

The Influence of McDonald's on Chinese Etiquette

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Uvedte historii a současnou podobu společnosti McDonald's
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Vyvodte závěr ze stanovených argumentů

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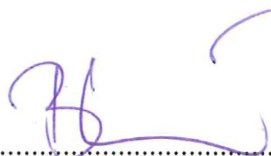
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ABSTRAKT

Tato bakalářská práce popisuje, jak společnost McDonald's ovlivnila stolování v Číně. Hlavním cílem této práce je uvést několik argumentů, které budou potvrzovat, že společnost McDonald's skutečně ovlivnila tradiční čínské stolování. Dále se tato práce bude věnovat historii a současné podobě společnosti McDonald's. Mimoto by bylo vhodné zmínit, že se práce zaměří nejen na stolování, jež je podskupinou etikety, ale také na etiketu jako fenomén současnosti.

Klíčová slova: McDonald's, stolování, etiketa, Čína, historie, argumenty, čajovny

ABSTRACT

This bachelor thesis describes the ways how the McDonald's Corporation has influenced the table manners in China. The main aim of this work is to state several arguments which confirm the fact that the McDonald's Corporation has really influenced the traditional Chinese table manners. Furthermore, this paper is going to be devoted to the history and present appearance of McDonald's. Moreover, it would be useful to mention that it is also going to focus not only on the table manners which are a subgroup of the term "etiquette", but also on the "etiquette" as a phenomenon of today's period.

Keywords: McDonald's, table manners, etiquette, China, history, arguments, teahouses

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INTRODUCTION

At the beginning of this bachelor thesis, it would be useful to mention why I have chosen this topic for one of the most important assignments in my whole life. The reason is that I have been working for this giant company for five years and due to this fact mentioned above, I could provide much more information from my personal point of view as I devote a lot of time to this company. Another fact which came into my mind when thinking about the topic of this work is that this company has such a huge power in the field of globalization. In addition, I would like to say that I am not against globalization of this company and that this work only deals with this influence from both the negative and positive point of view.

The aim of this thesis is to state several arguments which confirm the influence of this company on Chinese etiquette and how much it changes the traditional table manners and etiquette in general way. Moreover, I am going to find out if the inhabitants of this most populous country are fond of this American company or there are still some signs of eternal rivalry between these two fighters.

Furthermore, it is worth mentioning that this thesis is also devoted to dealing with the company, the history of the company and also to the life of the company's founder named Ray Kroc. Additionally, I am going to discuss the background of this company, especially the advertising and other essential topics regarding the title of this bachelor thesis. Moreover, it would be useful to mention that I am also going to explain some basic rules of today's dining etiquette where you are going to get to know plenty of facts which are really difficult to remember in our everyday lives.

When writing this work, I am going to use not only the opinions of other authors but I am going to use my own arguments as well. However, there are many writers whose masterpieces helped when writing my bachelor thesis and which include a lot of significant information to help my thesis be successful.

1 RAY KROC'S COMPANY

“Press On. Nothing in the world can take place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

Ray Kroc

1.1 The History of McDonald's

In the year of 1954, Raymond Albert Kroc, the son of the Czech emigrant named Alois Kroc, met Richard and Maurice McDonald who run a small fast food company with hot dogs in San Bernardino in California. Kroc really liked the way how the brothers managed to serve a big amount of customers thanks to reducing the menu, prices and working procedures in the kitchen. (Pravdová 2006, 14)

It was the Kroc's company named Malt-A-Mixer Company selling Multimixers to ice cream which helped him to get to know the two brothers because they used eight Multimixers in their company. Moreover, it was also his curiosity and I mean that he wanted to know why the brothers needed so many Multimixers in their business. (Mattern 2011, 12)

Having been surprised with the way how the people were served by the window, he offered them to franchise their Spedee Service System. Nevertheless, taking the brothers into consideration, they were not enthusiastic about this idea as they did not want to be responsible for all the restaurants using their fast-food system. It was the Kroc's voluntarily which allowed him to handle the system. (Gilbert 2009, 6-8)

In March 1955, Ray Kroc established a franchising company named McDonald's System, Inc. One month later, he opened his first restaurant which was situated in Des Plaines in the state of Illinois and he set up four principles which are even nowadays typical for this great company: Quality, Service, Cleanliness and Value (QSC and V). Furthermore, there were 18 restaurant opened in the same year but it was really difficult to find some more franchisees. In May 1955, a restaurant which was opened in Waukegan located in Illinois was something like a “box office hit” when talking about movies. In 1960, there were 200 restaurants with unexpected annual sales of \$37 million. (Gilbert 2009, 8)

In the year of 1960, Ray Kroc decided to change the name of the company to McDonald's Corporation. (Mattern 2011, 18)

However, there was still a fact which Kroc was not satisfied with. He was expected to give several percentages of the profit to the brothers. That's why he decided to ask the brothers to buy out the company from them in 1961. They asked "only" for \$2.6 million. Having obtained the whole company with its rights, Ray Kroc was totally free to take control of his own company. (Gilbert 2009, 10-14)

In 1984, the McDonald's Corporation became the biggest restaurant in the world. (Pravdová 2006, 14)

1.2 Franchising

This part of this thesis is devoted to the term "franchising" as I found this topic very crucial because McDonald's is the traditional franchise.

"Franchising happens when someone develops a business model and sells the rights to operate it to another entrepreneur, a franchisee. The company selling the rights is the franchisor. The franchisee usually gets the rights to the business model for a specific time period and in a specific geographic area. Franchising is sometimes referred to as business format franchising or product franchising. McDonald's is the classic business format franchise." (Spinelli et al. 2004, 2)

"In a business product franchise the way the product is delivered is as important to the brand as the actual product – for example, golden arches and red-roofed building for McDonald's. In a product franchise, the actual product – not the way that it is delivered – is the focus." (Spinelli et al. 2004, 2)

"The trademark or brand of the franchise is what creates the bond between you and your franchise partner, the brand owner. You share a mission to maintain and build the brand, which already signals a price-value relationship in the minds of your customers. The franchisor brings the brand; you bring the entrepreneurial instincts to manage the day-to-day selling. It takes both of you to achieve market acceptance of the brand." (Spinelli et al. 2004, 3)

