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A Comparison of Drinking Etiquette Between China and Britain

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Abstract: *Drinking etiquette plays an extremely important role in people's dietetic and social activities. It vividly reflects the cultural connotations of different countries. Besides, it is often regarded as one of the most important characteristics of wine culture in all nations. With the rapid economic and cultural development in the 21st century, the study of differences in drinking etiquette between China and Britain can exert a positive influence on cross-cultural communications between two countries. In China and Britain, there are different definitions for drinking etiquette, which also have inherent features of Chinese and Western cultures. Therefore, this paper will probe into the comparison of drinking etiquette between two nations based on drinking histories, drinking etiquette in China and Britain, the similarities and differences of distinct etiquette, and the reasons for these differences. In addition, through a thorough analysis, the author hopes to help people to better understand the etiquette of drinking and wine culture in both countries, in order to provide people with more English learning materials. As a result, individuals are more likely to have a better understanding of British and Chinese cultures, and contribute something positive to cross-cultural exchanges between two great nations.*

Keywords: *Drinking etiquette; China; Britain; Similarities; Differences*

Introduction

Background of the Study

As a product of human civilization, drinking etiquette has become a global culture. Both Chinese and British people are famous for drinking wine in the world. Drinking etiquette has almost penetrated into every corner of social life in both countries, including literature, art and economy (Yang, 2014). The differences in the etiquette of drinking between the two countries contain rich and diverse national cultures. Both cultures have reflected the differences between two countries in terms of attitudes towards life, ways of thinking and lifestyles.

UK is the first western country to recognize the political status of the People's Republic of China. As time goes by, the relationship between China and Britain has become increasingly closer. Therefore, in order to boost cultural exchanges between two nations, it is necessary to find out practical material support, and wine culture is an indispensable part of the building of the China-UK friendship.

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Significance of the Study

Wine is a symbol of social progress, and can also serve as a useful tool to express feelings and to interact with each other. As for its positive effects on social life, wine culture plays a unique role in the cultural exchanges between China and Britain. In a sense, the world is increasingly integrated and various cultures are influencing each other. Wine can also be seen as a symbol of culture (Liu, 2015). Through the comparison of drinking etiquette between China and Britain, it is easy to see that the differences of drinking etiquette are exactly the differences of values between Chinese and British people. By doing research on the differences between Chinese and British drinking etiquette, it is likely to find out the causes for misunderstandings and conflicts in cross-cultural communications, so as to promote exchanges between two countries.

Methods of Study

Based on the histories and customs of drinking etiquette in China and Britain, this paper analyzes the similarities and differences of drinking etiquette between two nations and the reasons for the differences. With the help of literature analysis and comparative analysis, this paper collects and sorts out the research materials about the etiquette of drinking in both countries, so as to find out the reference materials that can be helpful to this paper. Furthermore, the author makes a comparative analysis about drinking etiquette and draws a conclusion.

Structure of the Study

This paper can be divided into five parts. The first part introduces the background information, significance, research methods and structure of the thesis. The second part is literature review which is a summary of the Chinese and foreign literature about drinking etiquette in both countries collected by the author. The third part revolves around the drinking history and drinking etiquette of China and Britain in detail. The fourth part is the theoretical framework of this paper, which compares the similarities and differences of drinking etiquette between China and Britain, and analyzes the reasons for the differences. The final part summarizes the major findings and limitations of this paper.

Literature Review

This part will be divided into two sections. One will make a brief introduction to the Chinese and British drinking etiquette in foreign literature. The other section is the introduction to the comparison between Chinese and British drinking etiquette in domestic literature.

Studies Abroad

The English references in this paper can be divided into two major categories, including the references for the Chinese drinking etiquette and for British drinking etiquette.

