# CHAPTER 2

# THEORETICAL BACKGROUND

## 2.1. Culture

Serrat (2008) defines Culture as broadest sense, is the totality of society's particular thoughts, convictions, values, and learning. It displays the ways people interpret their environments. And the other opinion which is a research from Center for Advanced Research on Language Acquisition from University of Minnesota (2014), Culture is sharing some practices and communications, psychological and feel understand through interaction from one group society with other group societies. So from these theories, it can be concluded that people's lives cannot be separated from culture because the culture has been attached to them from birth, especially in table manner culture.

In connection with culture, one cultural expert named Geert Hofstede made six cultural dimensions which will be used as a benchmark in this study. Here is the background of Hofstede and why he can make six cultural dimensions. Bratasena (2016) mentions Hofstede (2010) is a sociologist in the year from 1967 until 1973 and he has researched by collecting the data from fifty (50) different nations in International Business Machine as the private company. The research has gotten the answers from one hundred thousand questionnaires. So, according to Hofstede as quoted by Bratasena (2016), 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. According to Hofstede as quoted by Bratasena (2016), 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:

a) 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.

b) The second dimension, **Individualism** that makes people try to make their own personal interests and celebrate their own individual achievements.

c) The third dimension, **Uncertainty Avoidance** describes that each person handles uncertainty and ambiguity differently.

d) 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.

e) 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.

f) The Sixth dimension, **Long-Term versus Short-Term Orientation** is connected to seek people's efforts: the past, the present, and the future.

## 2.1.1. Cultural Analysis

Toner (2000) explains Cultural Analysis has the aim to find out the key assumption, values, artifacts, and symbols which are operative in the culture group. At the first step in the process of cultural analysis in data collection, Toner (2000) states people cannot get the experience with others' values, key assumptions, and symbolic interpretations indirect way, but people can observe others' artifacts in order to begin point in the cultural study. This part, Toner (2000) mentions artifacts can be referred to as events, rituals, grooming, and etc.

The second step is doing the analysis. In this term, Toner (2000) explains the data must be arranged and organized until the specific of norms, values, and symbolic interpretations can be identified. The progress can be created when the researcher can relate the number of artifacts from one culture to some norms and values.

This theory will help this research in order to identify and analysis of British and Chinese Cultures' values, artifacts, and symbols based on two movies, Titanic and Kung Fu Chefs which are being used for the study research.

## 2.1.2. Cultural Class Division

This part, the author wants to discuss the cultural class division which appears in Titanic Movie that represents British Culture.

Cathey (2017) states in Titanic Movie, there are two classes of passengers, first-class (new class) and lower class. In the story, Cathey (2017) mentions in the Titanic's era in 1912, there were the era of the Gilded Age and the progressive era. Cathey (2017) states the Gilded Age and Industrialization made good improvements at that time before the establishment of Titanic Ship, and even in that era, the American economy was booming. Cathey (2017)

mentions Gilded Age excess and the existed of new class passengers of Titanic develop industrialization and can cause widening wealth. While the new class passengers are getting richer, the lower class passengers who are employed in factories are getting poor. Cathey (2017) explains many passengers which involve the immigrants, want to seek the prosperity in America because they want to be rich people as soon as possible. They have goals to be at the top with the other rich businessmen. Cathey (2017) states the elite class passengers apply to show off their prosperities and it is referred to as conspicuous consumption. So, it means that first-class passengers want to buy expensive stuff in order to feel pride for their status and even, they want to differentiate themselves with the lower class passengers by their grooming, transportations, homes, and meals.

## 2.2. Table Manner

One scholar named Tower (2016) explains that Table Manner is structured to give people conduct for all dining activities, including the way to use the technique at the dining table. Tower (2016) also gives an opinion about table manner that in the era of today, it is sometimes ignored and if there are no existing of table manners, there will be no manners at all. Nevertheless, table manner is still very important in people's lives because it is part of human's culture.