"Franchising is, at its core, an entrepreneurial alliance between two organizations, the franchisor and the franchisee. There is no franchise per se until at least one company store exists, the opportunity has been tested, and franchisees sought. Once the concept has been

proven, the franchisor and the franchisee enter into an agreement based on their belief that there are advantages in the alliance. An advantage is when you can outperform the competition. Franchising clarifies which partner can best perform a certain job that is relevant to the end product or service. The key motivation behind franchising is that each partner seeks to create wealth for himself or herself by exploiting the opportunity together.” (Spinelli et al. 2004, 4)

1.2.1 Types of Franchising

“Franchising arrangements fall into three general categories. In the first approach, a manufacturer authorizes a number of retail stores to sell a certain brand-name item. This type of franchising arrangement, one of the oldest, is prevalent in sales of passenger cars and trucks, farm equipment, shoes, paint, earth-moving equipment, independent retail service stations, and franchised dealers handle virtually all sales of new cars and trucks. In the second type of franchising arrangement, a producer licenses distributors to sell a given product to retailers. This arrangement is common in the soft drink industry. Most national manufactures of soft drink syrups - The Coca-Cola Company, Dr. Pepper/Seven-Up Companies, PepsiCo, Royal Crown Companies, Inc. – franchise independent bottlers who have then serve retailers. In a third form of franchising, a franchisor supplies brand names, techniques, or other services instead of a complete product. Although the franchisor may provide certain production and distribution services, its primary role is the careful development and control of marketing strategies. This approach to franchising, which is the most typical today, is used by Holliday Inns, Howard Johnson Company, AAMCO Transmissions, McDonald’s, Dairy Queen, Avis, Hertz Corporation, KFC (Kentucky Fried Chicken), and Subway, to name but a few.” (Pride et al. 2010, 153)

1.2.2 The Franchising of McDonald’s

The Company franchises and operates McDonald’s restaurants in the global restaurant industry. All restaurants are operated either by the Company or by franchisees, including conventional franchisees under franchise arrangements, and foreign affiliates and developmental licensees under license agreements. (Annual Report 2010)

In Table 1, you can see the total numbers of restaurants at December 31, 2010. The newest data are not available as the Annual Report 2011 has not been published yet.

Table 1. Types of ownership during 2008, 2009, 2010

Restaurants at December 31,2010	2010	2009	2008
Conventional franchised	19,279	19,020	18,402
Developmental licensed	3,485	3,160	2,926
Foreign affiliated	3,574	4,036	4,137
Franchised	26,338	26,216	25,465
Company-operated	6,399	6,262	6,502
Systemwide restaurants	32,737	32,478	31,967

Source: Data adapted from “McDonald’s 2010 Annual Report”

1.3 The Strategy of McDonald’s

“In recent years McDonald’s has adopted the global vision of becoming the world’s largest and best fast food restaurant chain. Some of McDonald’s key objectives emphasize global standardization, as in the statement: ‘Expand our global mindset by sharing best practices and leveraging our best people resources around the world.’” (Stonehouse et al. 2004, 192)

“McDonald’s restaurants are a mix of company owned and independently owned franchised restaurants that sell McDonald’s products (almost) exclusively. The extensive use of franchising lowers expansion costs and keeps owners motivated to provide high-quality service so as to earn high profits. McDonald’s itself owns many of the restaurants with city centre locations. This allows the company direct control over quality and keeps control of the most profitable locations.” (Stonehouse et al. 2004, 192)

“McDonald’s strategy is based on achieving low costs and prices along with reliable quality and value for money, based on the McDonald’s brand. The company’s strategy is based on knowledge of modern lifestyles, young people’s tastes, food production processes and service levels. Coupled with this constant product innovation and effective marketing tools including the twin arches logo and constant new promotional campaigns. Aspects of McDonald’s global strategy emphasize standardization in terms of key products and product features, food production systems, staff training, service levels and so on. McDonald’s entry to new national markets is always preceded by an exercise to identify local suppliers who can meet the company’s stringent quality standards. Such suppliers are expected to comply fully with McDonald’s recipes and procedures.” (Stonehouse et al. 2004, 192)

“The recent restructuring of McDonald’s into five geographical divisions, while continuing to support the company’s quality and service standards, has been accompanied by a reduction in central control, greater local autonomy and by greater variations in product and service offerings in different parts of the world. For example, salads and beer are offered in restaurants in continental Europe, chicken I served on the bone in China and in Greece they have recently introduced the ‘Greek Mac’, a burger accompanied by Greek salad, served in pitta bread. As well as indication McDonald’s recognition to adapt to the needs of local markets, this strategy represents the company’s attempt to transform itself through innovation. McDonald’s intends to innovate through new product offerings and restaurants designs. The development of McCafes, following the global trend for coffee shops, is an example of recent strategic innovation.” (Stonehouse et al. 2004, 192-193)

1.3.1 Advertising

To take advertising into consideration, it is a way how goods or services reach the public and the main goal of advertising is to catch the people’s attention and to increase the sales of the product or service. (Petley 2002, 4)

According to Neil Postman, “A McDonald’s commercial, for example, is not a series of testable, logically ordered assertions. It is a drama—a mythology, if you will—of handsome people selling, buying and eating hamburgers, and being driven to near ecstasy by their good fortune. No claims are made, except those the viewer projects onto or infers from the drama. One can like or dislike a television commercial, of course. But one cannot refute it.” I have chosen this quote as it describes television commercials and McDonald’s as well.

Advertising slogans are one of the means which McDonald’s wants to attract the target customers to come to have a snack and to spend their free time with their families and friends at McDonald’s restaurants. During years, McDonald’s has launched so many marketing campaigns which have been either successful or pointless. Here you can notice some McDonald’s marketing campaigns and slogans in a hierarchical way:

- 1960-1970: These years are devoted to two famous slogans - “Look for the Arches” and “McDonald’s is your kind of place”.
- During the 70s, McDonald’s come up with several marketing slogans and I have decided to mention only one of them – “We Do it All for You”.

- During the 80s, McDonald's launched many slogans and here are only a couple of them - "It's Mac Tonight" and "Nobody Makes Your Day like McDonald's Can".
- During the period of 1990 and 2000, McDonald's revealed many slogans, sometimes there were even two slogans per year and here you can see two of them – "Did Somebody Say McDonald's" and "Have You Had Your Break Today?"
- The new millennium is full of new slogans and each of them was found very successful. Below, you can notice only two examples – "We Love to See You Smile" and "I'm lovin'it". The last slogan mentioned above still sticks around at present. (Syl, comment posted January 10, 2006)

All these slogans which I have dealt with above were created to evoke emotions in target customers and make customers be enthusiastic about returning to the McDonald's restaurants.