There are various opinions about the origin of Chinese wine. It is said that Chinese wine predates recorded

history. Dried residue extracted from 9,000-year-old pottery implies that early beers were already being consumed by the neolithic people in the area of modern China (Roach, 2005). Furthermore, the following centuries also witnessed some great changes in terms of wine. According to the Dutch historian Frank Dikotter, the period between the Han and Tang dynasties is a "golden age" for alcohol, when it was commonly consumed in conjunction with mineral drugs (Dikotter & Lars, 2004). However, wine remained uncommon in China until the reform and opening-up policy brought the country greater prosperity and greater integration into the world markets. From practically no consumption, it has already grown to the fifth largest market for wine in the world, annualized growth rates of 20% between 2006 and 2011 (Lodge, 2012).

When it comes to Britain, British drinking history is completely different from Chinese. Compared with other countries, Britain has a far-reaching impact on the wine industry. Because of cold, rainy climate, most of the British territory is not suitable for growing high quality grapes (Gibson, 2018). As a result, even Britons seldom drink wine brewed by themselves. "According to a survey, 54 percent of residents in England had never tasted wine produced on their own soil in 2011" (Gibson, 2018). As for British drinking etiquette, instead of serving as a communication tool, in Britain, especially in London, drinking usually represents the transition from work to entertainment. And Londoners drink in order to recharge their batteries from the heavy pressure of their everyday lives (Gibson, 2018). In addition, there are some rules from drinking in a bar. In an English pub, when an individual arrives, common practice invites the newcomer to unilaterally buy a drink to a companion, with the unspoken understanding that when the drink has been almost consumed, his or her companion will reciprocate based on trust and fair play (Greaves, 1993).

Studies at Home

The references at home can also be categorized into two major parts, including the references for the differences of drinking etiquette in China and Britain, and the references for the reasons behind the differences.

Generally, Chinese and Britons have different attitudes towards drinking. The Chinese etiquette of wine drinking shows respect to the people while British etiquette of wine drinking expresses reverence to the wine itself (Zhang, 2013). What's more, Chinese people want to reach goals through drinking rather than merely seeking enjoyment and happiness (Yang, 2014). Furthermore, wine is, to a certain extent, more of a communication tool than a pure drink in China (Liu, 2015). By a sharp contrast, Britons simply intend to enjoy and appreciate the beauty of wine itself (Wan, 2009). Moreover, in most cases, when British people drink wine, all that they want is relaxation and a peaceful state of mind (Liu, 2015). In addition, in business negotiations, they do not mix drinking with business because business is business. Whereas Chinese people think that the more they drink, the more sincere they are, Britons only care about profits and costs (Liu, 2015).

There are mainly three factors behind the differences in drinking etiquette between China and Britain, namely different geographical locations, different values, and different ways of thinking. Firstly, Chinese civilization originates from the Yellow River Basin with fertile soil, moderate rainfall, and sufficient sunshine (Dong, 2016). As a result, it can lay a solid foundation for wine fermentation with grains, especially white wine and rice wine (Zhang, 2013). Britain, on the other hand, has a low production of grain which is only enough for

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people to eat and little is left for fermenting wine (Zhang, 2013). However, grapes, which favor gravel soil with its characteristics of anti-drought and adaptation to the mild oceanic climate, widely grow in the western part of Britain (Zhang, 2013). Secondly, Chinese people who are under the influence of Confucianism are likely to regard wine-drinking as a process of learning etiquette and obeying seniority rules (Liang & Deng, 2014). However, British people think that wine is a medium to express reverence to the God and the delicious drink given by the God (Liang & Deng, 2014). Finally, Chinese people are in favor of circular integrity, and they are more likely to take people's thoughts and feelings into consideration, whereas British people value linear individuality and they hold a material-based development view, which takes facts and the nature of things into consideration (Liang & Deng, 2014).

Chinese and British Drinking Etiquette

In this part, this paper will probe into detailed information about drinking etiquette in both China and Britain in terms of drinking histories and specific drinking customs characteristic of each country.

Chinese Drinking Etiquette

This part will explore Chinese drinking history over thousands of years and various drinking customs during the whole drinking process.