Table Manner is a part of all cultures throughout the world, like in British and Chinese Cultures which are being discussed in this research because it is the inseparable entity in people's lives. Cindy and Peggy (2009) state Table Manner enable people to eat together and they can make friends with each other at breakfast, lunch, and dinner. They state Table Manner enables people to show appreciation to each other like when in the restaurants, in the reception or sharing food with families at homes. According to Cindy and Peggy (2009), Table Manner is very important to be discussed in people's lives, especially in this research study because the manners always change from time to time and one day, people can be faced the manners which are unexpected and surprises. So, to solve the problem, Cindy and Peggy (2009) suggest people know the basic of good table manners because then, they will treat all people in appropriate ways of the manners.

So in these subparts, the author will discuss the theory of perfect meal, dining behavior, and communication which are part of table manner.

**2.2.1. Perfect Meal**

Charles & Betina (2014) state that when people enjoy the meal at the dining table, they perhaps sit together with other dinner guests. At that time, people can see surrounding in the dining area and they will say that this is a great dining place. But more often, this can cause an uncomfortable situation. To prevent such uncomfortable circumstances, Charles & Betina (2014) emphasize that the way of the restaurant serving staff welcoming dinner guests through the food menu design can influence the guests to what they want to eat, how much the guests enjoy their dining events with their families/friends. Charles & Betina (2014) declare that the restaurateurs must do whatever they can to make sure that all dinner guests have good moods and the plates can return to the kitchen in clean condition, and as the result, the food orders can be sustainable.

In this theory, the author wants to relate it to two of the Hofstede's theory of cultural dimensions, **Power Distance Index**, and **Uncertainty Avoidance**. From the statement of Charles & Betina (2014), they mention people will sit together with others at the dining table in the restaurant and when people see around in dining place, it also can make the uncomfortable situation for certain people. This statement corresponds to the scene in Titanic Movie because when Jack Dawson (third-class passenger) joins the first-class dinner, and he sees surrounding the first-class culture dinner stuff. At that time, Jack is quite confused to use the stuff for having dinner because he never learns the manner from his culture. This part is related to **Uncertainty Avoidance**.

But, even though Jack faces the situation that kind of thing, he still enjoys have meals with first-class guests because the culture design of the first-class restaurant has influenced the guests to enjoy their dining events with friends and all people have good moods when they have meals together. People also accept Jack as it is despite his different background with most first-class dining guests. This part is related to the **Power Distance Index**.

**2.2.2. Dining Behavior**

In dining time, table manner is involved in this matter because it is inseparable inherent entity in human life. Cindy and Peggy (2009) declare that Table Manner enables people to have dined with others in all eating times, and enables people to show respect, consideration and honest to others like in the restaurants, attend a reception or share food with families.

The researcher uses this theory which relates to one of the Hofstede's theories of cultural dimensions, **Power Distance Index**. In Titanic Movie, Jack is accepted in the first-class' culture because the guests show respect and appreciation with Jack, like Rose's mother talks to Jack about his experience in the third-class accommodation experience. This part happened because there is a table manner.

### 2.2.3. Communication

Communication symbolizes an important part in human's life because based on the first thesis "*Communication Apprehension and Cultural Context: A Comparison of Communication Apprehension Between British and Indonesian University Students*" by Hartawan (2016). Importantly, communication is an important factor to support individuals to gain new knowledge. So by communication, people can exchange the ideas and add insights to one another. When people communicate each other, they need to maintain good attitude and etiquette to others because based on the second thesis "*Cultural Differences of Politeness in English and Chinese*" by Yin (2009), it will help establish, maintain or consolidate harmonious interpersonal relationships, and reduces conflicts and misunderstandings. In these subparts, the author wants to describe the characteristic of communication which exists between British and Chinese.

### 2.2.3.1. The Characteristics of British Communication

The Article of Hofstede Insights (2017) states that British has the highest individualist rates which above from the individualist rates in Australia and America, like they always use "I" or "We" form to have the conversation because they want to be the independent decision maker. Most of the British are private societies and they are learned from their families that British should think just about themselves, and what are their unique of life which can share with others.

