

## **REVIEW 2**

**Class objective:** I will be able to recall all the concepts taught previously and answer the questions given.

### **Concept A: Korean Etiquettes:**

We covered these areas in the concept.

#### **Social etiquette and customs:**

1. 기분 is a word with no literal English translation; the closest terms are pride, face, mood, feelings, or state of mind.
2. Bowing is the traditional way to greet in South Korea
3. They expect a lot of personal space for them.
4. Koreans are generous people and enjoy giving gifts.
5. Food and dining are important parts of Korean culture and are used to build relationships. Be sociable and work at shaping good associations for pleasure and business as they are interlinked.
6. Being invited into a Korean's home is considered an honour (especially if it is for a meal) so it is essential to treat it as such. Be polite, respectful and observe their customs.

#### **Business protocol and work culture:**

1. Dress is conventional and conservative for both women and men.
2. Good posture, Good communication and positive body language is most beneficial in meetings; patience and politeness must be maintained throughout.
3. Koreans have three names; they are used in order of surname, generation name, and then given name.
4. Business cards are considered important and ritualistic in Korea. Take time to read and examine the cards you are given – it is respectful.
5. Avoid using an outright 'No' in response to questions.

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