

# **Business and Social Etiquette: A Phrasebank for Managers**

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Bachelor Thesis  
2012



**Tomas Bata University in Zlín**  
Faculty of Humanities

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Univerzita Tomáše Bati ve Zlíně  
Fakulta humanitních studií  
Ústav anglistiky a amerikanistiky  
akademický rok: 2011/2012

## **ZADÁNÍ BAKALÁŘSKÉ PRÁCE**

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Patricia SEDLÁŘOVÁ**  
Osobní číslo: **H08382**  
Studijní program: **B 7310 Filologie**  
Studijní obor: **Anglický jazyk pro manažerskou praxi**

Téma práce: **Obchodní a společenská etiketa: Jazyková příručka pro manažery**

Zásady pro vypracování:

**Zpracování a studium literatury**

**Teoretická část – vymezení pojmů a teoretických východisek z oblasti společenské a obchodní etikety**

**Praktická část – sestavení jazykové příručky**

**Závěr**

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

**Gullová, Soňa. Mezinárodní obchodní a diplomatický protokol: 2., přepracované vydání a doplněné Praha: Grada Publishing a.s., 2011.**

**Morgan, John. Debrett's New Guide to Etiquette & Modern Manners: the Indispensable Handbook. 1st U.S. ed. New York: Thomas Dunne Books, 2001.**

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**Špaček, Ladislav. Nová velká kniha etikety. Praha: Mladá Fronta, 2008.**

Vedoucí bakalářské práce:

**Mgr. Daniela Valíková**

Ústav anglistiky a amerikanistiky

Datum zadání bakalářské práce:

**30. listopadu 2011**

Termín odevzdání bakalářské práce:

**4. května 2012**

Ve Zlíně dne 6. února 2012

  
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## **ABSTRAKT**

Tato bakalářská práce se zabývá společenskou a obchodní etiketou. Popisuje vybraná témata, relevantní hlavně pro manažery a další osoby pohybující se v manažerském a obchodním prostředí. Jejím cílem je připomenout, zdůraznit a vyzdvihnout důležitost korektního chování v konkrétních situacích týkajících se nejen každodenního, ale i profesního života. Třetí část práce je věnována jazykové příručce, jejímž cílem je být užitečným a hlavně praktickým zdrojem informací pro manažery s pokročilou znalostí anglického jazyka.

Klíčová slova: společenská etiketa, obchodní etiketa, jazyková příručka

## **ABSTRACT**

This Bachelor Thesis deals with social and business etiquette. It describes chosen topics, relevant mainly for managers and other individuals working in a business field. Its aim is to remind, highlight and emphasize the importance of correct behaviour in concrete situations of professional and everyday life. The third part of the Thesis is dedicated to a phrasebank, the aim of which is to act as a useful and practical source of information for managers with an advanced level of English.

Keywords: Social Etiquette, Business Etiquette, Phrasebank

## **ACKNOWLEDGEMENTS**

Firstly, I would like to express my sincere gratefulness to my supervisor Mgr. Daniela Valíková for her opinions, ideas, positive energy, encouragement, patience and guidance.

Secondly my gratitude and thanks go to my friend Jimmy Fountain for his help with this work, to Martin Kříčka for being my constant support, to my family and to all, due to whom I was able to complete this thesis.

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## INTRODUCTION

‘Why shall I say hello, when we meet somebody from your office on the street, mom?’ ‘And why do you want me to use my napkin at the dinner table?’ ‘Why do I have to say ‘please’ when I want something and ‘thank you’ as soon as I get it?’ Parents have to deal with these kinds of questions while raising their children. Those are the first moments when etiquette manifests itself. When children are too young to fully understand the basic principles of proper behaviour, but old enough to be able to respect them. From that moment on, there is always something more to learn; etiquette is no exception. For managers and business people in particular, etiquette should be the field for constant study, because managers’ behaviour and manners may affect their company as a whole.

The aim of this bachelor thesis is to explain the basic terms connected to etiquette, describe the main features of social etiquette, as well as business etiquette and give practical advises on correct behaviour in specific situations. Furthermore the aim is to create a phrasebank relevant mostly for managers or other individuals, who work in a business environment.

A violation of the rules of etiquette is not punished in the same way as violation of legal rules, laws or rights. However, people make an opinion on others partially according to their behaviour; those who do not respect the rules of etiquette shall not be surprised by ‘being punished’ with the negative reactions of the public. In other words, rules of proper behaviour play a vital role in our lives and shall not be overlooked. The aim of this thesis is also to remind their importance and the significance to the readers and hopefully it will help the recipients to behave correctly in interaction with others.

The rules that people have for proper behaviour definitely change during the decades. Some aspects relevant for people hundred years ago are not relevant for us today. Nevertheless, the principle and nature of etiquette remained unchanged. In particular, the unwritten nature of these rules that are not anchored in any legal file, the juridical unenforceability and the high importance for the society as such.

## 1 SOCIAL ETIQUETTE

The need for special rules and guidelines for good and right behaviour comes together with the necessary and non-avoidable interaction between people every day. Some of the rules were developed for simply practical reasons, for example to prevent people from bumping into each other at the door; others were developed in the distant past and are still relevant for us, yet some of the rules are specific and differ across nations or cultures. However, all rules of etiquette are built on three basic principles: respect, consideration and honesty.<sup>1</sup>

### 1.1 Three basic principles and basic terms

**Respect** is showing appreciation and esteem of people as human beings, treating individuals with a certain amount of honour to their value as people. One might imagine that a respectful person would never make fun of the others based on their race, class, gender, age or religion and so on. Similarly, many believe a respectful person listens to what others have to say, leaving prejudices aside. Self-esteem and self-respect are important and essential parts of being able to respect others. To gain respect is also one of the basic desires of all people, which are explicitly shown in Abraham Maslow's hierarchy of needs.<sup>2</sup>

**Consideration** means being thoughtful of the needs and feelings of other people. Considerate people are kind and caring and they respect the rights of other people. Considerate people help others. People appreciate those who show consideration.<sup>3</sup>

**Honesty** is acting sincerely and genuinely, giving the recipient your true opinion with respect to the person's feelings. For example instead of saying: 'You look old in this dress' which is considered rude and can insult someone, one say 'I think that the other dress fits you better' which is honestly expressing your opinion whilst exercising a degree of tact.<sup>4</sup>

Other important qualities are **graciousness** and **deference**. Such traits could be defined as the abilities of a person to act warmly, as well as to treat people with grace, kindness, understanding, respect and esteem due to their experience, personality, age or because of what they have done.<sup>5</sup>

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<sup>1</sup> Peggy Post, *Emilly Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 3.

<sup>2</sup> Ibid.

<sup>3</sup> Lucia Raatma, *Consideration (Character Education)* (Mankato, Minnesota: Capstone Press(MN), 2006), 5.

<sup>4</sup> Peggy Post, *Emilly Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 4.

<sup>5</sup> Ibid.

**Tact** is assumed to be being capable of behaving according to the rules of etiquette no matter how uncomfortable we feel in some situation. It's a complex mix of tolerance and also self-control. The opposite of tact is **indiscretion**. Talking to an indiscreet person might evoke feelings, that the person talking considers himself or herself the only human being on the planet and that he or she is the best. Such individuals are for many people intolerable.<sup>6</sup>

**Tolerance** in addition to **courtesy, respect, custom** and above mentioned qualities might well be considered essential character traits in good etiquette. It is vital to bear in mind, that none of these abilities exist independent of each other. They emerge in the interpersonal relationships and in communication between people.

