

Mesleki Yabancı Dil 2 Dersi

Ankara Üniversitesi Elmadağ Meslek Yüksekokulu

Öğretim Görevlisi : Murat Duman

Mail: mduman@ankara.edu.tr

(Bu çalışma Marija Krznaric tarafından yazılmış ELECTRICITY AND ELECTRONICS isimli kitaptan alınan özet bilgilerle hazırlanmıştır.)

Hafta 10

ADAPTING TO THE BUSINESS ENVIRONMENT

- Nobody actually wants to cause offence but, as business becomes ever more international, it is increasingly easy to get it wrong.
- In many European countries handshaking is an automatic gesture.
- In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present.
- Handshaking is almost as popular in other countries – including Germany, Belgium and Italy. But Northern Europeans, such as the British and Scandinavians, are not quite so fond of physical demonstrations of friendliness.
- In Europe the most common challenge is not the content of the food, but the way you behave as you eat.
- Some things are just not done. In France it is not good manners to raise tricky questions of business over the main course.
- In Italy the biggest fear, as course after course appears, is that you entirely forget you are there on business.

- In Italy the question of title is further confused by the fact that everyone with a university degree can be called Dottore – and engineers, lawyers and architects may also expect to be called by their professional titles.
- The Germans are also notable for the amount of formality they bring to business.
- As an outsider, it is often difficult to know whether colleagues have been working together for 30 years or have just met in the lift.
- If you are used to calling people by their names this can be a little strange.
- To the Germans, titles are important. Forgetting that someone should be called Herr Doktor or Frau Direktorin might cause serious offence. It is equally offensive to call them by a title they do not possess.
- These cultural challenges exist side by side with the problems of doing business in a foreign language.
- The more you know of the culture of the country you are dealing with, the less likely you are to get into difficulties.