1.3.2 McDonald's Values

When talking about values, McDonald's finds their values essential as they help keep their customers and attract new potential ones who will love to return to the McDonald's restaurants because every time they leave it they will leave not only with hamburgers but also with some kind of experience. Moreover, it would be useful to say that the Company is also committed to their employees.

Having mentioned the importance of values, you can get to know some of these below:

- Customers are provided high quality food, perfect service, cleanliness and value. These four points are the reasons why the customers visit the McDonald's restaurants.
- Employees are provided friendly environment and a chance to work together. These factors make the business successful.
- The business of McDonald's could be called as standards of honesty and integrity.
- McDonald's tends to build the business profitably. Due to this fact mentioned above, they have to focus on their customers every day of their business.

(As indicated on the McDonald's Web site)

All these values mentioned above are crucial and each of them is included in this abbreviation called "QSCV" (Quality, Service, Cleanliness and Value) which makes McDonald's one of the most sophisticated systems.

1.3.3 Ronald McDonald House Charities

In this section, I am going to describe the Ronald McDonald House Charities which can be also found as one of the company strategies.

As indicated on the Ronald McDonald House Charities Web site, in 1974, there was the first McDonald House formed in Philadelphia by Dr. Audrey Evans whose daughter had leukemia.

The reason why the Ronald McDonald House Charities have been established is that the charity wants to improve the health of the children and make the children feel safe. The charity itself cooperates with 56 branches in 56 countries and it uses its three cores to fulfill its mission a vision: Ronald McDonald House, Ronald McDonald Family Room and Ronald McDonald Care Mobile.

1.3.4 Adapting to Different Markets

As a part of the corporation strategy, it would be useful to mention the fact that McDonald's adapts to different cultures in order to catch the people's attention. This part of my bachelor thesis is going to describe this factor mentioned above. When describing the Chinese menu items, they are defined separately in chapter 1.5.3.

When talking about the different menu items, you can find several different products lines to satisfy the people's need and to satisfy the local taste. (The Sandar Ganapathy Blog, comment posted April 20, 2009)

When arguing different countries, you can find beer in Germany. In the Middle East, it is possible to order McArabia from their menu. In India, it would be quite impossible to eat beef. Moreover, you can buy your favourite fries in many Asian countries. Instead of fries, the corn is offered. If you are fond of a VeggieMac, you have to avoid it in Italy. Here you can see only few examples of the adaptation to different cultures from a general point of view. (Lane et al. 2009, 30)

Additionally, there are not only differences in the McDonald's menu. One of the McDonald's strategies is to change the design of the restaurants in different countries. For example, in Europe, it is quite common to find the basic design of the restaurants. (Sandar Ganapathi Blog April 20, 2009)

Nevertheless, in the Asian countries, you can meet totally various design patterns which totally suit the inhabitants of these states.

These features mentioned above are parts of the key strategies which are used by the company both to increase their sales and to make the customers come back.

1.4 The Globalization of McDonald's

This subtopic of my paper is devoted to the expansion of this company. In this section, I am going to mention only the most essential countries which became the members of this culture called McDonald's.

The first restaurant which was opened out of the borders of the United States was a restaurant in Canada in 1967. This was the first sign of the expansion to the whole world. In 1988, several restaurants were built in some countries of former East Bloc (Hungary and Yugoslavia). The February 1990 is devoted to the opening of the first McDonald's restaurant in Moscow which was regarded as an exceptional political event. In Switzerland, there was the first restaurant formed in a train. In 1992, there was the first restaurant formed in Prague, Czech Republic. (Pravdová 2006, 14-15).

Regarding the development in different markets, you can see the historical process in Table 2, which shows the number of restaurants in 1990 and 1995. Concerning Table 3, it is possible to see every single year and countries being involved in the development. Both of the tables are available on the following page.

According to the McDonald's Annual Report 2010 when the end of 2010 has appeared, there have been 32,737 restaurants worldwide. Moreover, believe it or not, but every seven hours one McDonald's restaurant is open. (As indicated on the McDonald's Česká republika Web site)

When talking about the first Chinese restaurant, I am going to talk about it in chapter 1.5.

Table 2. Countries and the number of restaurants

	1990	1995
Systemwide	11,803	18,38
United States	8,576	11,368
Japan	776	1,482
Canada	626	902
Germany	349	649
England	356	577
Australia	269	530
France	150	429
Brazil	63	243
Mexico	21	132
Taiwan	43	111
Sweden	49	106
Hong Kong	51	98
New Zealand	46	98
Philippines	32	83
Singapore	34	78
China	1	62
Malaysia	22	58
South Korea	4	48
Thailand	6	39
Indonesia	0	38

Source: Data adopted from James L. Watson, *Golden arches east: McDonald's in East Asia* (Stanford: Stanford University Press, 2006), 3.

Table 3. Development of McDonald's restaurants

Year	Country	Year	Country
1955	USA	1984	Taiwan
1967	Canada	1985	Thailand
1971	Japan	1985	Mexico
1971	Australia	1986	Turkey
1971	Germany	1988	South Korea
1972	France	1990	China(Shenzhen)
1973	Sweden	1990	Russia
1974	England	1991	Indonesia
1975	Hong Kong	1992	China(Beijing)
1976	New Zealand	1992	Poland
1979	Brazil	1993	Israel
1979	Singapore	1994	Saudia Arabia
1981	Philippines	1995	South Africa
1982	Malaysia	1996	Croatia

Source: Data adopted from James L. Watson, *Golden arches east: McDonald's in East Asia* (Stanford: Stanford University Press, 2006), 15.

1.4.1 Reaction of the Czechs to McDonald's

In the chart below, you can notice the pros and cons of the Czech customers when talking about McDonald's. I have chosen these points since most of these opinions are shared not only by the Czechs but are also typical for most of the nations including China as well. Furthermore, in the text below, it is possible to notice that the Czechs have also mentioned the table manners in their answers, and this is another reason why I have decided to include the points in my thesis.

Pros:

- It is a new form of eating.
- The food, which is provided, is hot, high-quality, fresh.
- The service is fast and kind. The guest is served immediately.
- The environment is clean, the restaurant is non-smoking.
- The food is relatively cheap.
- The food can be taken away.
- The restaurant is suitable for children as well.
- **You can break the rules of table manners.**
- It is something new, modern and coming from abroad.
- The restaurants are well-known. When being abroad, you are likely to choose this kind of restaurants than the other ones which you do not know.