## 1.2 Greetings

To greet a person you know is a sign of good manners but still an optional act, on the other hand to greet back might be considered a social obligation. Furthermore, greeting can make a lasting impression so it might be regarded an especially important moment of a social intercourse. Greeting might have a function of creating a conversation and moreover is a feature of showing interest and respect to the other person.<sup>7</sup>

An example of a formal greeting can be: '*How do you do Mr. Smith?*' In this case, it is worth knowing that, this formula is really a greeting, rather than a question. So the best answer is to repeat '*How do you do?*' Informally one might say '*Hello!*' or '*Hi!*', '*Good morning!*', '*Good afternoon!*' or '*Good evening!*' are also options. The response is, as before repeating the greeting. Should you meet a peer on the street, your greeting might be rather casual (if you know each other quite well), but if you meet your superior, you might prefer to choose more formal greeting.<sup>8</sup>

A situation may occur, when it is impossible to greet a person you know. It can be because he or she is just too far to hear the greeting, if there is a loud noise on the street or, if you notice each other in the theatre during a play, where etiquette demands that you can't say '*HI!*' out loud. The best solution here is a smile and a little wave or nod.<sup>9</sup>

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<sup>6</sup> Soňa Gullová, *Mezinárodní obchodní a diplomatický protokol 2., přepracované a doplněné vydání* (Prague: Grada Publishing, 2011), 13.

<sup>7</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 7.

<sup>8</sup> *Ibid.*, 8.

<sup>9</sup> *Ibid.*

The nature of human interaction takes much influence from non-verbal communication; one's posture, gestures, tone of voice, speed of speech and choice of language all apply subtle nuances to the way in which interactions are viewed. In this sense, it is widely agreed that whatever the desired outcome of an interaction, such considerations must be made. For a greeting to be warm and genuine, particular care must be made in one's choice of all of the above. Etiquette would denote that the individual being greeted would not feel inferior, threatened or, indeed, a bother to the other person.<sup>10</sup>

### 1.3 Introductions, Names and Titles

When introducing somebody to another person word 'present' is preferable. For example '*Mr. Baker may I present Mr. Smith*' or if you wish to work with your voice, say the more important person's name as if it was a question and the name of a presented person as if there was an exclamation mark at the end. '*Mr. Baker?, Mr. Smith!*'<sup>11</sup>

Other often used phrases might be: '*Mr. Baker, do you know Mr. Smith?*' or '*Mrs. Baker, you surely know Mr. Smith, don't you?*' or '*Mrs. Baker, have you met Mr. Smith?*'

The younger person is always presented to the older or more distinguished one, but a gentleman is always presented to a lady, even though he is an old gentleman of great distinction and the lady a mere slip of a girl.<sup>12</sup>

A person with a higher social position is named first and others are presented to him or her, so this distinguished person knows who does he or she talks to. Similarly when an individual is presented to a group of people, this person's name is mentioned first and then names of those in the group. *John, I'd like you to meet my brothers: Carl, Mike and Jake.*<sup>13</sup>

When two women are introduced to each other, the unmarried woman is presented to the married one, unless the married woman is a lot younger. However introducing of two women or two men doesn't actually follow any strict rules. It always depends on the courtesy of both people and their consideration. So when introducing no special distinction

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<sup>10</sup> Ibid.

<sup>11</sup> Sharlene Cash, *Etiquette and Manners* (Delhi: Global Media, 2006), chapter II, introductions.

<sup>12</sup> Ibid.

<sup>13</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 15.

is necessary: *Mr. Baker; Mr. Smith!* The intonation goes the same as if saying: *I think – it's going to rain!*<sup>14</sup>

When introducing two people to each other, one should speak clearly with a firm voice, to eliminate any later misunderstandings. The requirements on your voice are even higher, if there is a person with a name that can be difficult to pronounce. In that case you can repeat that name by saying: *Mrs. Řeháčková, I'd like to introduce Mrs. Black, Jane this is Marie Řeháčková.* But be very careful with repeating names, because: *Mr. Black, meet Mr. White, Mr. White this is Mr. Black* is redundant.<sup>15</sup>

It is better to avoid being commanding and say phrases like: *John, shake hands with Mr. Smith.* or *John, come here and meet Mr. Baker.* or *Jack, I'd like to make you acquainted with Mr Smith.* It is possible to offend someone by wrongly introducing them; for example: *John, meet my friend Charlie.* If you call one person 'my friend' unless you have only one friend, you are indirectly suggesting, that the other person is no one, a stranger.<sup>16</sup>

When being introduced it is best to pay attention, and listen to the names. *It's nice to meet you* is a preferable answer. You can even repeat the name to help you remember it. 'How do you do?' is used for formal situations. If someone overhears your name and calls you Mike instead of Mark, just wait for him to say your name, smile and say: 'It's Mark, actually.' Don't be afraid and try to correct the person as soon as possible, the longer you wait the harder it gets and the more embarrassing situation will it be.<sup>17</sup>

For a Czech person, addressing people might get quite complex. Using titles like doctor, president, engineer and so on needs a special attention.<sup>18</sup> In the Czech Republic the heads of various organizations are often called "presidents" but applying the same logic can turn a situation embarrassing by addressing someone "president" in the USA. For Americans there is only one President and he is in the White House. No one else is called Mr. President, just the head of their country. 'Mr. engineer Smith' is also a complete nonsense in English and might sound rather funny to an English native speaker however in

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<sup>14</sup> Sharlene Cash, *Etiquette and Manners* (Delhi: Global Media, 2006), chapter II, introductions

<sup>15</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 13.

<sup>16</sup> Sharlene Cash, *Etiquette and Manners* (Delhi: Global Media, 2006), chapter II, introductions

<sup>17</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 14.

<sup>18</sup> Ivan Šroněk, *Diplomatický protokol a praktické otázky společenské etikety* (Prague: Karolinum, 2005), 80-81.

the Czech language such a phrase is quite commonly used. The thing is that in Czech the word “*engineer*” is used as an academic title for architects or economists. On the contrary in English it is just a name for an occupation. Engineer, as it is commonly understood in English is someone whose job is to repair or control machines, electrical equipment, engines and who build roads, bridges and so on.<sup>19</sup> In case of someone being a lawyer it is also wrong to call him “*doctor*” although in Czech it would be no mistake. Generally in English you can easily get by titles *Mr.* (*mister*) for a man, *Mrs.* for a married woman and *Ms.* or *Miss* for an unmarried woman.

## 1.4 Everyday Etiquette

The following part is focused on fulfilling one of the aims of my bachelor thesis. It discusses everyday etiquette, in particular public behaviour, table manners and social correspondence which many consider particularly important aspects of social life.

### 1.4.1 Behaving in Public

Every day, from the moment when you leave your apartment in the morning, you are in public, you are surrounded by people and therefore are very likely to find yourself in various situations of interpersonal social intercourse that etiquette has rules for.

Even walking on a pavement has its manners. You should keep right and use the left side of a pavement for passing slower pedestrians. It works pretty much the same as on the road.

