

## JAPANESE CULTURE & COMMUNICATION

### **A. Culture of Ritual**

1. *Aisatsu* — Greeting  
Bowling  
Physical Contact and Eye Contact
2. *Enryo* — Hesitate to accept an offer
3. *Kenson* — Modesty

### **B. Culture of Indirectness**

1. *Toomawashi na likata* — Indirect Communication Style  
Going around in circle
2. *Sasshi = Omoiyari* — reading the other's mind = Thoughtfulness
3. *Aimai na kotoba* — Ambiguous words  
what is essential is often unsaid
4. *Shookaisha* — mediator  
*Okurimono, Omiyage* — Gifts are used to communicate feelings
- 5 *Chinmoku wa Kin* — Silence is Golden

### **C. Culture of Relationship**

1. *Uchi & Soto* — Insiders & Outsiders
2. *Haji no Bunka* — Shame Culture
3. *Aite ni awaseru* — Accommodating to the other's needs
4. *Shikataga nai* — It can't be helped.
5. *Tatemaie & Honne &* — Public statement & Real Feeling

**D. Culture of Vertical Society**

1. *Tate Shakai* —Vertical Society  
Position, Age, Status
2. *Keigo*—Honorific form of language
3. *Senpai · Kohai* —Senior · Junior

**E. Culture of Roles**

1. *Gaiken/Mitame* —Appearance  
Brand goods (designer's label) Fashion
2. *Kodomorashii · Otokorashii*—Childlike · Manly  
Everyone plays his/her role  
Appropriate dress, language, gesture, and manner of speech

**F. Culture of Endurance / Culture of Effectiveness**

1. *Ganbaru* —Do One's Best
2. *Gamansuru*—Endurance

**G. Culture of Apology**

1. *Gomennasai · (Sumimasen)*—I'm sorry (Thank you)  
\*Solve problems through accommodating and adapting themselves to the needs of others in various situations

**H. Culture of Conformity**

1. *Shuudan Shugi* —Group oriented
2. *Shozoku Ishiki* — Sense of Belonging
3. *Hitonami* —Same as others (Average)
4. *Nippon Kabushiki Gaisha* —Japan is like a company  
\*Individuals as a part of the organizational body