

Social Etiquette and Intercultural Communication: A Case Study of the Chinese Famous Actor and Director Xu Zheng's Dress Controversy when Meeting Thai PM

By

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Abstract

Nowadays, people of different cultures are more interdependent and more frequent intercourse in intercultural communication than any before. And social etiquette, such as meeting, dressing, hand shaking and body posture gives structure to that practical process of intercultural communication . First of all, the author elaborates on social etiquette which plays an important role in intercultural communicating with people from other culture, or will hinder people from further developing their friendship and cooperation in future. And then the author takes Chinese famous actor and director Xu Zheng's dress controversy when meeting Prime Minister as a typical example and recalls the vivid case in detail. Also, the author discusses the definitions of social etiquette and its function and analyzes the influence of social etiquette on intercultural communication. At the same time, the author puts forward his own opinions about how to promote people's social etiquette awareness and strengthen their etiquette education. In this way, it will be helpful to enhance intercultural intercourse and communication with different people from different cultures.

Keywords: *social etiquette, intercultural communication, intercultural intercourse, Xu Zheng, actor, director, Thai Prime Minister*