Being considerate with your umbrella on a rainy day may seem a minor act, but it is worth mentioning. Open it in a safe horizontal position and when passing someone, raise your umbrella straight up. Before entering a building, swing your closed umbrella several times to get rid of most of the water.<sup>20</sup>

An additional breach of etiquette might be speaking too loudly on one’s mobile, particularly in confined public spaces. Smokers walking on the street also have a set of rules many would agree they should obey, by trying at least to keep their smoke as much away from others as possible.<sup>21</sup>

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<sup>19</sup> “Engineer.” Cambridge Dictionaries Online. [http://dictionary.cambridge.org/dictionary/business-english/engineer\\_1?q=engineer](http://dictionary.cambridge.org/dictionary/business-english/engineer_1?q=engineer) (accessed April 24, 2012).

<sup>20</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 20.

<sup>21</sup> *Ibid.*

A useful rule can be applied on public manners: “If you would not want something to be filmed and shown on national television, you should save it for private time.”<sup>22</sup>

### 1.4.2 Public Transportation

The rules of etiquette in public transport are quite clear, simple and understandable.

- When getting on the bus, wait for those in front of you to get in rather than bumping to others in order to make your way inside. Have your change or fare card ready so you’ll not hold up passengers getting in after you.<sup>23</sup>
- If you have a seat on the bus, your moral duty is to let your spot for those who seem to need it more than you. That means for elderly people, pregnant women, a passenger with crutches or simply clearly exhausted individual. Ask if they are interested in your seat and if so, let them sit.<sup>24</sup>
- Do not block a seat next to you with your backpack especially when the bus is full of people.
- Do not rest your feet in a position where it might bother other passengers.
- If you have a conversation with another passenger or if you are on the phone, keep your voice down.<sup>25</sup>
- When listening to music on the bus always use headphones or earplugs and always make sure, that the sound goes just to your ears.

### 1.4.3 Table manners

To behave with certain manners by the table helps forming the impression you make on people. Someone chewing with an open mouth, smacking and sipping the drink noisily might face accusatory glares from the other table guests. It would therefore be wise to bear in mind proper table manners before going for a dinner with your friends, your date or with your boss. The impression you make may, in some cases, be lasting.

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<sup>22</sup> Charles Purdy, *Urban Etiquette: Marvelous Manners For the Modern Metropolis: a Commonsense Guide to Courteous Living* (Tulsa, OK.: Council Oak Books, 2004), 10.

<sup>23</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 23.

<sup>24</sup> Ibid, 22.

<sup>25</sup> Charles Purdy, *Urban Etiquette: Marvelous Manners For the Modern Metropolis: a Commonsense Guide to Courteous Living* (Tulsa, OK.: Council Oak Books, 2004), 10.

### *At home*

There is a very easy rule for order of utensils. Spoons and knives always belong on the right side next to a plate and forks always on the left side except an oyster fork (should you need it), which is placed with spoons on the right. All utensils are placed in order of the use – from outside towards the plate.<sup>26</sup>

- Use your napkin, never snap it open just unfold it halfway and always put on your lap, nowhere else (collar, belt, etc.)<sup>27</sup>
- If you are a small family, not more than 5 people, you should wait and start eating when everyone has a meal in front of him or her. If you have a big family dinner, there should be at least three or four people starting eating at the same time.
- Sit straight by the dinner table. Not stiff, but straight.
- Do not try to reach the salt or salad when it's on the other side of the table, but ask someone who sits closer to those items to pass them to you
- Cut always the amount of food that you can easily put into your mouth at a time. Do not pre-cut your meal so you can eat just with your fork.<sup>28</sup>
- If hosting someone, the host is seated at one end of a table and the hostess on the other end. Should the guest be a man, he sits to the right of the hostess, should the guest be a woman, she sits to the right of the host. The rest of guests are seated in a pattern of male, female, male, female etc.<sup>29</sup>

### *Eating out*

If you eat out follow all the etiquette rules as you do at home. Treat your waiter with respect, that means never call your waitress 'sweetheart' or 'honey' and your waiter 'boy'.<sup>30</sup>

As for the tips, 15 – 20 % form the price before tax is commonly considered a standard. Tips aren't required in a cafeteria or buffet. However if there is a server, who brings the

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<sup>26</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 382.

<sup>27</sup> Ibid., 386.

<sup>28</sup> Ibid., 388.

<sup>29</sup> Emilie Barnes, *Good Manners For Every Occasion: How to Look Smart and Act Right* (Eugene: Harvest House Publishers, 2008), 47.

<sup>30</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 417.



drinks and food to your table and serves you pleasantly for the duration of your stay, consider 10% tip.<sup>31</sup>

#### 1.4.4 Social Correspondence

Social correspondence serves mainly for expressing your gratitude, sympathy, congratulations or condolences. The style is much more relaxed compared to formal letters, however there small nuances in nature of the letters according to the relationship with the recipient. That is why social correspondence is divided into formal and informal. Some personal letters are written in a friendly, spontaneous style as if two friends were talking rather than writing to each other, on the other hand words in condolences must be well chosen and should express your sympathy.<sup>32</sup>

**Invitations** - an example of rather formal social correspondence. Usually written in the third person and addressed to both, husband and his wife. Invitations are created for a single special occasion and must include date, time, place and a description of the occasion. Some invitations may have a note R.S.V.P. on them. That means that a reply is requested. If the invited person must respond negatively to the invitation, the act of courtesy is to send a note with regret and state a reason.<sup>33</sup>

**Thank you notes** – only two principles are applied on thank you notes: sincerity and promptness. Thank you notes should sound spontaneously, genuinely, warm and should be sent without necessary delays.<sup>34</sup>

**Congratulation notes** – joyfully, cheerfully expressing you happiness for your friends and family when they have been promoted, won a contest or given birth to a baby.<sup>35</sup>

**Condolences** – are with no doubts one of the most difficult notes to write. If you write a condolence try to express the true nature of your feelings and your grief for the person who died. Express your sympathy with the addressee who you hope might find comfort in your words.<sup>36</sup>

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<sup>31</sup> Emilie Barnes, *Good Manners For Every Occasion: How to Look Smart and Act Right* (Eugene: Harvest House Publishers, 2008), 35-36.

<sup>32</sup> Miroslav Kaftan and Zdenka Strnadová, *Modern Business English in Communication* (Prague: LEDA, 2004),68.

<sup>33</sup> Ibid., 70.

<sup>34</sup> Peggy Post, *Emilly Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 231.

<sup>35</sup> Miroslav Kaftan and Zdenka Strnadová, *Modern Business English in Communication* (Prague: LEDA, 2004),72.

<sup>36</sup> Ibid.

### 1.4.5 Phone manners

With the invention of mobile phones the communication became even easier compared to the fixed-lines. Telephone manners had to be adjusted and broaden for this quite new technology. For example:

- Time for making phone calls is according to Emily Barnes between 8 a.m. and 10 p.m. on weekdays; between 10 a.m. and 10 p.m. on Saturdays and between noon and 10 p.m. on Sundays.<sup>37</sup>
- When calling to someone always identify yourself unless it is a close person, who knows your voice well. Caller ID is quite common service these days nevertheless to make sure that the recipient knows who is he or she talking to is an act of courtesy.
- Ask if it's a good time to talk. If the person you are calling is busy at the moment, ask if you can call later.
- The conversation should be kept short.