Cons:

- Fast food is not healthy.
- The restaurant offers a small choice, the food and the beverage are caloric and not everybody likes it.
- The smile of service is artificial.
- The environment does not offer privacy.
- The food is relatively expensive.
- Rubbish can be found in the surroundings.
- The children are noisy.
- **A person breaks the traditional table manners.**
- It is something new and of American origin.
- **Omnipresent American restaurant influences the culture of other countries.**

Having stated the points above, it is obvious that the Czechs claim that McDonald's also influences the traditional table manners, but it is possible to notice several pros as well. The cons also include a fact demonstrating the truth that you can break the rules of table manners in these restaurants which can be found as an advantage of this influence not only in the Czech market but also in the Chinese market.

1.5 The “Boom” of McDonald's in China

1.5.1 Development of McDonald's in China

Regarding the first opening in China, it would be useful to start with the year of 1990 when the first restaurant was opened in Shenzhen. In 1992, the first restaurant was formed in Beijing. This restaurant had a capacity of 700 guests and 40,000 guests were served during the first day. This restaurant mentioned above was the biggest restaurant around the world. (Luo 2000, 283)

Furthermore, it would be useful to mention that the first restaurant in Beijing was opened on the southern end of the Wangfujing Street which is one of the main business streets in Beijing. After this occasion, there were many other outlets formed in Beijing. By the end of 1996, there were 29 restaurants established in Beijing where people could try something new coming from the American culture. (Watson 2006, 39)

Nowadays, in China it is possible to find more than 1,400 restaurants, which are situated in 26 provinces, autonomous regions and municipalities, and the company intends to maximize the amount of restaurants to more than 2,000. (As indicated on the China Digital Times Web site)

1.5.2 People's Attitude

When talking about the people's attitude to the McDonald's phenomenon, there were different opinions between the inhabitants and the government. Considering the young people, they are fond of this globalization as they want to be modern and they want to be a part of this remarkable, exciting American culture. (CapSkippy, Everything2, comment posted November 20, 2002)

As indicated on the China Daily Web site, the reason why the customers visit McDonald's every day is that it is a Western brand providing something new. If they wanted to eat rice, they would go to their traditional restaurants. They want to have a taste of the American culture. There is also mentioned that “many Chinese still flocked to the

store, due to its many attractions. Except for the delicious burgers, crispy French fries and icy milk shakes, there was the image of an affable and farcical Ronald McDonald, the striking yellow, red and blue décor, the smiling and the quick service, in sharp contrast to poor service consumers had long endured at local restaurants.”

In this section, it would be also useful to mention the children’s attitude to this company. I am going to point out only one fact regarding the birthday. It is generally known that people in China do not celebrate their birthday. However, McDonald’s is the place where the Chinese children spend their birthday. Do you not think that this statement is strange? One day it may happen that the company will force the inhabitants to celebrate the birthdays of their children not only at McDonald’s.

1.5.3 McDonald’s Menu Items in China

As argued in chapter 1.3.3. McDonald’s is also influenced by the traditions and cuisine in China. In this section, I am going to deal with the menu items which you can find while travelling to this country.

The main difference between China and other countries is that the Chinese restaurants tend to use chicken meat. Moreover, you are quite unable to find any Angus burgers in these restaurants. Furthermore, you can find various kinds of burgers, chicken wings etc. Other items which appear on the McDonald’s menu are pancakes when talking about breakfast. In addition, you can find several desserts as pineapple pie etc. (Thomas Aylmer, Tom’s China Blog, comment posted March 10, 2011)

Furthermore, you can also order rice-based burgers with shrimps as well because as you know, China is a state which is rice-oriented.

In the text mentioned above, you can get to know only several facts regarding the McDonald’s cuisine in China because I have wanted to outline only the basic differences. (Thomas Aylmer, Tom’s China Blog, comment posted March 10, 2011)

2 ETIQUETTE AS A SOCIAL PHENOMENON

2.1 Misconceptions about Etiquette

In this part of my thesis I would like to devote some time to talking about misunderstanding etiquette. It is said that etiquette is a set of rigid rules. Nevertheless, this idea does not match the reality because etiquette is a guide for you to do things to feel comfortable. Secondly, it would be useful to mention that etiquette is not only for the wealthy and well-born but it is a code for every socioeconomic group of all ages. (Post 2004, 5)

2.2 The Background of Etiquette

When talking about etiquette, this term evokes something archaic. Something what belongs to the world of our grandmothers and grandfathers. (Špaček 2008, 6)

According to William Day and Alfred Guillaume Gabriel Orsay the etiquette is “ the barrier which the society draws around itself as a protection against the “*law*” can not touch – it is a shield against the intrusion of the impertinent, the improper, and the vulgar – a guard against those obtuse persons who, having neither talent nor delicacy, would be continually thrusting themselves into the society of men to whom their presence might (from the difference of feeling and habit) be offensive, and even insupportable.”(Day and Orsay 1843, 3)

Moreover, it would be useful to mention that etiquette consists of several different subgroups. Etiquette can be applied to the fields of business, communication, table manners, greetings and other topics which you can meet in your everyday life. Nevertheless, there is a piece of information left and it talks about being aware of various cultures and their attitude to the etiquette from their points of view.

2.3 Chinese Etiquette

“Throughout most of China’s history, the relationships between people in all classes were based on carefully prescribed forms of behavior that covered virtually every aspect of conduct - so much so and to such a degree that learning and following proper etiquette was

one of the major facets of life. The higher one was on the social ladder, the more meticulous and demanding were the rules for etiquette.” (De Mente 1994, 27)

When travelling to China, you should be aware of some basic facts regarding the Chinese etiquette. It is said that the Chinese etiquette has recently changed in a strong way and they are open to westerners. Nevertheless, there are still some facts which you should know and you should keep as well. When talking about the ethical system, Confucianism and some influences of Legalism, Marxism and Daoism are the bases of this system. (Amyjane, Hubapges, n.d.)

