### LANGUAGE REVIEW

# Advice, obligation and necessity

#### 1 Advice

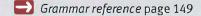
- We can use should and shouldn't to give or ask for advice.
   Global companies should never underestimate the effect that culture can have.
- For strong advice, we can use must or mustn't.
   You mustn't invade a British colleague's personal space too soon.

#### 2 Obligation/Necessity

- We often use *must* when the obligation comes from the person speaking or writing. We **must** show more cultural understanding.
- We use *mustn't* to say something is prohibited or is not allowed. You *mustn't* smoke inside any building.
- We often use have to to show that the obligation comes from another person or
  institution, not the speaker.
   You have to get a visa to enter the country. (This is the law.)

### 3 Lack of obligation / Lack of necessity

Don't have to and mustn't are very different.
 don't have to = it is not necessary
 You don't have to hurry. We have plenty of time.



## A Choose the most appropriate verb. There are some situations where both verbs are possible. Can you say why?

- 1 If you are invited to a Brazilian's house for dinner, you *must | should* arrive at least 30 minutes after the time mentioned.
- 2 You mustn't / don't have to give purple flowers as a gift in many countries.
- 3 All personnel should / must read the health and safety notices in the building.
- 4 Staff don't have to / mustn't disclose information on the project unless authorised.
- 5 I think you should / must encourage the team to develop interpersonal skills.
- 6 Simone doesn't have to / shouldn't work so hard she is looking very tired.
- 7 When going to a new country to do business, you *should | must* do some research into their culture.
- 8 You mustn't / don't have to pay immediately. We can offer you credit.

### Read these notes on Chinese business protocol. How does each piece of advice compare with the situation in your country?

### Chinese business protocol and etiquette

### Greetings

- You must greet the oldest person first.
- You don't have to be serious all the time. The Chinese have a great sense of humour. You should be ready to laugh at yourself sometimes.
- You mustn't move to a first-name basis until advised to. You should address the person by an honorific title and their surname.

### **Business cards**

- You should exchange cards after the initial introduction.
- You should hold the card in both hands when offering it.
- You mustn't write on someone's card unless asked to.

### Gift-giving

- You shouldn't give flowers, as many Chinese associate these with funerals.
- You mustn't give four of anything, as four is an unlucky number.

### Entertaining at home

- It is a great honour to be invited to someone's home. If you cannot accept the invitation, you must offer a very good excuse.
- You should arrive on time, remove your shoes, bring a small gift and eat well to show you are enjoying the food.
- You don't have to eat loudly, but if you slurp or belch, it shows that you are enjoying your food.