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<sup>37</sup> Emilie Barnes, *Good Manners For Every Occasion: How to Look Smart and Act Right* (Eugene: Harvest House Publishers, 2008), 79.

## 2 BUSINESS ETIQUETTE

The following part of this thesis discusses main parts of business etiquette. The aim of this part is to focus on the most important and most relevant elements of business etiquette rather than describing business etiquette in every known detail.

### 2.1 Workplace Etiquette

To be happy in your dream job is not a matter of course. You can love your job and yet be very disappointed and frustrated from it. That is because happiness at any job has several conditions. The most significant of these are probably your colleagues, superiors, business partners and in fact everyone who you can come across during the day. Thereby no matter how off-putting some people might be for you, try to keep the atmosphere as harmonious as possible. It is highly efficient for everybody at your workplace.

The type of opened offices called cubicles spread during last few decades. Cubicles save room, people working in cubicles are closer to each other, so the interaction is easier and the work is done faster, it is cheaper to build cubicles instead of building separate offices and so on. But for example the easier interaction and the fact that co-workers see each other while working might also turn out as a disadvantage of people controlling each other instead of working themselves, the noise of calculators, computers and voices talking to one another might even decrease the work efficiency. Therefore if you work in such a work environment do your best to:

- Never enter somebody else's cubicle without being invited or without the person's notice. Mind the invisible door.<sup>38</sup>
- Do not take your personal calls or visits in your cubicle. Go to a common area, lobby or find an unused office.<sup>39</sup>
- Try to lower your voice to minimum if talking to somebody, never talk over the cubicle wall. If you need to discuss something with a person in the next cubicle, walk there.
- Never interrupt a person who is on the phone by using sigh language or waiting for the person until he or she hangs up, simply walk away and try again later.

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<sup>38</sup> Ann Marie Sabath, *Business Etiquette: 101 Ways to Conduct Business with Charm & Savvy*, 2nd ed. (Franklin Lakes, NJ: Career Pr Inc, 2002), 93.

- Similarly, if you walk in somebody's cubicle and the person seems to be in deep thoughts, ask politely if he or she has a minute for you, or leave that person until later, when its better time for you to talk.<sup>40</sup>

**By the copiers**, the person who has a large job for copying lets the person who has just two pages to copy go first. If you needed a lot of paper, check the paper drawer and refill it if necessary.<sup>41</sup>

**In the kitchen**, wipe all your spills or stains you have created, never leave your dirty dishes in the sink and refill the coffeemaker if you had the last cup of coffee. Never take someone's food or drinks from the fridge, unless the person allowed you to.<sup>42</sup>

**In the bathroom**, wipe any water splashes you are responsible for on the mirror or washbasin, dispose of hand towels, simply keep the bathroom clean.<sup>43</sup>

## 2.2 Meeting manners

Possibly the most important rule to remember is to never come to a business meeting late. That could give the participants the opinion that you disrespect them. Sometimes it is just not possible to come on time, so make a call and apologise as soon as you know that you may be delayed.

Secondly, come prepared and try to stick to the agenda, avoid any distractions. If someone raises the subject that is not on the agenda for that meeting, suggest discussing the matter at the next meeting.

Thirdly, announce the beginning of the meeting as well as the end, so the participants can make their schedule. In case that the meeting will last longer than previously planned, let everyone know in advance.<sup>44</sup>

Finally, turn off your mobile phone while you are at the meeting. A speech of the chairman interrupted by ringing of your phone might get you to a very embarrassing situation. If it's absolutely necessary to make a phone call, walk out of the meeting room very quietly without interrupting a meeting.

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<sup>39</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 744.

<sup>40</sup> Ann Marie Sabath, *Business Etiquette: 101 Ways to Conduct Business with Charm & Savvy*, 2nd ed. (Franklin Lakes, NJ: Career Pr Inc, 2002), 93.

<sup>41</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 744.

<sup>42</sup> Ibid., 748

<sup>43</sup> Ibid.

### Formal and Informal meetings

Formal meetings include annual general meetings, board meetings and statutory meetings. They have a set structure described in a constitution of the business and organizers of the formal meeting must be completely familiar with it.<sup>45</sup>

On the other hand informal meetings are typically more relaxed with no procedural rules and no standardised topics. Informal meetings might be meetings of working groups or management meetings.<sup>46</sup>

## 2.3 Business Meals

In England there are certain rules to be obeyed during the business meals. First of all, arrive on time. Bear in mind, that a main meal of the day is usually dinner. But there might appear a misunderstanding very easily, because “in western and northern parts of England it is normal to use ‘dinner’ for a midday meal and ‘tea’ for early evening meal. In southern England they usually use the word ‘lunch’ for the midday meal and ‘dinner’ for the evening meal.”<sup>47</sup> This is not to mention the other variations of British mealtimes, including but not limited to supper, high tea, brunch, elevenses and other regional oddities.

According to protocol, if there is a checking room in the restaurant a gentleman always checks his coat and briefcase. The only exception is a business meal, when he can keep his briefcase, folders and so on.

If you have some leftovers and do not want the meal to go to waste, you can usually ask the waiter to pack it for you. However never request this when you are on a business meal.

Remember, if you invite somebody for a business meal, you are the host. That means that, you choose the restaurant, reserve a table, let your guest choose anything from the menu (or be able to recommend something) and pay for the meal. In case you are the guest never complain about the choice of a restaurant or table. Do not order the most expensive

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<sup>44</sup> Ann Marie Sabath, *Business Etiquette: 101 Ways to Conduct Business with Charm & Savvy*, 2nd ed. (Franklin Lakes, NJ: Career Pr Inc, 2002), 111.

<sup>45</sup> Diane Canwell, *Btec First Business* (Cheltenham: Nelson Thornes Ltd Academic, 2006), 137.

<sup>46</sup> Ibid. 138.

<sup>47</sup> Mercedes Alfaro, *Business Dining Etiquette* (eBookIt.com, 2011), page nr., <http://books.google.cz/books?id=Bp3bLJmtTSkC&pg=PT67&dq=business+meal&hl=en&sa=X&ei=ziC>

meal just because you are not paying for it. Choose a meal in a similar price range as other guests. Choosing the cheapest item on the menu is not a good move either, it may suggest your host can barely afford inviting you for dinner.<sup>48</sup>

## 2.4 Business Cards

Business cards are designed according to a business person's taste, they do not follow any strict rules, however, commonly they include name and academic title ( although titles like Mr. or Mrs. are not used in this case unless the person's name is used for both, male and female), company name, address, telephone, fax and e-mail, sometimes logo of the company and website.<sup>49</sup>

Business card should never be offered to a person of higher rank, if the person is interested in having your business card, he or she will ask for it. Keep your business cards clean, unfolded and if someone asks you for a business card you should not be searching in your pockets, you should know exactly where it is. If a business partner gives you a business card, have a look at it, read it. If you don't it shows your lack of respect to the person.<sup>50</sup>

## 2.5 Business Correspondence

### *Business letter*

A business letter serves to exchange business information in a written form. With the development of e-mail, managers are refraining from using letters and tend instead to use faster and cheaper electronic option. Business letters were the first and most used form of business correspondence in the past and therefore formed the principles and language of business correspondence in general. The structure is still respected in e-mails, faxes, letters and other formal business communication means.<sup>51</sup>

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RT5WOLc\_LsgaJwZi6BA&ved=0CGYQ6AEwCA#v=onepage&q=business%20meal&f=false (accessed April 20, 2012).