When describing the Chinese etiquette, it is a complex system which has been created during centuries. Firstly, it would be useful to remember that the Chinese can really appreciate a hard-working person. Then, they are strict in the field of reputation, and all factors which influence the reputation from a negative point of view should be eliminated. When talking about conducting business, they are not keen on direct business, so it is common for them to use an intermediary connection. Taking the honorific titles into consideration, they are used quite often unless you are provided any information claiming that you should use informal style. Having said the fact mentioned above, you should also have a respect for older people. Furthermore, if you are invited to take part in a party, it is expected to bring a gift. Here are several facts which you should be aware of when meeting the Chinese, and moreover, you should also remember that you are supposed to be always modest. (As indicated on the Wise Geek Web site)

3 TABLE MANNERS

In this section of my thesis, I am going to devote some time to talking about place setting when considering the utensils and dishes. Moreover, I am not going to describe different kinds of food and the way which you are supposed to it because this would not be connected with the topic of my work.

3.1 The Traditions of Table Manners

According to Schwartz, “the modern-day use of table silver goes back to A.D. 1100, when the wife of an Italian nobleman introduced the tow-tined fork into table usage in Venice because she did not like to pick up meat with her fingers. The use of forks was not entirely satisfactory, and their use spread but slowly, even in Italy, where they had blessing of the nobility. Complete acceptance of the fork came only with Renaissance, which also ushered in the use of the table knife to displace the common hunting knife which every freeman carried at all times on his belt and used at the table for cutting.” (Schwartz 1988, 245-246)

“France and England were slower in accepting these customs, and it was not until the mid-1600s that English craftsmen commenced the manufacture of table knives and forks, and the spoon. These utensils were made of silver and were still rare. As a result of scarcity of table silver, it fell to the English gentry to formulate the table manners of the land. It is from them that Americans inherit their table manners, modified somewhat by native American thought and customs.” (Schwartz 1988, 246)

Taking the napkins into consideration, they originally appeared in Reims in the court of Charles VII. They were used in the palaces and they were decorated from the decorated. (Schwartz 1988, 246)

3.2 Peggy Post’s Western Table Manners

There are certain groups of people having different attitudes to table manners and their ways of eating. First group are those who could be teachers in the field of table manners. Another kind of people is that when people are satisfied with their way of eating but they still want to get better. Finally, there can be found some individuals who feel unsure about their table manners what could be a problem while eating in a restaurant. Nevertheless,

when being in a restaurant with your potential employer, it is advantageous to be professional in the field of table manners. (Post 2004, 379)

Ten recommendations how not to behave at the table:

- Try to avoid chewing with your mouth open or while having food in your mouth.
- Try not to make unpleasant noises.
- Hold a utensil in a proper way.
- No flossing and picking your teeth when eating.
- Put your napkin on your lap.
- Drink when having no food in your mouth.
- Cut up your food step by step.
- No slouching and leaning on elbows is allowed during eating.
- Do not ask anyone to pass you anything being far away.
- Say “excuse me” while leaving the table. (Post 2004, 412)

Taking our everyday life into consideration, you can meet two place settings - a formal one and an informal one. When taking the informal place setting into account, the main difference is that the utensils are placed according to two rules. The first talks about placing utensils in order how you use them. The second one describes the placement of forks on the left of the plate, knives with spoons on the right. (Post 2004, 379)

3.2.1 The Informal Place Setting

The following utensils and dishes are included in the informal place setting when talking about an informal three-course dinner:

- The first thing which is set on the table is a dinner plate.
- Two forks are set on the left of the plate. The first fork is for the main dinner and the smaller one is for eating a salad or appetizer.
- Napkin tends to be set either on the left of the forks or in the centre of the plate.
- Knife which is also used for a first-course dish goes to the right of the plate.
- Two kinds of spoons (soup spoon and teaspoon) are situated on the right of the knife.
- Different kinds of glasses goes to the top right of the plate.

The utensils and dishes mentioned above are the basic ones and other dishes and utensils are not compulsory. (Post 2004, 379-380)

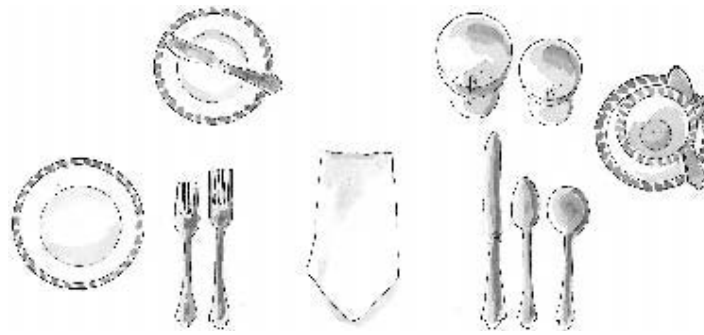


Figure 1. Informal place setting (Post 204, 380)

3.2.2 The Formal Place Setting

The rule that is connected with this kind of place setting is that all the dishes and utensils must be geometrically spaced. This sort of place setting includes following instructions:

- Two kinds of plates are situated in the centre of the setting. The first plate called service plate is “a saucer” for the plate serving as a place for the first course. The service plate is used for the first course.
- The small plate which serves as a plate for butter goes to the left of the place setting.
- When eating the salad, it is sure you will find the fork used for this kind of food on the left and closest to the plate.
- The dinner fork is placed at the left of the salad fork and tends to be used for side dishes and the entrée.
- For a fish course, you are supposed to use the fish work which is placed farthest to the left.
- The dinner plate is likely to be found on the right of the service plate.
- A knife which is situated on the right next to the dinner knife is called a fish knife.
- On the top of the butter table you can find a butter knife.
- If eating the salad, you use not only the salad fork but also the salad knife situated between the service plate and the dinner plate.
- When eating soup or fruit as a first course, you are expected to use these kinds of

spoons which are placed at the right of the knives.

- The only fork which is situated as the last fork on the right of the plate is called an oyster fork and is used for eating shellfish.
- There are four glasses used for this sort of place setting - going from the left to the right, there is a water goblet, glass for red or white wine, and the last one is a sherry glass. (Post 2004, 381-382)

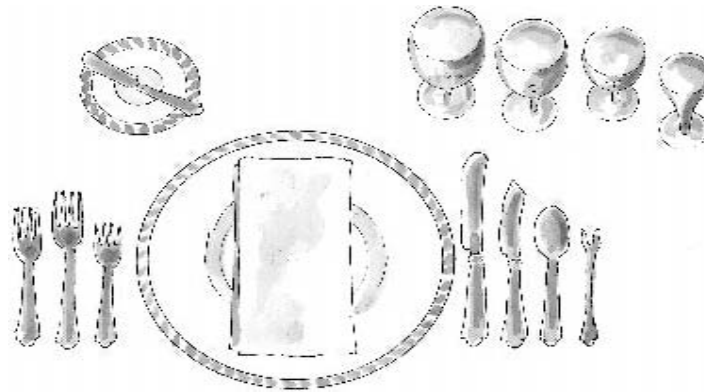


Figure 2. Formal place setting (Post 204, 382)