1. Chinese Drinking History

Chinese wine predates recorded history. Dried residue extracted from 9,000-year-old pottery implies that early beers were already being consumed by the neolithic people in the area of modern China (Roach, 2005). People also used wine to offer sacrifices to gods or ancestors. In ancient times, individuals would attribute things that could not be explained to the benevolence of gods, so they took sacrificial rituals seriously. As a result, people usually poured wine when making sacrifices because they dared not to enjoy it alone (Wang, 2010). In Xia, Shang and Zhou dynasties, the slavery society reached its heyday when rulers and aristocrats attached great importance to wine. Consequently, wine was seen as a luxury during this period.

As early as 2,000 BC, the Xia dynasty was a turning point in the development of Chinese civilization that witnessed the advance of farming techniques and economic improvement. At this time, there were written records about wine. Besides, it is said that Yi Di and Du Kang, living in the Xia dynasty, are the two founding fathers of Chinese wine (Liang & Deng, 2014). It was Yidi who made great efforts to make mellow wine with fermented glutinous rice at the order of Yu the Great, whereas Du Kang is credited with making top-notch wine with sorghum by storing some cooked Chinese sorghum seeds inside a hollow tree stump.

In terms of the unearthed relics from the Shang dynasty, the number of bronze vessels accounts for a large proportion of the total. This means that alcoholism was rampant during that time. According to *The Historian Records*, King Zhou constructed an entire lake of wine to please one of his concubines. The pool was said to be large enough to navigate with a boat (Liang & Deng, 2014).

In the Western Zhou period, the abundance of crops was conducive to wine brewing. The fact that there was already a set of tools for brewing wine during that period made wine an indispensable beverage in people's daily life. Wine was always part of important events including banquets and funerals (Li, 2013). In the Qin dynasty, due to harsh policies by Qin Shi Huang, the first emperor of Qin, there was relatively little development in wine.

During the Han dynasty, people started to consume wine in large quantities. According to *The Historian Records*, brewing wine always ranked first when it comes to making a fortune. The Dutch historian Frank Dikotter describes the period between the Han and Tang dynasties as a "golden age" for alcohol, when it was commonly consumed in conjunction with mineral drugs (Dikotter & Lars, 2004). Wine remained uncommon in China until the reform and opening-up policy brought the country greater prosperity and greater integration into the world markets. From practically no consumption, it has already grown to the fifth largest market for wine in the world, annualized growth rates of 20% between 2006 and 2011 (Lodge, 2012).

Throughout Chinese wine history, it is evident that there is a complete wine culture system and wine has always been an inseparable part of life up till now.

2. The Drinking Etiquette in China

China has always been known as "a nation of etiquette", and historical events have showed the significance of etiquette. Drinking etiquette has almost penetrated into every aspect of daily life. Among them, the most representative customs are "pouring wine", "refusing to drink wine", "proposing a toast", and "drinking for punishment" (Huang, 2002). During the whole drinking process, there is a ritual for each part.

There has to be someone to pour wine for others. However, the person who pours wine depends on what kind of banquet it is. If it is a party at home, then anyone who takes part can be the cup-bearer. In most cases, the first thing to do is to pour wine for senior citizens, guests, and those with higher social status. By contrast, a waiter tends to serve as the cup-bearer if it is a formal banquet in a hotel. The waiter should pour a little wine for the host after opening the bottle. If it tastes well, then the waiter needs to pour wine for others at a certain order (Huang, 2002).

Although it is beyond reproach to refuse to drink wine, it is necessary to take certain measures and try to be polite. Firstly, it is better to ask for some non-alcohol beverages, such as soda, juice and mineral water and explain the reasons for not drinking alcohol. A second measure would be to allow the cup-bearer to pour a little wine and try to drink as little as possible. A final solution could be to tap the edge of wineglass when the cup-bearer is about to pour wine, which means "no, thank you" (Huang, 2002).

