

CHAPTER 1

INTRODUCTION

1.1. Background of Study

The research from Center for Advanced Research on Language Acquisition from University of Minnesota (2014) explains that Culture is sharing some practices and communications, psychological and feeling understand through interaction from one group society with other group societies. In this vein, human life is indivisible from culture because culture is inseparable inherent entity in human life. According to Barth and Chiu & Hong as quoted by Robert, Chi-yue, and Ying-yi (2009) explain that Culture is composed of thoughts, feeling, and associating with others. Robert, Chi-yue, and Ying-yi also describe Culture as the system of shared knowledge that enables to distinguish culture from a group of communities. Many scholars highlight the topic of politeness cultures. One of them is table manner because table manner culture is related to the politeness.

Based on one previous study, which entitled “*Cultural Differences of Politeness in English and Chinese*”, Culture is related to politeness because politeness is a representation of cultural values. In this line, when people demonstrate politeness in a certain way to some people, it represents their cultural values. For instance, the first aspect of politeness that in Britain, people want to address someone by calling Mr. for adult men, Mrs. for adult women, while Chinese are addressed by surname with the title such as “Wang Xiao Zhang” or “Principal Wang). The second aspect of Britain, people want to greet each other by saying “How do you do?” and “Nice to meet you!”, while in China, people use “Ni Hao”. For meeting an acquaintance, British always greet other guests with “Hello, how are you?”, but the Chinese say “Chi le ma?” (Have you eaten?). The third aspect that British always reveal their responses like “great, good, terrific”, while in Chinese, those mean “Hen hao, Bu cuo, Hen bang”. When responding to praises, the British always accept the praises by naturally saying “Thank you”, while the Chinese always murmur that means they are not deserved to receive the praise in order to show humility. The fourth aspect that the British put a high value on privacy and some discussion topics would be considered as confidential. The example of asking people about ages, especially women’s ages are considered as impolite attitude, and also like income, marital status and religion are also sensitive. Chinese always discuss health and give some advice like “Have a rest” and “Drink more water”. If the British hear those

words from Chinese, they feel annoyed because they are independent and they feel that they can take thereof themselves. The fifth aspect that both British and Chinese have expressions for saying sorry like British say “I am sorry” and “Excuse me”, while Chinese say “Dui bu qi”, “Bao qian”, “Hen yi han”. And in fact, British always say sorry more often than Chinese by saying “Excuse me” to declare an interruption. When British push their way out from the crowd, want to permit to the toilet from the dining table, they always use the word “Excuse me” to others, while Chinese, they can say “Dui bu qi”, “Hen yi han” when they are heartsick or when they should bother others. Based on the previous study that has been used in this study, it has not discussed table manner and also has not discussed the cultural of table manner influences towards an individual’s behavior.

In this study, the author wants to discuss table manner because it is the part of a culture and that is inseparable inherent entity in human life. Cindy and Peggy (2009) explain that Table Manner can help people to have a meal and associate in all days at breakfast, lunch, or dinner time, and also it enables people to show respect, consideration and honest to others whether people have met in the restaurants, go to a reception, or share food at home. Table manner is important to discuss in this study because the manners always change over time and one day in the future, people can face with a new situation and they will be confused for the appropriate manners, which they will encounter. In this case, people will appreciate and will not make any troubles if they treat others who are eating with them based on the basic principles of good manners eventually.

In referring to table manner case, it is inseparable from cultural food history. In this part, the researcher wants to discuss British and Chinese cultural food history in brief. Firstly, Panikos (2008) states that Britain has multicultural food as the norm. Before 1945, migration existed in British life and many international influences had affected British food. Panikos (2008) explains about British multicultural food has a central dietary purpose; it is to secure enough food to stay alive. In Britain when the century before 1945, the notion of food does not exist of the nationality. British who ate the meal of Francatelli or Isabella Beeton were inspired by the spread of French haute cuisine without notice the issue to any great extent. And, general recipe cookbooks did not make any reference to foods’ origins. As well as working class potato eaters and people who eat food which contains sugar would not have noticed about the history of potato and sugar that those foods were domesticated in Britain as the result of the evolution of Britain’s overseas Empire. Secondly, in Chinese culture, Steven (2008) describes dim sum as Chinese food culture. Steven (2008) states that Dim Sum is from

Cantonese words which mean “touch the heart” and in daily words, using “morsel” which means a variety of little snack-like food for a late morning meal. Many Chinese restaurants in some countries provide dim sum brunch on weekends. The composition of dim sum food requires rolling metal carts stacked high with individual steamers. The server rolls the carts around and people can take the food whatever they want to eat from the cart. In order to get food in dim sum, people must get in touch with a life cycle of dim sum like a hunter in the jungle must observe when the prey is coming out and people need to be at the restaurant within an hour of opening. Steven (2008) also urges people that when they are in dim sum restaurant, people should grab the food quickly when they see something great on a food cart because they may never see that food again and try to be flexible because the food that people want may not appear in the order people need it.

