Japanese Mindset

 \mathbf{Of}

Social Etiquette

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Business Etiquette

- Vertical Structure
- Lifetime Employment
- Social Interaction
- Will to Work











Language/Conversation Interaction

"Our language structures the way we think." (Benjamin Whorf)

• Keigo : honorific speech

To who?

older people, customers,

strangers/people who you meet for the first time



























Public etiquette

- Public Transportation and quietness
 - \circ no cell phones
- Quietness in restaurants
- Rather than shaking hands, people bow to each other
- Don't be publicly critical, try to save face
- Public discipline for kids
 - \circ not seen, discipline at home
- Smoking
 - \circ not as frowned upon



























Gift giving Etiquette

- Wrapping of gift
- Specific wording
 - \circ downplay
- Valentine's vs White day
- Gifting experiences
- Thank You gifts
- Can't miss anyone
 - \circ Messes with group harmony



















Conclusion

- Underlining similarities
- Harmony
- Aesthetics
- Politeness
- Aimai

Questions?

Or

Comments