3.3 Chinese Table Manners

When talking about Chinese table manners and Western table manners, they do not match at all. There are differences in the field of cutting, cooking and serving the food. (Newman 2004, 105)

Taking into consideration the Chinese attitude to table manners, they find it very important. It is considered very polite to choose the best food and give it to the eldest person. It is normal that the youngest person helps the senior with serving the food from the platters. Moreover, the eldest people can taste the food as the first ones. The Chinese believe that eating and drinking belong altogether and it is expected to do it in a proper way. There are several recommendations mentioned below which describe manners which are not allowed to do in the field of Chinese manners:

- It is not courteous to eat in a noise way.
- You should chew the food you eat in a slow way.
- It is considered bad to form balls from the rice.
- Do not mix the rice in order to make it cool.
- It is not polite to bit the bones with your teeth.

- Do not take whatever you want.
- You should not get rid of fish and meat you have already tried.
- It is not allowed to add ingredients to the soup in the bowl which is for everybody.
- You should not feed dogs with the bones. (Newman 2004, 109-110)

Furthermore, there are other things which Western culture can consider impolite. When eating the soup, you are totally allowed to sip and make these sounds because it is a sign that you love the soup and slurping makes the soup cool. Another behaviour which is found totally impolite is to lick your chopsticks. There is a difference in this point as the Western culture tends to lick the utensils even if it is impolite as well. Another table manner is devoted to informal and formal occasions and it is said that they do not differ these two kinds of events. (Newman 2004, 110 – 114)

3.3.1 Chinese Place Setting

In this section of this thesis, you are provided several instructions how to prepare the Chinese table setting:

- At first, you are supposed to put the large serving plate in the center of the table. This kind of plate is used for communal fish, vegetables and meat.
- Having finished the first point, you are expected to place the serving bowl next to the serving plate.
- After that, the saucer is placed at the top left of every single setting. This kind of saucer is used for any sauces used during the meal.
- Having done the previous steps, place the small bowl at the center of every single setting. This bowl is not communal since the participants will use it for eating their own rice or grain.
- Furthermore, you are supposed to place the chopsticks together with chopstick holder and flat-bottomed soup spoon at every single setting. The placement of the chopstick and its holder is on the right of the small bowl. When mentioning the soup soon, it is on the far right of every single place setting.
- When serving the tea, you should set it to the right of the place setting above the soup spoon. (Kimberley Trubiro, eHow, n.d.)

3.3.2 Rules for Using Chopsticks

I have decided to mention this topic as I dare say that this is the core information which everybody imagines when talking about Chinese table manners.

“Chopsticks are made from two 25-cm long small sticks, or slips of bamboo, wood or metal, and some from bone and ivory. Like a pair of pincers, they are used freely to pick up food to the mouth. “(Yanrong and Senqhuan 1998, 37)

“Method of use: First hold one chopstick (1/3 at upper end) between the thumb and the index finger of the right hand. Press down the thumb and prop it with the ring finger (fig.1). Then form a ring shape with the thumb, index and middle finger. Hold the other chopstick and the two chopsticks stand parallel to each other at a distance of 15 m. (fig. 2). Push the middle finger and the chopsticks will be held apart (fig. 3). If the index finger presses one chopstick inward, then the two will be drawn together (fig. 4).” (Yanrong and Senqhuan 1998, 37)

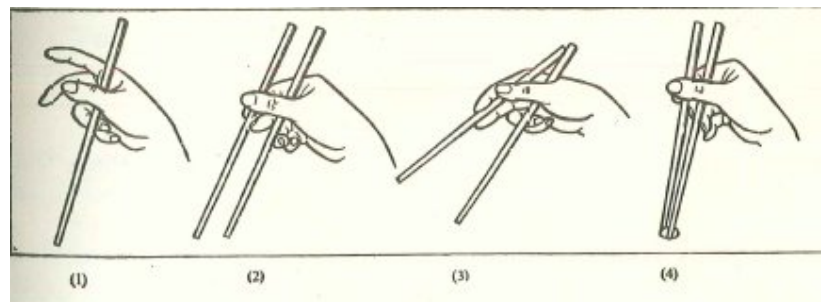


Figure 3. How to hold chopsticks (Yanrong and Senqhuan 1998, 37)

3.4 McDonald's Table Manners

In this chapter, I am going to discuss the process of ordering the meal and eating in these restaurants.

Eating at McDonald's is found to be an informal style of eating. When describing the process of ordering the food, the first step which you must take is to order your meal by the counter because this sort of facility can be found as a self-service one. If you are quite unable to understand the system of this process, you are totally free to ask the employees who are your guides during your visit in the restaurant. Moreover, they can help you with the choice of your meal which is displayed on the menu boards in front of you. Having paid you meal, you can take a seat if the meal is not prepared or you can wait for it by the counter.

When sitting down, you can enjoy your meal! You do not have to be afraid of eating the food using your fingers because as I said this is an informal style. Moreover, you are quite unable to find cutlery or chopsticks. Furthermore, all the food is not served separately on different kinds of plates but you can find it on a small tray which is really space-saving while putting it on the table and you can find it easy because you do not have to remember all the rules which are set in the formal style of eating. For drinking, you are offered straws and napkins for the hygienic matters. When eating the fries, most people find it quite strange to use only their fingers but this style is find normal also according to Post: “ When French-fried potatoes accompany finger food like hamburgers, hot dogs, or other sandwiches, eat them with your finger. At other times, cut them into bite-sized lengths and eat with a fork. Don’t drown French fries in ketchup or other sauces. Instead, pour a small pool next to the fries and dip them in one by one, replenishing sauce as needed.”(Post 2004, 401).

When you are finished with you meal, in some countries you are expected to put the small tray into the trash boxes. In China, you do not have to keep this expectation because the Chinese believe that everything is included in the price.

3.5 Factors Influencing Traditional Chinese Table Manners

3.5.1 Drive-thru

I have decided to mention this phenomenon as a part of my thesis since I assume that it is an essential factor which influences the table manners worldwide. In this section, I am going to describe the origin of the McDonald’s Drive-thru and its presence in China because in this country, it is much more visible than in other states.

