)

- Intellectual, literary and artistic endeavors flourished
- Paper
- Porcelain

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Tang Dynasty (618 to 907)

- Buddhism

Ming Dynasty (1368 - 1644)

- Return of Chinese rule
- Portuguese, British, and Dutch set up trading posts

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- Qing Dynasty (1644 - 1911)
  - 1839 – 1842 Opium War with British
  - 1900 Boxer Rebellion
  - 1905 National People's Party
  - 1908 – 1912 Pu Yi – 2 year old emperor

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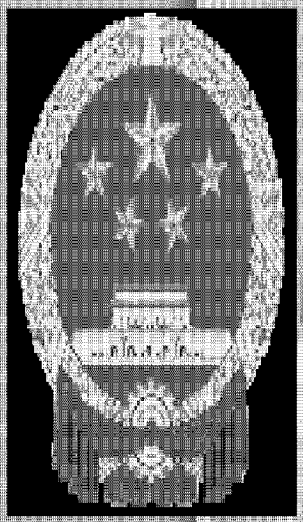
Republic of China (1911 - 1949)

- Civil War
- Foreign Invasions
- Long March

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The New China

- PRC (Oct 1, 1949)
  - Hundred Flowers Movement
  - Great Leap Forward
  - 1966 Great Proletarian Cultural Revolution
  - 1972 Nixon visits China
  - Tiananmen Massacre (1989)



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Current issues

- Falungong
- Taiwan
- One Child Policy
- Tibet



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Interaction



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Making Contact

- **Chinese people dislike dealing with strangers**
- **Chinese people are conscience of status**

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Names

- Names are very important to the Chinese
  - Chinese surnames come first, not last
  - Jiang Zemin
    - Jiang is the surname (last name)
    - Zemin is the given name (first name)
    - Don't use given names
- Use the surname together with a title
  - ie. Mr. Jiang or President Jiang

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Names

- Chinese women don't change their name when they get married
- Most common surnames
  - Chang, Wang, Li, Chao, and Liu

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Cultural Differences

Individualism

vs

Group-Centeredness

- Who is part of a Chinese person's group?
  - Nuclear family, class at school, military unit, delegation members of danwei (work unit)

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Cultural Differences

- **Confucian system**
  - **System of ethics and morals governing the way Chinese interact with each other**
  - **Emphasizes duty, loyalty, filial piety, sincerity, respect for age & seniority**

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Cultural Differences

- **Concept of Face (MIANZI)**
  - **Regard in which one is held by others or the light in which one appears**
  - **Face is very important**

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FBI048492

Cultural Differences

- **Face Losers**
  - **Public insult**
  - **Not giving proper respect**
  - **Losing your temper**
  - **Losing control (getting drunk)**
  - **Rescinding an order**
- **This can effect your relationship with the offended person and anyone aware of your transgression**

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Cultural Differences

- **Giving Face**
  - **Doing something to enhance someone's reputation or prestige**
    - **Lauding a worker to his superior**

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Cultural Differences

- Guanxi – Connections, a tit for tat arrangement
  - Offers access to goods or services
  - Favors is the currency
  - Beware of unsolicited favors, there is usually a price involved
- You may be asked personal questions for Guanxi purpose

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Cultural Differences

- **Chinese Circle**
  - **Are you inside or outside the circle**
  - **Inside –**
    - **Relatives, friends, neighbors, classmates, co-workers and & anyone introduced by someone belong to those groups**
  - **Outside**
    - **Strangers, no obligation**
    - **Charity?**
    - **No civic responsibility**

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Non-verbal Communication

Eye Contact

Laughter

Physical

Gestures

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A Case Study – [redacted]

[redacted]

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[redacted] had her first meeting with [redacted] asked [redacted] several questions. One thing puzzled [redacted] never looked her in the eye. Is [redacted] lying to her?

Direct eye contact is considered rude

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[redacted] assumes that a smile means the same thing throughout the world. [redacted] smiled and laughed when [redacted] discussed emergency contact issues. Is [redacted] taking [redacted] and the operation seriously?