<sup>48</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 422-425.

<sup>49</sup> *Ibid.*, 758.

<sup>50</sup> Ann Marie Sabath, *Business Etiquette: 101 Ways to Conduct Business with Charm & Savvy*, 2nd ed. (Franklin Lakes, NJ: Career Pr Inc, 2002), 31,154.

<sup>51</sup> Miroslav Kaftan and Zdenka Strnadová, *Modern Business English in Communication* (Prague: LEDA, 2004),36-37.

The structure of business letter:

1. Address of the organization
2. Dateline
3. Inside address – the recipient’s full name and title, business name and address (no abbreviations shall be used unless the business name is registered that way except of titles. *Mr.*, *Mrs.*, *Ms.*, or *Dr.* is acceptable.
4. Attention line – if the letter is addressed to a department or to a group of people. It is never used when the letter is intended to an individual; in such cases it is replaced by a salutation (*Dear Sir or Madam; Dear Mr. Collins, Dear British Airways*).
5. Subject line – a topic of the letter
6. Body – the message
7. Complimentary close – ‘*Yours truly*’, ‘*Very truly yours*’ –if the writer and the addressee do not have any personal connection. ‘*Sincerely*’ or ‘*Yours sincerely*’ – if there is a personal and business relationship between the author and the recipient. ‘*Respectfully yours*’ – in cases when the recipient is someone of acknowledged authority and the author wants to show respect for this person.
8. Signature block with name, title and signature (or sometimes just a signature). A female writer should also add her title, so the recipient is not confused while addressing her in a reply letter.
9. Enclosures, copy notation, post script<sup>52</sup>

Business letter might form your recipients opinion on you and on your whole company, so while writing it make sure to make it clear, brief with a good structure, make it also look nice graphically, avoid making typographical mistakes as well as spelling or grammar mistakes.<sup>53</sup>

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<sup>52</sup> Kevin Wilson and Jennifer Wauson, *The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting* (New York: AMACOM, 2010), 451-453.

<sup>53</sup> *Ibid.*, 454.

### ***E-mail***

E-mails are, by comparison to traditional letter writing, a relatively modern way of communication. They are fast, cheap and an easy way to reach almost anyone and anywhere; as such, it is no wonder that e-mails are swiftly replacing written form of communication.

However there are some messages that are not meant to be sent by e-mail. In particular long memos, thank you notes, job praises, requests for promotion, pay raise or resignation letters.<sup>54</sup>

A very important part of an e-mail is the very often neglected subject line. When writing one, the consensus is to avoid ambiguous subjects and instead, try to summarize what the text of the e-mail says and think of a good subject that will match with it. If there is an important message in your e-mail, one may even capitalize the text of the subject line. It is also considered more appropriate to send long documents within an attachment, rather than as part of the message text.<sup>55</sup>

## **2.6 Telephone manners**

Regarding how much business issues are handled by telephone these days, it is obvious that phone manners play a significant role in every manager's life.

To make a good impression before putting someone on a speaker phone, always inform the person about that. It is considered very rude, to make a call on the speaker phone from the very beginning. Always start a call as usual and then ask if the person doesn't mind being talked to on the speaker phone.<sup>56</sup>

### ***Conference calls***

Conference calls are an alternative for meetings in person, if such a meeting would require traveling a long distance. This way of communication is getting more and more popular among companies for its simplicity and cost-effectiveness.<sup>57</sup>

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<sup>54</sup> Ibid., 480.

<sup>55</sup> Ibid.

<sup>56</sup> Ann Marie Sabath, *Business Etiquette: 101 Ways to Conduct Business with Charm & Savvy*, 2nd ed. (Franklin Lakes, NJ: Career Pr Inc, 2002), 66.

<sup>57</sup> Sander Schroevers, *English Phone Calls* (Alphen aan den Rijn: Kluwer, 2009), 12.



Conference calls shall be arranged in advance so there is time for everyone to get ready. First of all, sent every participant the agenda of the meeting with clearly stated roles of each participant and exact date and time of the conference call (mind the time zones!). Secondly prepare an agenda for you with all the numbers and company information of each participant.<sup>58</sup>

During the conference call the leader shall welcome every participant who is on the phone and introduce to others. Every time you speak, introduce yourself, because the voices might sound similar on the phone especially when participants do not know each other and if participants on the phone can't see those who are present in person, it might get confusing. At the end of the call, the leader shall sum up the key points of the conference call in few sentences. After the conference call the follow up letter with the main points should be sent to the participants without delay.<sup>59</sup>

A conference call should be conducted in a quiet place, preferably an office. If there is someone who can't hear the others or has problems with connection, if possible reschedule the conference call.<sup>60</sup>

## 2.7 Job Interview

After you send your CV and cover letter to a company, you might be invited for a personal interview. The purpose of any personal job interview is to make sure, that the applicant is, indeed, the most suitable person for the job position that has been offered.

The response to the interview invitation is awaited promptly; hesitating with the reply might be considered bad manners. Therefore checking voice mail, e-mail and regular mail more often than usual might be useful.<sup>61</sup>

Start your reply letter by expressing your delight for the interview invitation. For example: *'Thank you for the letter inviting me to interview with your firm. I would be delighted to schedule a time to visit your offices.'*<sup>62</sup>

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<sup>58</sup> Ann Marie Sabath, *Business Etiquette: 101 Ways to Conduct Business with Charm & Savvy*, 2nd ed. (Franklin Lakes, NJ: Career Pr Inc, 2002), 66.

<sup>59</sup> Ibid., 65-70.

<sup>60</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 317.

<sup>61</sup> Donna Gerson and David Gerson, *The Modern Rules of Business Etiquette* (Chicago: American Bar Association, 2008), 5.

<sup>62</sup> Ibid.

Coming late or too early for an interview suggests poor manners. Best time is to come about 10 minutes prior to the interview and wait to be asked to come in.<sup>63</sup>

An interview outfit should be chosen rather formal. Traditional dark-coloured suit or dress for women, white shirt, conservative shoes, minimal jewellery and covered tattoos or piercings. The only acceptable exception is earrings.<sup>64</sup>

A handshake should be a firm, but not bone-crushing grip. On the other hand just gentle, limp one is not appropriate either. Many believe that a handshake may reveal a lot from the personality of an individual, which suggests how important it is.

## 2.8 Netiquette

Netiquette is a term derived from words internet and etiquette. Netiquette gives guidelines for proper and acceptable behaviour for social networks, chat rooms, blogs, e-mails etc. The purpose of netiquette is to avoid conflicts between internet users as well as to create a pleasant and comfortable environment for communication.<sup>65</sup>

The golden rule of netiquette: ‘Treat others as you would like them to treat you.’<sup>66</sup> This rule might be as well applied to the real life, not only to the internet behaviour. It sums up the basic principle of interaction between people.

Other rules of netiquette are:

- Use sarcasm wisely. Sarcasm might be very easily misinterpreted on the internet as there is no sign of the tone of voice, face expression, gestures etc. What helps to indicate emotions are the emoticons.<sup>67</sup>
- Be polite, do not offend others and avoid being part in ‘flame wars’. ‘Flame war’ is an exchange of insults between individuals, from which is obvious that ‘flames’ is the expression used for insults.<sup>68</sup>
- Do not send spam which is an equivalent to junk mail. These unsolicited messages are just as annoying as the unsolicited mail.<sup>69</sup>

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<sup>63</sup> Ibid.