From all aspects of cultural politeness, the benefit of table manner culture, cultural food history which have been discussed in previous, there must have strengths and weaknesses of cultures which involved in these matters. Gustavo (2015) in Culture Trumps Blog describes that culture can be said weakly if beliefs, rules of conduct, customs, and rituals are not obvious to the societies or no suitable between stated values and conduct. Weak Culture can exist if people have narrow thinking and they avoid making cultural changes and avoiding looking outside for best practices and approaches. On the other hand, Gustavo explains that culture can be considered strong if there is cohesion between beliefs, rules of conduct, customs, and rituals. Strong Culture has culture-reinforcing tools, such as ceremonies, symbols, language, rules of conduct and policies. Strong Culture uses ceremonies and symbols to describe what people value and those will create an emotional bond among all people.

In all cultural aspects, Hofstede, as quoted by Bratasena (2016), states that Culture is the collective programming of the mindset that differentiates one community from other communities. Hofstede analyzes the culture from some nations and he combines the cultures into the dimensions. Hofstede, as quoted by Bratasena (2016), states that Culture Dimension is a cultural comparison that allows something to be compared and in fact, every culture is not so unique. Cultures parallel to other cultures have no meaning. So there are six dimensions of culture based on Hofstede (2011) as quoted by Zhanyl (2015), which can create distinction from one country to other countries but not all cultures can suitable on each dimension. The first dimension is the **Power Distance Index** which creates people to accept inequality and the weak people are same to have powerful people over them. The second dimension, **Individualism** which makes people try to make their own personal interests and celebrate

their own individual achievements. The third dimension, **Uncertainty Avoidance** describes that each person handles uncertainty and ambiguity differently. The fourth dimension is **Masculinity** which is described to be decisive, aggressive, pursue success and competitiveness and with the distinction of wide gender. More often, men are achievers and women are mostly support the men. The fifth dimension, **Indulgence** that enables people to reach their own interests and activities connected to having enjoyment, pleasure, happiness, and freedom of expression without developing self-control or think about others' feelings. The Sixth dimension, **Long-Term versus Short-Term Orientation** is connected to seek people's efforts: the past, the present and the future

Therefore the author wants to do research which entitled "*The Cultural Analysis of Table Manner Influences Towards Individual's Behavior By Comparing Table Manner Between British and Chinese Cultures Based On Titanic and Kung Fu Chefs.*" The author chooses this research because he wants to analyze the impact of table manner culture to a person in behaving from British and Chinese Culture based on two movies (Titanic and Kung Fu Chefs). The main reason to highlight this research because based on the previous study of cultural politeness between English and Chinese, it has not discussed table manner and also has not discussed the cultural of table manner influences towards individual's behavior. Moreover, this study contributes significant value for people to appreciate intercultural values.

In this research, the author uses two previous studies, such as in first thesis which entitled "*Communication Apprehension and Cultural Context: A Comparison of Communication Apprehension Between British and Indonesian University Students*" by Hartawan (2016) and in second thesis which entitled "*Cultural Differences of Politeness in English and Chinese*" by Yin (2009) as mentioned in second paragraph.

In the first previous study of "*Communication Apprehension and Cultural Context: A Comparison of Communication Apprehension Between British and Indonesian University Students*", the author points out of communication apprehension which means the way a person feels about communication, not how they communicate. The first thesis that the author uses, discusses the communication because communication is also part of table manner culture. This thesis also highlights the culture considered as an important variable is known to have an effect towards communication apprehension.

This study will focus on the cultural analysis of table manner influences towards individual's behavior by comparing cultural communications of British and Chinese based on

theory from the Article of Hofstede Insights (2017) and Whittaker (2009) for British Communication, and Gao & Ting-Toomey (1998) for Chinese Communication. The study also analyzes the Table Manner from two cultures based on two previous studies which are entitled “*Cultural Differences of Politeness in English and Chinese*” by Yin (2009) and “*Communication Apprehension and Cultural Context: A Comparison of Communication Apprehension Between British and Indonesian University Students*” by Hartawan (2016).

1.2. Problem Formulation

1. How can two different cultures influence an individual's behavior?
2. How to analyze the process of decision making in an individual's behavior?

1.3. Scope and Limitation

This research is a systematic literature review focusing on the cultural analysis of table manner influences towards an individual's behavior. The object of study involves two movies which are Titanic and Kung Fu Chefs. The context of the movies is fiction-based. The main actors/actress that are involved in this research:

- 1) Jack Dawson (Titanic Movie)
- 2) Rose Dawson (Titanic Movie)
- 3) Master Wong Bing Yee (Kung Fu Chefs Movie)
- 4) Lung Kin-Yat (Kung Fu Chefs Movie)

The comparison between the author's thesis with the previous thesis is the author's thesis discusses about cultural table manner, while the previous thesis discuss about the communication apprehension between Indonesian and British students, and the cultural of politeness from British and Chinese people

1.4. Goals and Functions

The goals of this paper are to:

1. To elaborate how two different cultures influence an individual's behavior by identifying the strengths and the weaknesses of two cultures between British and Chinese

2. To elaborate of process of decision making in individual's behavior by comparing table manner from British and Chinese Cultures based on Titanic and Kung Fu Chefs Movie, so people can take an action when dealing with a different culture.

The functions of this paper are to:

1. Explain the strengths/weaknesses of two table manner cultures from British and Chinese in supporting individuals to gain new knowledge.
2. Enable all readers to realize the consequences of cultural knowledge.
3. The readers can appreciate intercultural values.