In a Chinese banquet, "the hospitality of Chinese people is showed completely" (Dong, 2016). It is also a good way to boost interpersonal relationship when drinking wine. Generally, "everyone, host or guest, has fixed seats and fixed order of toasting. The wineglass should be full when toasting, which reflects the respect to the toaster" (Wan, 2009). And the toasting process should be started from the most distinguished guests. The young need to toast to the old actively, and the lower to the higher (Wang, 2011). And it would be better to drink the bottom up.

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Drinking for punishment is a unique way of proposing a toast. However, there are various reasons for "forcing drinking", most noticeably in charging latecomers with three glasses of wine (Wang, 2010). It is true that this practice is, to some extent, for fun, but games derived from drinking for punishment such as drinkers' wager game add an element of entertainment to banquets (Wang, 2011). As a result, individuals are able to enjoy liquor in a pleasant atmosphere.

Just as the Chinese saying goes, "If we are good friends, then bottom up; if not, then just take a sip" (Yang, 2014, p.208). When close friends get together, they tend to use drinking as a way to express their feelings and drink it off without saying anything. Typically, when Chinese people are cheered up by drinking, they will say"bu zui bu gui"(not going back home until they are drunk) out loud. In a party, people usually compete with one another to see who can drink more without being drunk, and play drinkers' wager game. In this way, there will be extremely lively scenes when Chinese drink together.

British Drinking Etiquette

This section will offer insights into the drinking history of Britain, which is relatively short in comparison to China. In addition, it will discuss the etiquette of drinking in Britain, namely observing, smelling, and tasting.

1. British Drinking History

There is no exact historical record about the origin of English wine, but it is generally recognized that whisky was first introduced into Scotland from Ireland by priests in the fourth and fifth centuries A.D.

Compared with other countries, Britain has a far-reaching impact on the wine industry. Because of cold, rainy climate, most of the British territory is not suitable for growing high quality grapes (Gibson, 2018). "According to a survey, 54 percent of residents in England had never tasted wine produced on their own soil in 2011" (Gibson, 2018). However, Britain has a colonial history and used to be a seafaring nation, which makes British people full of enthusiasm and pursuits for foreign quality wine. It is exactly this boom that has brought unique and unparalleled influence to the British wine industry. Over the centuries, many specific types of wine styles have also changed due to changes in British tastes, especially in red wine and champagne. In addition, Britain is adjacent to many famous wine producers such as France and Italy. The demand for these types of wine from Britons has contributed to the spread of fine wine. No matter when, British people have made great contributions to the spread of these types of wine in the world.

2. The Drinking Etiquette in Britain

Just like China, there are various drinking customs in Britain as well. There are two things to do before drinking wine. One thing is to appreciate the color of wine. It would be better to hold the wineglass in hand and shake it slightly for a while and then to observe the color in the light. The other thing is to smell the smell. In most cases, British people tend to hold the wineglass feet tightly and allow the liquid to shake inside the wineglass. In this way, much exposure to the air helps to release aroma. After that, it is advisable to get closer to the wineglass and smell the fragrance for a few times until smells of fruits, wood, flowers, and soil can be distinguished (Wang, 2010).

When it comes to the drinking process, it is not recommended to drink wine just like children drink milk. It is advisable to tilt the wineglass and drink the wine as if it were on our tongues (Deng, 2007). With regard to the order of wine drinking, British people usually drink white wine first and then red wine; light wine first and then strong wine; wine with a short history first and then wine with a long history. They gradually enjoy the different tastes of the liquor with the changes in the senses of taste. Furthermore, drinking utensils like wineglasses, decanters, and thermometers are also designed in order to enjoy the taste of wine in a better way (Zhang, 2013). As for toasting, it usually takes place between main courses and desserts. When proposing a toast, individuals are ought to hold up their wineglasses and look at the object person of toasting, and drink at least a sip of liquor to show respect. It is unnecessary to drink the whole glass of wine and they can drink as much as they like (Wang, 2011).

