

<<中国市场与文化>>

图书基本信息

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章节摘录

版权页：插图：（2）The neighbors will always compare the visibility of their universities. Say, if Mr. Wang's child only enters an average school, while the neighbor's child enters a key school, he will lose face, and the parents whose child goes to the key school will feel very proud and have a lot of face. When it comes to the children who are not admitted by the universities at all, they will lose face outrageously.（3）When you visit the others, if you eat too much, it seems not dignified and you will lose face, if you eat little, the host will feel that you do not give him face. When someone invites you to drink a bottle of wine, if you agree and drink with him, he will be very happy and have face.（4）When you borrow money from someone (supposing he has a lot of money), if they lend it to you, you will feel that you have face, otherwise, you will lose face.（5）In front of husband's friends, if wife is very tender, virtuous, and behaves appropriately, the husband will feel that he has face, on the contrary, if wife is very potent, and asks the husband to do this and do that, husband will lose face in front of his friends. And this kind of husbands are called "Bronchites" (qiguanyan-means being afraid of their wives.)（6）When the older generation are contacting with the younger generation, the younger ones should be humble and polite, they should let the older generation give a speech first, let them sit first, or eat first. All of the above are the examples to show how to protect the face of the older generation. If the younger generation do something wrong, the older generation should not blame them in public, in this way they can maintain their face.（7）In the village of China, people attach great importance to the building of the graves. Usually, after the older generation's death, the younger generation should bury them. The grave should cover a large area, the Feng Shui should be good and the grave should look grand. In this way, the older generation think their living sons and daughters have face, and the dead people also feel comforted.

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