The purpose of drive-thru is to order the meal you wish without leaving your car. This kind of service is also time-saving. Nevertheless, as I said above, the traditional table manners are being removed in a slow way.

When talking about the drive-thru in a general way, the first drive-thru was built in 1975 in Arizona. This occasion was really outstanding and most of the sales came from the drive-thru. When mentioning the design, it needed some changes from the design point of view. Considering the history of general drive-thrus, the window where you could order your meal, was situated in the middle of the parking places. Moreover, there were

electronic machines using as a communication tool. Nowadays, most of them dispose the touch-screen tool. (Smith 2012, 20)

Taking the McDonald's drive-thru into account, this kind of service was the main aim of the corporation to satisfy the customer in a fast way. Furthermore, it provides the fast way how to purchase your meal. (Wood 2008, 92)

The first McDonald's drive-thru restaurant in China was opened in December, 2005 in Dongguan situated near Honk Kong. As a result of a high demand, there have been being built many others through all China. (As indicated on the China Town Connection Web)

The first opening is tightly connected with the will of China to spread its power through the whole country. Moreover, the first opening in Dongguan also shows the economic effort of the McDonald's Company in the Pear River Delta region. After the opening, it was said that the drive-thrus in China are the main tool of McDonald's to be successful in China, and the openings in other cities (Shanghai, Beijing etc.) were planned. Nowadays, the development of these kinds of services shows the change of demands of the Chinese customers since most of them find these table manners satisfactory when mentioning dining. (As indicated on the PR Newswire Web site)

As indicated on the China Digital Times Web site, one of the reasons why the Chinese are enthusiastic about this way of eating is that McDonald's is an American company and thus, the food contains safe ingredients. When describing the sales, the McDonald's corporation claims that 40 percent of all restaurants which will be open this years in China will also consists of drive-thrus as the demand of the Chinese is really on a high level. When talking about the sector itself, it became one of the essential parts of the sales of the McDonald's Company because it is generally known that China is one of the car leaders worldwide. (Ash, China Car Times, February 29, 2012)

One of the reasons why the Chinese are enthusiastic about this way of eating is that McDonald's is an American company and thus, the food contains safe ingredients. (As indicated on the China Digital Times Web site)

I have written about this phenomenon because it is one of the influences which have an essential impact upon the table manners in China. Nevertheless, due to these arguments mentioned above, it seems that this service providing you eating in your car is accepted by the inhabitants of China.

3.5.2 McDelivery

Considering this kind of service provided by McDonald's, it is not possible to find worldwide. When describing the Chinese background of this company, this kind of eating has been introduced to the Chinese system, and it is find very popular to order your meal via phone. Moreover, this service is more used by the Westerners visiting the country. Nevertheless, this sort of eating also influences the traditional table manners in China because the inhabitants do not prepare the meal by themselves, and the food which is delivered to home is not separated in different bowls which are so typical for Chinese cuisine. In this chapter, I am going to show you the instructions for ordering the meal as well.

Regarding the popularity of McDelivery which provides you 24-hour service for ordering your meal, the first home delivery was formed in the city of Shanghai. In 2009, the cities, which were included in this process of home delivery service, consist of Beijing, Guangzhou, Shenzhen, Wuhan, Nanjing and Tianjing. (As indicated on the China Knowledge Web site)

These facts of home delivery mentioned above signs that the Chinese are enthusiastic about this kind of service, and due to their demands other services have been introduced in different regions of China.

In the text below, you can find the instructions how to order you meal:

- At first, you are supposed to dial the telephone number provided by a McDonald's outlet.
- If even you do not speak Chinese, you do not have to be afraid as there is a special service for English-speaking people. The only step which you have to take is to push the button for English which you are given.
- After that, you must register your contact address.
- Having fulfilled the previous steps, you are ready to order your meal.
- You can buy whatever you would like to eat.
- After ordering the meal, you are given information about the price, and you are supposed to wait 30 minutes to be delivered your meal. (Facebookchat, Hubpages, n.d.)

3.6 Chinese Tea

This part of my bachelor thesis is devoted to describing the Chinese tradition of drinking tea. I have involved this custom in my thesis since it is one of the necessities which should be mentioned when talking about China. In this section, I am going to deal with basic facts concerning the development of tea, too.

3.6.1 Chinese Tea through Centuries

Regarding the tea history, it would be useful to mention the basic facts. “Tea was originally used for detoxification and meant to be chewed in the mouth. Later, people began to steep in water. Maybe because the drink was a slightly bitter taste, it was called “tu” (meaning “a bitter edible plant”) before the Qin and Han dynasties and wasn’t officially named tea until the Han Dynasty.” (As indicated on Cultural China)

Taking the first dynasty into consideration, in the Han Dynasty (206 BC-AD 220), tea was very crucial factor which influenced this period since collecting and processing of wild teas increased on a higher level. Moreover, tea was found tasteful and was drunk by wealthy people. (Tong 2005, 4)

After that, there was the period of the Tang Dynasty. This era is known for creating a new method called “Steaming Green” removing the grass flavor. Another dynasty which is worth mentioning is the Song Dynasty. This period is known for popularity of drinking tea and its boom. Regarding the teahouses, it was possible to find them everywhere in the former capital city of Bianliang. After that, drinking tea was spread to the whole world and everybody could be enthusiastic about this taste. (As indicated on Cultural China)

Today, there are 6 various types of tea since each of them is produced in a different way. Taking the types into account, the first one is named “green tea”. It is said that this kind of tea is light and simple. Regarding the black, it is mild and this type of tea is adored by ladies. The third kind of tea is oolong tea which tends to be warm and persistent. Having said these types of tea mentioned above, there are also other kinds: dark tea, yellow tea and white tea. (Tong 2005, 3)

When dealing with the Chinese, they are totally fond of drinking tea. The reason why they like drinking tea is that they want to stay fresh when awake. Furthermore, they do not want to have indigestion after eating. (Tong 2005, 101)

3.6.2 Rules for Drinking Tea

In this part of this bachelor thesis, I would like to state some brief facts you should be aware of while having a cup of tea:

- You are supposed to drink it in a slow way. Moreover, you should never ask for sugar or ice.
- You are expected to fill the cup $\frac{3}{4}$ full when pouring someone else.
- When giving a cup of tea to someone else, you should always take with two hands (bottom and side). If you are given a cup of tea, the same rule is applied.
- You should also use two hands when drinking tea.
- If you are provided more tea, it is polite to say “Thank you” and touch the side of the teacup. (As indicated on the Foreigners in China Web site)