This theory corresponds with one of Titanic Movie's scene when there is an arrangement for Titanic's lifeboats when Titanic is going to sink, only women and children first to get into the boat. So, Caledon Hockley (Rose's fiancé) has made an arrangement with the ship officer to provide him the lifeboat. But, he says to Jack that the boat only just for him and Jack cannot join it. Caledon Hockley is more concerned with his own interest and he just thinks about himself like the theory already mentioned that British should think just about themselves.

**2.2.3.2. The Characteristics of Chinese Communication**

In 1998, Gao & Ting-Toomey stated Chinese have a belief that bad conversation can give negative results, as revealed such as "Yi yan ji chu, si ma nan zhui" ("What has been said cannot be unsaid"), "Huo cong kou chu" ("Misfortune comes from the mouth"). Gao & Ting-Toomey highlighted that Chinese conversation always be trained with the warning and Chinese people are warned that if they are not watchful what they want to speak, Chinese will face a lot of social consequences. So, Chinese people always try to control their speeches. Gao & Ting-Toomey mentioned that Chinese always have to maintain the conversation in the relationship among person to seek harmony in the group rather only to each individual. This can be concluded that Chinese culture always has associating like with the big family.

The last statement from the theory of Chinese Communication mentions Chinese always have to maintain the conversation in the relationship among person to seek harmony corresponds with the story of Kung Fu Chefs. The movie tells about one student wants to learn and improve his cooking skill from the Master Chef. The Master Chef tells the strategy of cutting skill to a student, so he can be proficient in cutting vegetables when a student is cooking. This scene shows the master chef wants to create harmony situation between him and his student in cooking activity.

**1.3.  Previous Studies**

In this part, the author wants to discuss two previous studies. Those are being used in the research for comparing two theses from others with his thesis.

**1.3.1.  Thesis I**

The author uses thesis which entitled "*Communication Apprehension and Cultural Context: A Comparison of Communication Apprehension between British and Indonesian University Students*" by Hartawan (2016). The Research Question that can be considered is what are the levels of communication apprehension in British university students and Indonesia university students? The method that is used in the thesis is the deductive approach (the data will be used to test the theory), survey as the research strategy and single respondent. The result from the thesis refers to Hofstede's cultural dimensions through a chart, Britain has a higher rate of individualism rather than Indonesia, so the communication apprehension level of British students is lower than Indonesian students. The main reason that the author uses this thesis for this research study because it mainly discusses communication that enables a person to get new knowledge, so people always interact with each other to exchange the ideas.

Communication is part of table manner because, in a table manner, people communicate to get to know each other well in dining time.

This first thesis represents the first hypothesis that highlights the cultures' influences to individual's behavior like this thesis highlights British has the highest value of individualism. So like in Titanic Movie, Caledon Hockley shows individualism attitude before Jack when he .has made an arrangement with the ship officer to provide him a lifeboat, and he says Jack cannot get to a boat. Even though Hockley shows his attitude like that way, Jack stays calm and does not overreact with it.

### 1.3.2. Thesis II

The author uses thesis which entitled "*Cultural Differences of Politeness in English and Chinese*" by Yin (2009). The reason why the author uses this thesis is that table manner is related to the politeness that is the representation of the cultural value of good manner. The research question that can be considered is how is the contrastive analysis of politeness in English and Chinese can be manifested in everyday conversation concerning addressing, greeting, complimenting? The method that is used in the thesis is the comparative study of politeness behavior between English and Chinese on the contrastive analyses of such linguistic behaviors as addressing, greeting, and complimenting. The result from the thesis is Politeness is what people of different cultural backgrounds all try to observe and maintain. This paper holds the view that politeness indicates different meanings in different cultures.

This second thesis represents the second hypothesis which highlights the process of decision making in an individual's behavior. So it discusses how people will make the decision when British and Chinese Cultures influence their behaviors, in terms of cultural advantages/weaknesses, cultural symbols, cultural values, and cultural rituals. Like in the movies, the stories show how the casts will make the decision when their cultures influence to their behaviors, in terms of cultural symbols, cultural advantages/weaknesses, cultural values, and cultural rituals.

The difference of these two theses with the author's thesis is the author's thesis discusses about cultural table manner, while these theses do not discuss any topics which are related with cultural table manner.