Laughter - often covers up awkward situations

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During a meeting, [redacted] brought [redacted] a very sensitive document. [redacted] was so excited she gave [redacted] a big bear hug. [redacted] flinched and was very uncomfortable. Did [redacted] forget her "SURE" this morning?

No touching members of opposite sex

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Nonverbals

- Personal Space?
- Smoking allowed
- Stare away
- Don't touch
- Don't point to something with your head or foot

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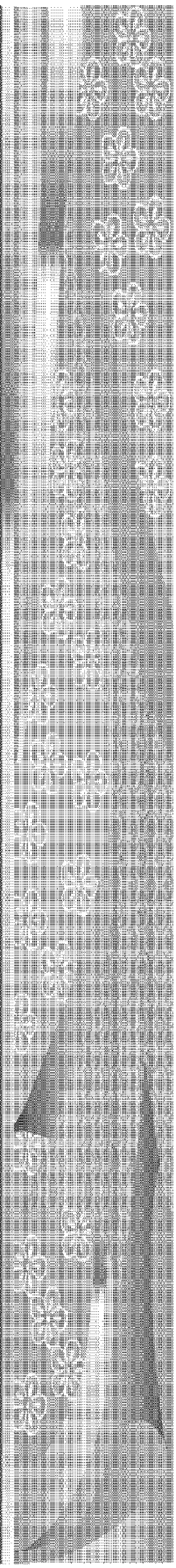
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Interaction - physical

- Hand shake
  - longer than western standard, add a nod
  - shake hands with all present
- Members of the same sex tend to touch other more than in the West - often hold hands as an expression of friendship