In Britain, especially in London, drinking usually represents the transition from work to entertainment. And Londoners drink in order to recharge their batteries from the heavy pressure of their everyday lives (Gibson, 2018). In addition, there are some rules from drinking in a bar. In an English pub, when an individual arrives, common practice invites the newcomer to unilaterally buy a drink to a companion, with the unspoken understanding that when the drink has been almost consumed, his or her companion will reciprocate based on trust and fair play (Greaves, 1993).

A Comparison of Drinking Etiquette Between China and Britain

This part will make further and concrete explanation on the similarities and differences in the etiquette of drinking between China and Britain.

The Similarities in Drinking Etiquette Between China and Britain

Wine plays an important role in both China and Britain. Despite cultural differences, Chinese and Britons have certain things in common with regard to drinking etiquette. They all need wine to express their emotions and to help them perform better in their work.

1. Similar Emotional Expressions

Wine is an emotionally-loaded product. Strangers are likely to make friends with each other through wine, a magic catalyst. In a relaxing and pleasant atmosphere, it is easier for people to communicate with each other. The main explanation for this phenomenon is that wine can warm people's bodies, help relieve anxiety and stress, and light the hope in their heart (Yang, 2014). Many people also prefer to get together with friends and chat while drinking. This kind of drinking can encourage people to express their true feelings that they dare not to express when they are sober. Just as an old Chinese saying goes, “when drinking with a close friend, a thousand glasses of wine are still not enough”, wine-drinking plays an important role in building ties among people, on which Chinese and Britons reach a consensus (Liu, 2015). Besides, there is no doubt that both Chinese and British people are fond of grape wine and spirits.

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2. Similar Work Requirements

Wine is also essential in terms of workplace. Nowadays, businessmen are more likely to talk about business and sign a contract at the dinner table (Liu, 2015). As a lead role in this process, wine plays a crucial part. As a consequence, apart from serving as a tool to express kindness and hospitality, wine can also be used in business occasions. According to survey, wine has been widely consumed in both China and Britain, and become an indispensable part of daily life (Liu, 2015). With economic growth and improvement in living standards, wine is more of a daily necessity available to ordinary people instead of a luxury. Undoubtedly, Chinese and British people genuinely attach great importance to the social function of wine.

The Differences in Drinking Etiquette between China and Britain

Wine plays an important role in interpersonal communication. In the long history of human civilization, wine exists not only as a substance, but also as a symbol of culture (Liu, 2015). The different cultural backgrounds of China and Britain contribute to distinct wine cultures. Knowing the differences in wine history, wine vessels and wine rituals of both countries can help people to have more insightful views of different cultures and boost cross-cultural communications.

1. Different Drinking Rules

In Chinese culture, urging others to drink more wine is part of the drinking rules. The first glass of wine must be filled up. After delivering a speech, the host usually stands up to toast to others. Even those who do not drink cannot escape the first glass of wine. It is better to drink it all at once to show respect. The host should drink all the wine in the wineglass first, and guests should do so after that. Besides, there are certain rules for toasting which cannot be easily violated. For example, the host needs to be the first to toast, and then the guests in return (Wang, 2011). Almost every drinker can participate in the whole toasting process. Meanwhile, when people of same age toast to each other, they will try to make their own glasses lower than others'. After toasting, the toaster has to fill up the wine for the guests. When pouring the wine, it is better to avoid overflowing. Generally speaking, it is very common for Chinese people to play a finger-guessing game or drinkers' wager game at a party (Wang, 2011). Therefore, it can be argued that China has a set of drinking culture.

On the other hand, British people do not have so many rules when they drink. Whether they drink or not depends on their moods. In UK, people never try to persuade others to drink. Even if they raise their glasses together and say "cheers" out loud, they do not need to drink all the wine after clinking glasses. In addition, it is very rare to see British people propose a toast to each other when they enjoy a hearty meal and they tend to enjoy wine by themselves instead (Wan, 2009).

2. Different Purposes of Drinking

Generally, Chinese and Britons hold different attitudes towards drinking. The Chinese etiquette of wine drinking shows respect to the people while the British counterpart conveys respect to the wine itself (Zhang, 2013).

