

# Japanese Mindset of Social Etiquette

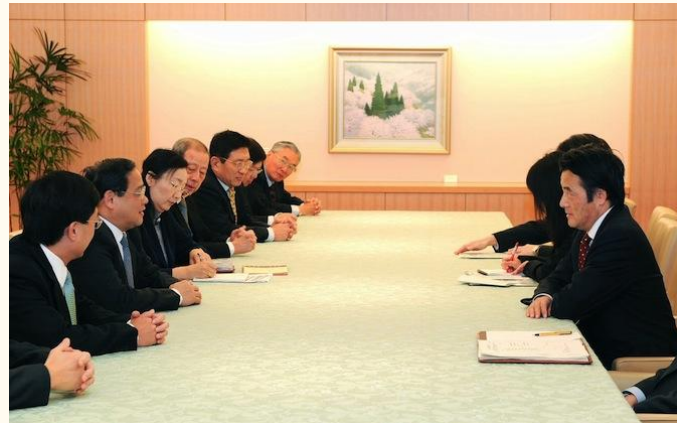
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# Business Etiquette

- 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



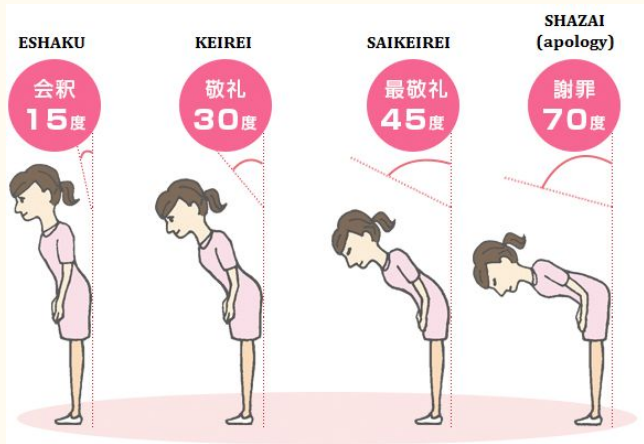












# Gift giving Etiquette

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





# Conclusion

- Underlining similarities
- Harmony
- Aesthetics
- Politeness
- Aimai

Questions?

Or

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Comments