<sup>64</sup> Ibid.

<sup>65</sup> Steve Jones, ed., *Encyclopedia of New Media: an Essential Reference to Communication and Technology* (Thousand Oaks, CA: SAGE Publications, 2003), 342.

<sup>66</sup> Gary B. Shelly and Misty E. Vermaat, *Discovering Computers 2010: Living in a Digital World*. (Boston, MA.: Course Technology, 2010), 108.

<sup>67</sup> Ibid.

<sup>68</sup> Ibid.

<sup>69</sup> Ibid.

### 3 A PHRASEBANK

The aim of this phrasebank is to be useful vocabulary bank for managers and others, who can possibly find themselves in a need for expressions from the business etiquette field. The aim is also to create a practical tool for users with advanced level of English.

While investigating the possible sources for the phrasebank I encountered an obstacle such as the lack of books and textbooks of required level. Majority of sources that are dealing with business English go up to proficiency B1-B2, which is upper-intermediate level of English.

This phrasebank is divided into two parts. The first part deals with terms related to meetings, telephoning, correspondence, company, professions and names of specific meals. This part also gives explanations of meanings. The second part is focused on phrases useful for business meetings, negotiations, in business correspondence and telephoning.

The sources used for creating the phrasebank are as follows:

Gertrud Goudswaard: *Business English*.

Miroslav Kaftan and Zdenka Strnadová: *Modern Business English in Communication*.

Jan Měšťan and Roger Mestan: *Jednáme anglicky: Efektivně, samostatně, s jistotou*.

Guy Brook-Hart *Business Benchmark Advanced Student's Book*

BBC Learning English; talking business

Cambridge Dictionary Online

MacMillan Dictionary Online

British National Corpus of Contemporary English

Corpus of Contemporary American English

I will not provide a citation of a source by each word in the phrasebank in the interest of maintaining simplicity. All the sources are stated in more detail in bibliography.

#### 3.1 Terms

##### *Meetings*

action point	some issue that is mentioned at a meeting, noted down and will be dealt with later
the annual general meeting	a meeting of representatives of a company, which is held once a year. AGM is required by law. Its purpose is to inform

	on company's performance and to elect new officers. In the US called annual meeting
abstentions	the situation when someone does not vote in favour of or against the proposal
adjourn	to interrupt the meeting and leave the rest for another time or date
all-time high/ all-time low	the highest or the lowest value ever recorded
ample	= sufficient; Example: " <i>Ample time should be made available to discuss such matters.</i> " <sup>70</sup>
AOB	stands for 'any other business'
bargain	an agreement between two sides when both sides give something to the other side in exchange for something else
chairman	a person who leads the board meetings
minutes	notes and observations from the meeting
show of hands	voting by raising your hand
summon	to order somebody officially to be present
the board meeting	a meeting of the board of directors

### ***Company & Professions***

acquisitions	a building, piece of land or a company, that is bought by another company
administer	to manage, govern or deal with a business activity
affiliates (AmE)	branches of a company
axe	a way of reducing large numbers of employees
backer	a company that provides financial support to something
benchmark	a high quality product that is used as a standard against which other similar products are compared
brand-conscious	a brand-conscious company is aware of the impact of customers' opinions on its brand

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<sup>70</sup> "ample," British National Corpus, <http://corpus.byu.edu/bnc/> (accessed April 4, 2012).

businesslike	used usually about a person who is getting things done in a practical, effective way, who is well organised and doesn't waste time
CEO (AmE)	= Chief Executive Officer (in BrE managing director)
chairman/ chairperson	a person from the management of a company, responsible for leading a meeting
competition	those companies, who are in the same business field, while each company tries to be better than the others
consolidator	a large company, that buys another companies in order to make a large organization
contingency plan difficulties	a plan that is made for dealing with future possible difficulties
crisis management	actions that are taken to deal with difficult situations
CSR	stands for 'Corporate Social Responsibility'. It is an idea that a company should be interested in environment and society as well as in its own products and profits
dotcoms	companies, that sell their goods on the Internet
entrepreneur	a person undertaking business
(to work) freelance	not to be employed by a particular company, to let people or companies to hire you temporarily for a specific work
golden parachute	a promise to pay a large amount of money to a senior manager, if he or she is forced to leave the company, for example, if it is bought by another company.
hands-on approach	practical way of doing things is preferred to theoretical
holding company	a company which controls another company due to owning majority of its shares
in limbo	in a situation or state when it is not certain what will happen next or when will it happen. <i>'We were in limbo for weeks while the jury tried to make a decision in the case.'</i> <sup>71</sup>

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<sup>71</sup> "in limbo," Cambridge Dictionaries Online, <http://dictionary.cambridge.org/dictionary/american-english/in-limbo?q=in+limbo> (accessed April 16, 2012).

income statement (AmE)	= profit and loss accounts(BrE), a document that shows loss and profits of a company in a particular time period
intangible assets	what the company owns, but doesn't exist in a material form (know-how, copyrights, patents)
interview panel	a group of people, who ask someone questions to see if the person is suitable for the job position that has been offered
junior management	the opposite of senior management = the lowest level management
layoff	a situation when an employer stops employing a worker (sometimes only temporarily), because there is no money to pay him or because there is no work for him
line manager	someone at a higher position than a worker, responsible for what the workers do
Inc.	Incorporated (AmE)
LLc	Limited Liability company(AmE)
Ltd.	Limited (BrE)

3 types of companies above are companies, where investors are legally obligated to pay just a limited amount of the company debts (= Czech s.r.o)

managing director (BrE)	= MD, a manager responsible for the running of a company
mergers	two companies combined to only one
middle manager	a manager, who is responsible only for a certain part of a company and its workers
niche market	small area of trade with specialized products
offshoring	a situation when a company is having some work done in another country, typically because of the lower costs
open corporation	shares of an open corporation are offered to public for trading
organigram=organogram	a diagram that shows the structure of a company and the relationship between departments, employees, job positions at different levels within the company
outlay	a large amount of money spent on something, especially as a first investment

outsourcing	a situation, when one company employs another company for doing some of its work
performance pay	a situation when a pay is based on productivity at work, if an employee is more productive or the work improves the pay increases
plant manager	a manager of a factory, where goods are manufactured or resources (energy) are produced
Plc.	Public limited company - people can invest their money in this kind of company on the stock exchange (= Czech a.s.)
president	the highest member of a top management in a company
publicly accountable	responsible to the government and public
quoted/listed shares	“a share in a company that can be bought and sold on a particular stock market” <sup>72</sup>
rank	a position in a list that makes obvious how good or profitable something is compared to other similar things or products
rat race	refers to a struggle and competing for money and power between individuals
red tape	paperwork; Example: <i>‘The Government is trying to promote small businesses and to cut out some of the bureaucracy and red tape which is strangling us.’</i> <sup>73</sup>
remuneration	payment or other reward for work or services
retrenchment	the act of reducing costs by a company
rota	a list of what, when and by whom something shall be done
sales force	employees of a company, whose job is to persuade customers to buy products and services of that company
sales pitch	a speech about a product that someone is trying to sell, its aim is to persuade customers to buy the product
senior management	the managers at the highest level of an organization or a company