In China, wine culture is based on the family, the essential unit of a society. When people drink at home, proposing a toast to the elderly should come first, in order to show politeness and reverence. Family reunions also share a sense of happiness through wine drinking. What's more, people want to reach certain goals through drinking rather than merely seeking enjoyment and happiness (Liu, 2015). For example, Cao Cao, a brilliant politician living in the Three Kingdoms Period (220-280), warmed the wine to define a hero (Yang, 2014). Furthermore, wine is, to a large extent, more of a communication tool than a pure beverage. Although not everyone is interested in drinking, they have to drink wine to express their kindness and sincerity under some special circumstances such as business negotiations. Even if they dislike alcohol, they do not have a choice to say no. Some Chinese businessmen even suffer from health problems because of excessive drinking (Liu, 2015).

Just like in other Western countries, the function of wine drinking is much simpler in Britain. In other words, people simply intend to enjoy and appreciate the beauty of wine itself. Admittedly, wine is a communicating tool as well in Britain. And they take into account various wine-drinking situations, the temperature of wine, and the shape of wineglasses (Wan, 2009). Moreover, in most cases, when British people drink wine, all that they want is relaxation and a peaceful state of mind (Liu, 2015). An ideal life for Britons is to sit around, chat with friends and enjoy some delicate snacks over a glass of wine. In addition, in business negotiations, they do not mix drinking with business because business is business. While Chinese people think that the more they drink, the more sincere they are, Britons only care about profits and costs (Liu, 2015).

The Reasons for the Differences in Drinking Etiquette Between China and Britain

It is impossible to form distinct etiquette of drinking for no reason, which is also applicable to China and Britain. This section will mainly discuss three factors behind the differences of drinking etiquette in the two great nations, namely distinct geographical locations, different values, and different ways of thinking.

1. Different Geographical Locations

Geographical factors determine the type and quality of crops that grow in a certain area. Chinese civilization originates from the Yellow River Basin where there is fertile soil, moderate rainfall, and sufficient sunshine thanks to vast domestic land area, broad plains, hills, plateaus, and the mild monsoon climate (Dong, 2016). As a result, it is very suitable for the growth of grains with abundant natural resources. Besides the amount of crops Chinese people consume annually, there remain much more. It is likely to lay a solid foundation for wine fermentation with grains, especially white wine and rice wine (Zhang, 2013).

Unlike China, Britain faces the ocean almost in all directions. Hills and islands spread all over the country and the soil is relatively poor. It is the typical mild oceanic climate, which is not beneficial to growing crops. So it has a low production of grain which is only enough for people to eat and little is left for fermenting wine. However, grapes, which favor gravel soil with its characteristics of anti-drought and adaptation to the mild oceanic climate, widely grow in the western part of Britain (Zhang, 2013). The high quality grapes not only offer rich raw materials to wine brewing, but also improve the quality of grapes.

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2. Different Values

Over thousands of years, Chinese people's values are always under the influence of Confucianism which puts "humanity" and "etiquette" first. Etiquette is a form of social cultivation, but also serves as a way to lead social behavior. The earliest etiquette of drinking took place in sacrificial activities, in order to express respect to the heaven and ancestors. As a result, Chinese people tend to pay much attention to the etiquette of drinking. In terms of Confucianism, individuals are likely to regard wine-drinking as a process of learning etiquette and obeying seniority rules (Liang & Deng, 2014). In this way, wine drinking is no longer a personal behavior, but a social behavior (Liang & Deng, 2014).

Just like other Western countries, in Britain, drinking etiquette is closed linked to Christianity. According to the *Bible*, wine is part of life, is the blood of Jesus and the symbol of salvation. Until now, the western societies are always under the influence of this religion. People think that wine is a medium to express reverence to the God and the delicious drink given by the God (Liang & Deng, 2014). In addition, the philosophy of Christianity is that everyone is equal in front of the God. As a result, with regard to drinking style, except from the order of hosts and guests, individuals will not attach great importance to the drinking order and how much others drink on purpose (Liang & Deng, 2014).