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Do's and Don'ts



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Let's Go Shopping

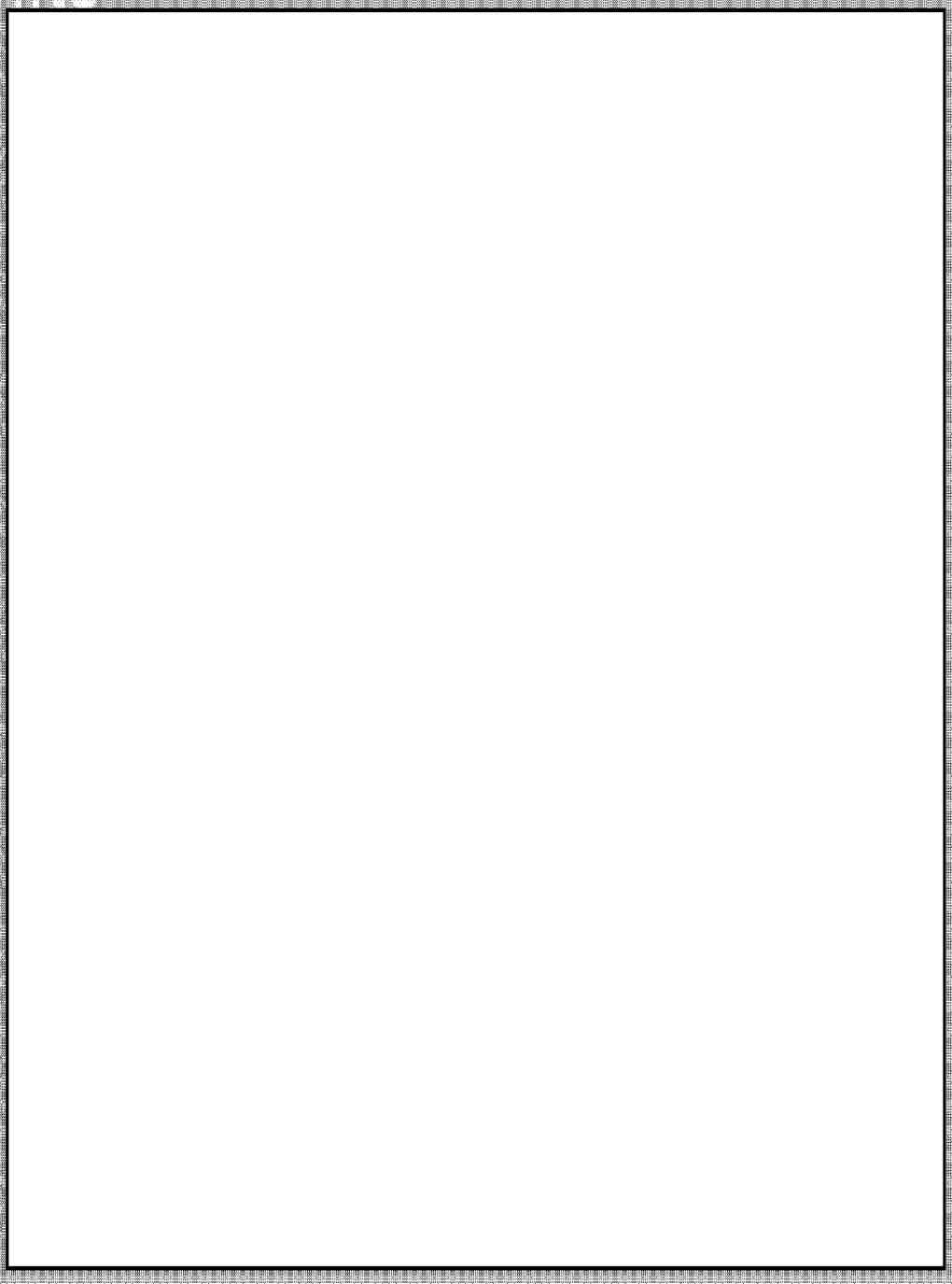
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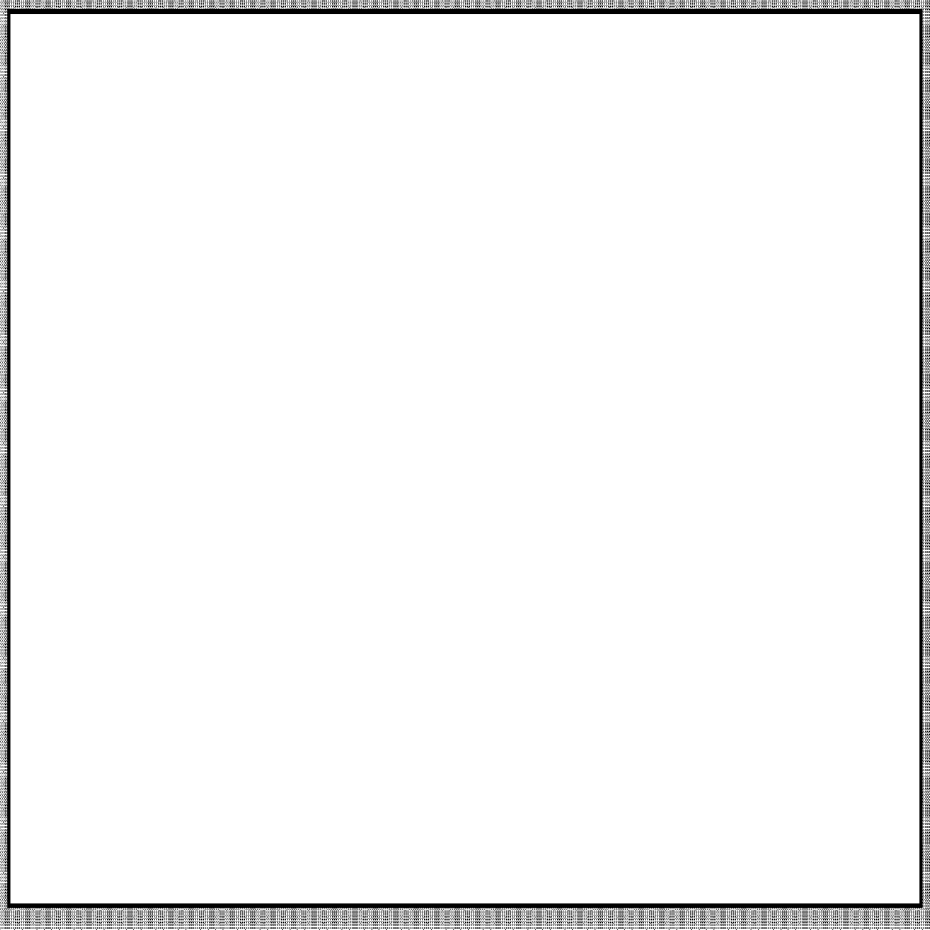
Gifts