3.6.3 Tea Sets

“The tea set includes the teapot, teacups, and the utensils for containing tea dregs. The teapot itself is tiny, almost miniature, and no larger than a persimmon. The ceramic teacups have very thin walls. The ceramic utensils for containing tea dregs, like a drum, are composed of a plate, which resembles the surface of a drum. The plate has small holes, through which the tea to rinse teacups at the beginning of the ceremony can flow into. Boiling water poured on the lid of the teapot to keep the inside tea warm also falls out of the way through the holes. The utensil for containing tea dregs also holds the remaining water and tea. The Kong Fu tea ceremony is very particular about the quality of the teapot. After the Ming and Qing dynasties, teapots made from *zisha* were used because of the idea that tea art should return to its original nature, but the teapot used in the Chaozhou and Shantou Kong Fu tea ceremony is made from the soft earth of Chaozhou, for this kind of teapot absorbs the fragrance of tea more easily. In this regard, different teapots are used for different types of tea. For example, scented tea needs porcelain teapots to keep its fragrance; it is better to use china teapots or even glass, rather than sand, or clay-based pots, to hold weak green tea so as to keep the fragrance of the tea and observe the shape and color of the tea leaves. Red tea (black tea) or semi-fermented oolong tea needs sand or clay-based tea pots, which give an impression of primitive simplicity and can easily send forth the fragrance of the tea. Before a new teapot is formally used, it must first be soaked in freshly-made tea water for over three months to keep the teapot fragrant throughout.

Teapots made of Chaozhou earth contain their own unique fragrance. The teacups are exquisitely small like walnuts or apricots, but are simple and strong.” (Wang 2005, 137)

3.6.4 Teahouses

As indicated on the Cultural China Web site, teahouse is a place where you can have your cup of tea. This can be founded mostly in the area of the Yangtze River. As I mentioned above, the teahouses already existed during the Song Dynasty. In the Ming Dynasty, the development of teashops was really remarkable. During the Qing Dynasty, teahouses began a place where people spent their time. These people belonged to many social groups, e.g. merchants, officials, etc. In today’s society, you can find plenty of people gathering in these houses to deal with the news and their daily lives. When comparing teahouses with the countries out of the borders of China, they can be assumed as the cafes in the western countries. Nevertheless, if the teahouses want to catch the customer’s attention, some of them provide stages where several performances take place. For people coming to China, teahouses are essential place which are worth visiting.

3.7 Teahouses Facing Competition from McCafé

The reason why I have decided to somehow compare the McCafé and the traditional teahouses is that as a result of globalization, McCafé starts to be a part of Chinese lifestyle as well and some of them prefer having their cup of tea or coffee in this facility to sitting and drinking tea in teahouses which may cause the elimination of the traditional teahouses. Firstly, I am going to describe the history of McCafé and this description is going to be followed by the presence of this facility in China.

3.7.1 The Background of McCafé

When researching the history of McCafé, the first McCafé was established in the city of Melbourne in 1993, and the very first European McCafé was formed in Ireland in the late 90’s. Since this expansion, it has been spread to the whole world. The purpose of this facility is to provide several kinds of coffee and desserts. Even if it faces a lot of competition in today’s world, it offers something extra which you are quite unable to find anywhere else – an auspice of the McDonald’s Corporation. (As indicated on the McDonald’s Česká republika Web site)

Regarding the image of the coffee houses nowadays, it is possible to find almost 2,000 outlets in the whole world. This is the way how the corporation can increase its profit not only by selling burgers and to boost the company itself as well. (Araujo 2012, 30)

3.7.2 McCafé in China

When talking about the development of McCafé restaurants in China, the CEO of McDonald's in China named Zeng Qishan planned to establish 65 new restaurants in 2010 and wanted to increase the percentage to 80 percent. (As indicated on the Global Times Web site)

This is a sign of a huge expansion to the Chinese market which still requires new western trends including coffee shops and coffee drinking which are very popular in western countries.

Moreover, I would like to add that this is very remarkable as when regarding the history of China, the inhabitants always tended to drink tea in their traditional teahouses. One of the reasons why the corporation decided to hit the Chinese market is that the conventional Chinese teahouses owners do not want to expand and they tend to do their own business without opening their own outlets in a greater extent. Another reason which is very important to be pointed out is the fact the Chinese entrepreneur running their own houses use only the products available in the Chinese region. This fact above confirms the information that the Chinese are enthusiastic about getting to know different culture and that the company has found the coffee gap in the market. (As indicated on the Global Times Web site)

CONCLUSION

The aim of this bachelor thesis was to find some arguments which confirm the influence of the international company named “McDonald’s on Chinese Etiquette”. Additionally, I would like to say that it was not so easy to find several arguments to be included in my paper as I had expected. Nevertheless, I hope that I have managed to validate the influence of this firm.

At the beginning of this assignment, I devoted some time to talking about the history of this huge company. Having mentioned the origin of the corporation, I dealt with the background of the company including the strategies of the company and other basic information which makes the reader understand the whole topic.

The next step which was taken during creating this thesis was writing a section describing the topics such as etiquette and table manners which I found very crucial for the topic of this bachelor thesis because at first, I wanted to focus on the general rules and matters regarding the etiquette. In this section, I concerned on the principles which are required when talking about table manners from the western and Chinese point of view. In this part, I tended to show the contrast between these two totally different societies. Taking another fact into consideration, I provided a lot of information describing the development of McDonald’s in China and the attitudes of the inhabitants of this state.

This bachelor thesis deals not only with the influence of the company in China, but I also showed the impact of dissimilar countries and their cultures generated upon the corporation.

As the main body of this bachelor thesis, I stated some arguments affirming the influence of this company.

The first proof which I found out is devoted to writing the internal dining rules at McDonald’s. The fact mentioned above was included in my thesis to show the differences between the McDonald’s table manners and the Chinese ones.

Another argument which I specified in this thesis was the influence of drive-thru restaurants which have a giant impact upon the traditional Chinese table manners because these outlets are in demands and they totally break the Chinese dining etiquette.

Next thing which I would like to point out is the influence of McCafé coffee houses which can be found as a competitor of the Chinese teahouses and which could decrease the number of the teahouses not only on the Chinese mainland.

At the end of this work, I would like to claim that this paper can be also useful for other writers and researchers who are really enthusiastic about this topic and who would like to use some various materials and opinions of other authors who have already written a paper like this focused on this remarkable topic.

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