3. Different Ways of Thinking

Chinese people are in favor of circular integrity, from macro to micro dimensions (Liang & Deng, 2014). In addition, most Chinese people prefer subjective thinking. In this way, they are more likely to take people's thoughts and feelings into consideration. In China, wine is more considered as a method to network so as to boost harmonizing community relationships and to safeguard community interests. In Chinese people's eye, wine is something lifeless which is meant to serve people. As a consequence, they tend to urge guests to drink more wine to express their respect to them.

Similar to other western countries, British people value linear individuality and they hold a material-based development view, which takes facts and the nature of things into consideration (Liang & Deng, 2014). Contrary to Chinese, in Britons' eye, wine is a living creature and a unique work of art (Wan, 2009). Consequently, only after drinking a glass of wine will they get spiritual comfort and get rid of troubles from the hustle and bustle of everyday life. What's more, they also choose to enjoy different kinds of wine according to the features of wine and different dining periods. And what they truly want is to feel the nature and tastes of wine with all their sensory organs. As a result, British people care about the process and the enjoyment of drinking rather than how much they drink.

Conclusion

This section can be divided into two parts. One will probe into some important findings through the comparison of drinking etiquette in China and Britain. The other will talk about the flaws and defects in the analysis of this paper.

Major Findings

The traditional drinking etiquette is a significant part of fork customs, which contains abundant factors related to every single aspect of production and life. If we intend to explore the relationship between human and wine, they are bound to be numerable secrets. Although the etiquette of drinking is part of the study of folk customs, the inner beauty is far beyond social science. To be more specific, drinking etiquette is the accumulation of history, culture, and mentality and what it embodies is not only values, but also outlook on life and a sense of right and wrong (Zhang, 2013).

Because of completely different developmental stages and features, both China and Britain have formed their unique drinking etiquette and drinking cultures. This kind of difference is due to distinct geographical locations, values, and especially thinking patterns. Chinese people prefer to think in a divergent way, which is like the freehand brushwork in Chinese painting while British people tend to think directly, which is like the sketch in western painting. However, cultural misunderstandings and conflicts are likely to result in communication barriers, and even cultural shock. Because at present, wine is not only a beverage that can add an element of entertainment to dining, but also a medium of cross-cultural exchanges to a large extent (Liang & Deng, 2014).

Furthermore, Chinese and British wine cultures represent different attitudes towards people. Even though Chinese and British wine cultures are integrating with each other, it is still necessary to understand the differences in drinking etiquette between both countries from the perspective of sociology. There are mainly two reasons for this. Firstly, it is likely to help Chinese wine to go to the outside world as a national brand, and to maximize the influence of Chinese wine culture and even Chinese culture as a whole, so as to boost Chinese people's national confidence and a sense of national pride in the long term. Secondly, it is conducive to cultural communication, win-win cooperation, harmonious development, and the building of a community with a shared future for mankind.

Limitations

Due to the limited knowledge of the author and lack of depth of the analysis in this paper, several flaws are inevitable.

First of all, the selection of examples may not be that objective and scientific. This paper should present as many drinking rules as possible to ensure the objectivity and scientificity of the conclusions.

Secondly, there is still much room for improvement in this paper. The main reason is that there is a lack of support from foreign research results and the compilation of the results of previous studies is insufficient.

Thirdly, the selection of research material for this paper is kind of cliched because many researches have been done many times before, so the room for finishing this paper is relatively small and the topic appears to be somewhat outdated.

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Fourthly, this paper seems to be a little bit monotonous unlike some researches full of data, tables, and charts. As a result, the research design for this paper leaves much to be desired.

All in all, as for the drinking etiquette itself, it is a dynamic custom and the content of this custom is still improving and expanding with more and more cross-cultural exchanges in recent years, so the analysis of some details may be kind of inadequate.

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