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<sup>72</sup> “listed shares,” Cambridge Dictionaries Online, <http://dictionary.cambridge.org/dictionary/business-english/listed-share?q=listed+share> (accessed April 5, 2012).

severance pay	money paid by an employer to an employee when the job position of an employee is no longer needed
(to)shake sb by the hand	idiom – to meet someone to show you have an agreement
shares(BrE)/ stock (AmE)	a part of a company owned by a stockholder
shop-floor worker	a worker in a factory
shortfall	the difference between the amount of money that a company has and the amount that is needed
sole proprietor/ sole trader	someone, who undertakes business on his/her own, such as taxi driver or plumber; the sole proprietor bears all the risks but takes all the profits
stake	money, that has been invested in a company, usually expressed as a percentage of the total shared capital
streamlining	making some business or activity simpler and more effective by reducing costs or number of people involved
subsidiaries (BrE)	branches of a company
tangible assets	real things, that company owns (a building, equipment, land)
target market	a group of people that some product or service is aimed at
tender	formal offer to do a job for an agreed price
trouble-shooting skills	the ability to solve or remove problems and difficulties
union representative	an employee of a company, that has been elected by other employees to represent them on meetings with management
USP	stands for 'Unique Selling Point/Position' which is a situation when some product is more desirable to buyers, because it has something that other similar products lack
venture	a new business activity that involves risk and uncertainty
yardstick	a standard, used for comparing similar things to measure their value or success

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<sup>73</sup> “Red Tape,” British National Corpus, <http://corpus.byu.edu/bnc/x4.asp?t=1481&ID=50312331> (accessed



**Telephoning**

directory enquires (BrE)	= Assistance (AmE), telephone service, where people call in order to find out somebody else's phone number
salutation	words or phrases used for greeting
trunk call	long distance call, usually within the same country

**Social correspondence abbreviations**

asap	as soon as possible
a/m	above mentioned
attn.	for the attention of
c.c.	carbon copy
cfm	confirm
dlvry	delivery
ETA	expected time of arrival
FYI	for your information
NB	(nota bene) post scriptum
qt	quantity
R.S.V.P	please reply
re	referring to
req	request
vs.	see above
yr	your

**Informal correspondence abbreviations**

afaik	as far as I know
bbl	be back later
cu	see you
ic	I see
imho	in my humble opinion
LOL	laughing out loud

*In the restaurant*

bouillabaisse	/,bu:.jə'bes/ it is a soup made of mullet fish, monkfish, sea bass, prawns, fennel, saffron, mussels, onion, garlic, thyme and spice. <sup>74</sup>
BYO Restaurant	= bring your own, restaurant that is not licensed for serving alcohol or alcoholic drinks
crudités	raw vegetable thinly sliced, grated or cut into stripes. Most commonly served with a dip or sauce for snack or as an appetizer. Any seasonal vegetable can be used in particular radishes, carrots, mushrooms, tomatoes, cucumbers, sweet peppers etc. <sup>75</sup>
entrée (AmE)	main course
entrée (BrE)	starter of appetizer
escargots	French word again, means snails. They are cooked or baked with the shell that has to be cracked before eating with special pair of tongs. Escargots are usually prepared with garlic butter. <sup>76</sup>
gratuity	tip, usually about 15% from the paid price
hors d'oeuvre	/,ɔ:'dɜ:v/ is a French word for an appetizer. <sup>77</sup>
shish kebab	a traditional Turkish meal made of chunks of lamb meat (also pork or beef meat can be used) and vegetable on a skewer, marinated and grilled. <sup>78</sup>
sole	kind of fish
veal	young cow meat
venison	deer meat

<sup>74</sup> "Bouillabaisse," BBC Food, [http://www.bbc.co.uk/food/recipes/bouillabaisse\\_6973](http://www.bbc.co.uk/food/recipes/bouillabaisse_6973) (accessed April 16, 2012).

<sup>75</sup> "Crudités," BBC Food, <http://www.bbc.co.uk/food/crudites> (accessed April 16, 2012).

<sup>76</sup> Peggy Post, *Emily Post's Etiquette*, 17th ed. (New York: HarperCollins Publishers, Inc., 2004), 399.

<sup>77</sup> *Ibid.*, 402.

<sup>78</sup> *Ibid.*

sushi and sashimi as commonly known these meals consist of raw fish, vegetables, rice and seaweed and are usually eaten by using chopsticks.

The instructions how to use chopsticks: “Rest the lower chopstick on your ring finger, supporting it in the V of the thumb and forefinger. Hold the upper chopstick like a pencil, between the middle and index fingers and anchored with your thumb. Make sure the tips of the chopsticks are even. When you are picking up food, the lower chopstick remains still as the upper chopstick pivots, with your thumb as the axis.”<sup>79</sup>

In case you aren't quite comfortable using chopsticks and afraid of an embarrassment if you do so, there is nothing wrong on asking the staff of the restaurant for a set of cutlery.

## 3.2 Phrases

### 3.2.1 Business meeting/ discussion

#### *Opening*

I declare the meeting open.

Let's get down to business

Shall we get started/begin?

It gives me great pleasure to welcome you to this meeting.

#### *Agenda*

On the agenda today is...

Let's keep this meeting fairly brief

We circulated the agenda in advance

Has everybody received a copy of the agenda?

Let's discuss that under AOB (any other business)

Any remarks before we move on to the next point?

If we could go through them in order

First of all... – Secondly... – And finally...

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<sup>79</sup>Ibid., 391.

Okay everybody, thanks for coming...

### ***Agreeing and disagreeing***

I just wanted to see what kind of feedback you've got

Actually, I think Sean is right

I think Sean's floor plan is right

I can go along with your proposal.

I share your view.

I think we have come to terms.

I agree to some extent, yet...

I strongly/ absolutely disagree.

I am totally opposed to your proposal.

I must categorically reject such suggestions.

I am not inclined to...

### ***Interruptions***

Can I just ask you?

Sorry to hold the meeting up, but...

If that's all right, I would like to say something.

I'm sorry to break in, but...

May I come in at this point...

If I might just add something here...

### ***Stating an opinion***

It's quite clear to me that...

I have no doubt that...

One thing for certain is that...

### ***Asking someone to present an opinion***

I'd like Mr. Brown to take the floor.

I'd like Mr. Brown to present his views.

I wonder if you'd like to comment, Mr. Smith?

Do you have any views on this?

***Digression***

Let's not get side-tracked, please.

I'm afraid this is not quite relevant to the discussion.

I don't think this is essential.

***A vote***

I suggest we move to a vote.

Can I ask for a show of hands?

All those in favour/Those against raise their hands, please.

Any abstentions?

The motion is carried by six votes to four/ unanimously.

The proposal is rejected.

***Dealing with criticism***

I quite see your point, however ...

That's an interesting observation, but we shouldn't forget...

Perhaps I should make myself clearer on this point.

***Proposing***

I would like to put forward an alternative proposal.

In this regard I would like to remark that...

***Closing***

We seem to have arrived to the decision that...

I'd like to draw this meeting to a close.

Let's call it a day now.

I wish all meetings were as fruitful as this one.

Thank you for sacrificing your valuable time.