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Don't:

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Presenting Gifts

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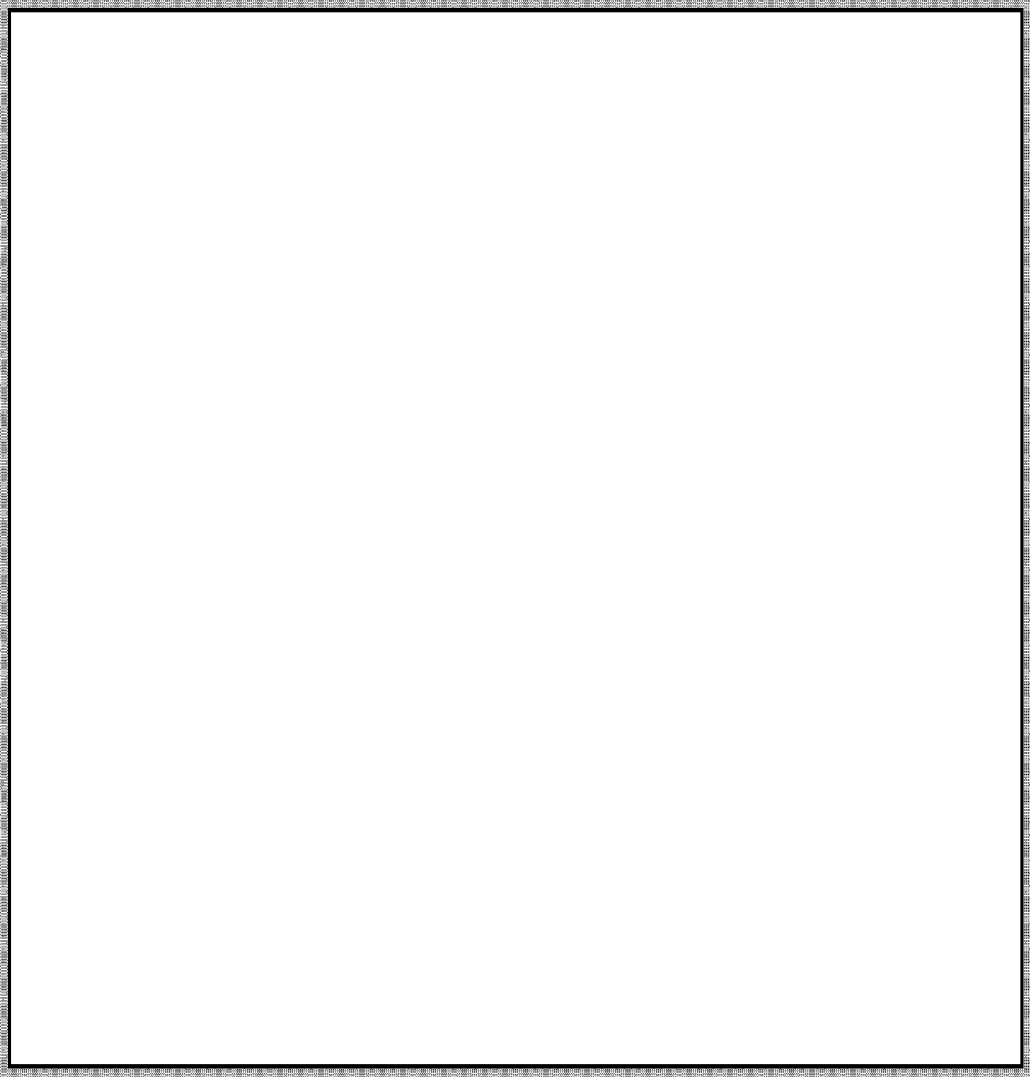


Chinese will not open a wrapped gift in your presence

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Do:

