**DIGI SCHOOL 2020-1-SK01-KA226-SCH-094350**

**Etiquette, business etiquette – history, importance, greeting, addressing, introducing**

**History, importance**

The word etiquette originates from old French "estiquer" – its predecessor was the old German "stehen" – both words have similar meaning – label, message board. Rules, that were kept at the royal court most probably also in the buildings designated for the guards and military, were hung on the walls and became their principles ("l´estiquet" or "l´estiquette). They could be introduced only to those who could read. From these rules the word etiquette evolved.

So, the word etiquette is of French origin. Etiquette means a shortcut, label and a ceremony, that is, it is the order of a certain ceremony.

Etiquette is a compilation of historically created and traditionally fixed rules of behaviour. Since the beginning people created rituals – at weddings, funerals, wars, business – and their non-compliance led to exclusion of the unadaptable individual from the tribe or society.

Etiquette evolves just as human society so it reflects the level of social development. We all consciously or subconsciously follow rules that were set by our parents or that we observed and accepted as our own.

Good manners create cultivated relationships between people. Politeness brings people closer together.

The court of the king Louis XIV (1643-1715), known as the Sun King, is considered the cradle of etiquette. Thanks to him we know the rules of seating order or introduction of a tie as a part of men's attire.

Diplomacy also took part in development of the etiquette rules, mainly the British and French.

**Business etiquette**

In the world of business etiquette also work the rules that many of us learned in the social etiquette a little differently.

Work etiquette or business etiquette states the rules that should be followed during a successful business meeting. How to make a phone call, shake hands, how to introduce oneself, submit a business card, dine properly.

**Greeting**

Every communication begins mainly with a greeting, that is seen as a polite act in ordinary and also business life. The rules when greeting someone are as follows:

* During the greeting we look into the eyes, or we look at least at the person that we greet.
* Our greeting should be clear and not partial
* At the working place the subordinate always greets the superior regardless of the age.
* The one who leaves the working place greets first
* Sitting man always stands up
* During a greeting the woman may remain seated
* The one approaching a group of people always greets first

Things to consider when greeting people:

* Keep the hands out of our pockets
* Have no cigarette in the mouth
* During the greeting hands are being shaken

In the past it symbolized that we are coming in peace, that we are unarmed, handshake precedes the greeting. There are also rules for the handshakes:

* We shake hands without obstruction,
* We don't shake hands in a “cross“,
* We look into the other´s eyes

We use the opposite procedure than at a greeting:

* The superior shakes hands with the subordinate,
* Woman with a man,
* The older with the younger.

The handshake is firm and short.

Seated man stands up before shaking hands, the woman can remain seated.

Men never shake hands with their gloves on, women on the contrary can do so.

In business etiquette, at work, or business contact the handshake follows the hierarchy. The rule of women or old people first does not apply here.

**Addressing**

While addressing someone it needs to be remembered that in our region it is done this way:

* Mister, Missis, Miss – only people that we don´t know, i.e., those we have not been introduced to
* In other cases, we either add the academic title, function or surname.
* We use the first name only when addressing very good friends and acquaintances.
* To call someone by their surname only is highly inappropriate and is a sign of social tactlessness
* In business etiquette it is necessary to address everyone by their title
* Feminine forms of jobs and academic titles have to be used when possible (e.g., Ministress)
* Calling someone Miss is not used in business etiquette in majority of European countries

**Introducing**

Introducing is not necessary:

* If every participant knows everybody
* When asking for simple information
* When providing some sort of help
* When a larger group of people is gathered, when sitting next to someone on a train, bus, cinema, theatre, or waiting room.

During introduction in business contact some knowledge is necessary of course, similar rules apply because introducing follows the greeting.

* The rule of giving way applies, man to a woman, young to elderly, subordinate to superior
* The eye contact is being kept
* It is necessary to introduce oneself clearly, with proper pronunciation
* It is necessary to find out whether we can introduce ourselves, this way: “*Please, allow me to introduce myself*”
* We always introduce ourselves when standing up
* When a third person introduces somebody, they always use the academic title and function
* While shaking hands it is customary to use some form of the sentence “*It is nice to meet you*”.Socially more important people should be first to express their pleasure.
* If a person introduces themselves, the title is not expressed.
* In business etiquette at a working place, during business negotiations we introduce our spouse (wife or husband) to our superiors.

Women have more sovereign, more preferred status, they don't have to reveal their names. This however does not apply when their role is of an initiator in any business negotiation.

The host should introduce his guests, and the direct superior should introduce his subordinate to other co-workers.