***Informal meeting***

Let's kick off.

= Let's start / begin.

He plays hardball.

= He is using any methods to defeat someone, even unfair and dishonest ones

We need to move the goalposts.

= We need to make something difficult to achieve by changing the criteria for achieving it.

- *“... homelands education authorities frequently " move the goalposts " by altering the pass levels year by year.”<sup>80</sup>*

That product is a slam dunk.

= The product is considered to be very successful.

This is a whole new ball game.

= This is a completely new and different situation.

- *“Electronics is a whole new ball game for a lot of people in the automotive aftermarket”.*<sup>81</sup>

Don't make me speak off the cuff.

= Don't make me start speaking without any preparation of the content / improvise

I'm not trying to take you for a ride!

= I'm not trying to cheat or deceive you.

I would have to speak off the top of my head.

= I don't know it precisely straight away. (For example the exact numbers.)

- *I could give you the exact figures but I won't give them at the moment off the top of my head.*<sup>82</sup>

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<sup>80</sup> “move the goalposts,” British National Corpus, <http://corpus.byu.edu/bnc/x4.asp?t=765&ID=24407661> (accessed April 5, 2012).

<sup>81</sup> “whole new ball game,” Corpus of Contemporary American English, <http://corpus.byu.edu/coca/x4.asp?t=2001344&ID=115922150> (accessed April 5, 2012).

<sup>82</sup> “off the top of my head,” British National Corpus, <http://corpus.byu.edu/bnc/x4.asp?t=3447&ID=129507372> (accessed April 5, 2012).

He is just beating about the bush.

= He speaks vaguely about something without getting to the point.

Let's get down to brass tacks.

= Let's discuss the core of the problem, the main issue.

He is a number cruncher.

= Someone who does just monotonous work with numbers.

- *“A successful corporate financier needs to be more commercial, more extrovert and more ambitious than the average number cruncher.”<sup>83</sup>*

### 3.2.2 Negotiations

#### *Making and rejecting offers*

We can offer you a discount of 2%.

We grant a price reduction of 2%.

Our deal includes maintenance.

There's no question of our being able to accept.

That is not negotiable.

#### *Asking for a pay rise*

I have made good progress

I really feel that I've grown in the job

I've taken on a lot more responsibility

It's time that it was recognized

#### *Dealing with difficult clients:*

I understand you are having a few problems

Would you like to just explain from the beginning it's happened?

Can you explain to me what actually is the problem?

I'm sorry for the wait...

I'm sorry about this, Mr Anderson

I can actually look into that/ check for you...

I'm sorry for the inconvenience

I can assure you

### ***Resolving difficulties***

I'll come straight to the point

I wasn't particularly happy with...

Frankly, I'm afraid that...

Despite what you say...

I don't want to jump to any conclusions.

### ***Tricky conversations***

I'm not going to get into a discussion about...

But bearing in mind...

I expect you to...

I'm not happy with the effort that you've made

You've got to snap out of it.

## **3.2.3 Business correspondence**

### ***Beginnings***

We gather from your e-mail that...

I acknowledge the receipt of your e-mail.

Immediately upon arrival of your letter...

### ***Endings***

We will await further news from you with interest.

We trust you will inform us immediately as soon as...

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<sup>83</sup>“number cruncher,” British National Corpus, <http://corpus.byu.edu/bnc/x4.asp?t=1057&ID=35920892>



***Apologies***

Kindly excuse our delay in replying.

Please accept our apology for...

It happened by unfortunate coincidence of events.

***Assistance***

We shall be happy to render you any assistance we are capable of giving.

***Clarification***

Kindly check again the pertinent specification.

We expect you to indicate...

We would like to throw more light on...

The matter deserves a more detailed explanation.

I'm still in the dark as to...

***Corrections***

In compliance with your request we are correcting...

Since our fax was apparently mutilated, we are sending you its correct version.

***Deferments, inquiries, requests***

We assure you we will revert to the matter.

We have an urgent inquiry for...

We would appreciate your looking into the matter.

We rely on your taking immediate steps to...

Kindly expedite the delivery of...

***Thanks***

Please accept our thanks for...

We wish to express our gratitude for...

*Signing a letter*

Could you put your signature here?

Could you put your John Hancock here? (AmE) – referring to president John Hancock, who signed the Declaration of Independence in 1776.

**3.2.4 Telephone**

I would like to make a reverse charge (BrE)/ collect (AmE) call.

I'd like to book a person to person call.

*Appointments*

Could you put me through to ...?

I'd like to arrange an appointment.

Would the 12th of June suit you/be convenient?

He's free in the afternoon after about three.

So shall we say 4.15 p.m. next Wednesday?

I have to postpone our appointment.

Can we meet at half eight in the evening? (In some parts of England it means at 8:30 p.m., but in some it's 7:30 p.m.)

*Connecting*

May I put you on hold for a second please?

I'll just put you through

Who shall I say is calling?

I'll see if he's in

I've got .....on the phone for you

I did not catch that, would you repeat that, please?

*Flights*

I'd like to enquire about flights.

Could you tell me about the flight availability?

Do you want to go economy, business or first class?

Does that include airport tax?

No, tax is another \$70 on top of that

Is there a discount rate?

Do you mind if I book it provisionally?

I'll call you back later to confirm.

I'd like a single/ return ticket (BrE)

I'd like a one-way/ round trip to... (AmE)

***Messages***

Can you call back later?

Can I take a message?

Can I take your number, please?

OK, I'll make sure he gets the message.

***Wrong number***

You must have the wrong number

I must have dialled the wrong number

I'll try and put you through

His direct number is...

Sorry to have troubled you

## CONCLUSION

‘You shall greet my peers, because it is a courtesy.’; ‘I’m very happy when you use your napkin, because it is what people with good manners do and it also helps you to keep your clothes clean’; ‘When you say ‘please’ and ‘thank you’ you show, that you appreciate the other person’s help.’ These might be the answers of parents, whose role is to teach their children about good manners and therefore to raise decent and respectful human beings, as managers and leaders might be expected to be.

Especially representatives of various companies, heads of organizations, managers who all lead people, shall be examples of proper behaviour, courtesy and manners. They should be respectful to their employees and attentive to their customers. A manager who represents the company with proper behaviour and manners makes a good impression on customers and therefore whole company might be viewed in a better light.

In the first part of this Bachelor Thesis, I focused on the character traits connected with etiquette, on the proper way of greeting and introducing somebody and to remind the rules for behaving in public. I also dealt with table manners, phone manners and social correspondence.

Second part is dedicated to Business Etiquette served for acquainting with the courtesy in the workplace, at the meeting and the manner of exchanging business cards. Furthermore, this part describes the essentials of business correspondence and telephone manners, gives advice on how to make a good first impression in a job interview and acknowledges the reader with the term netiquette.

The third part deals with words and phrases, which should enrich the vocabulary and knowledge of an average user. The phrasebank is aimed mostly to managers who actively speak English on an advanced level. Vocabulary connected with business meetings, company and professions, abbreviations used in correspondence and terms describing food are included in this part. Phrases are focused on expressions from field of business meetings and discussions, informal meetings, negotiations, telephoning and business correspondence.

To conclude my thesis, I described what I believe are the most relevant fields of social and business etiquette and made a complex research of vocabulary and phrases that are relevant for managers and correspond with the theoretical background.

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