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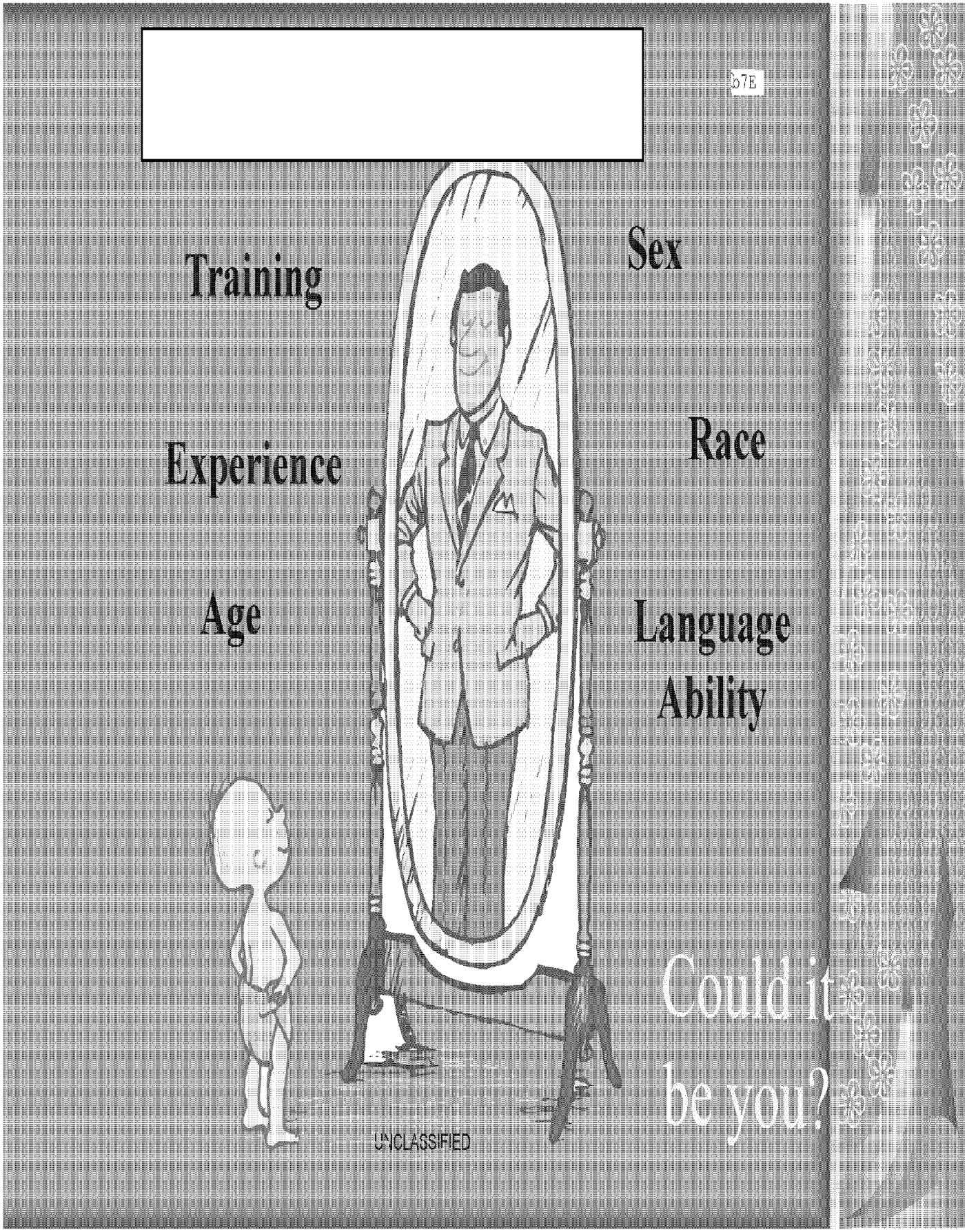


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Verbals

- **"It is in convenient"**
- **"Under consideration or being discussed"**
- **Both mean "NO"**

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Training
Experience
Age
Sex
Race
Language
Ability
Could it
be you?
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Questions?



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