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CHINESE LANGUAGE AS PART OF CULTURE AND ITS INFLUENCE ON WORK
ENVIRONMENT

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ABSTRACT

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BYYEVA, IRYNA	Chinese Language as Part of Culture and Its Influence on Work Environment
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China is developing country. Its economical growth is one of the fastest in the world. The Chinese language is turning to very important language, thanks to the role of Chinese companies on the Global arena.

The present thesis discussed the importance of culture in forming peoples' habits and social norms, researches the meaning of language as part of culture to global environment, and deals with the importance of different language skills in work environment and life of foreigners in China.

Literature analysis and personal interviews were used as sources of information.

The meaning of culture in forming the habits and norms is very high. Language is important part of culture. The Chinese culture has strong effect on its natives. Differences caused by a different cultural background are barely accepted by the Chinese.

1. INTRODUCTION

I was making my internship in China as it was very interesting country for me with great history and not less great future. By working in China I would get unique experience and it would lift the veil of Chinese Economy success. Interest in the Chinese culture and language is rising today, more people are arriving in China to discover its mysteries, more companies are opening its subsidiaries in China, and Chinese companies are developing all over the globe. Leaving for China you might know a lot about this country, but it would never be enough.

Culture was always very interesting subject for me, especially of this great country, but you can learn culture without visiting country, just reading books or movies might be enough. In this case for me the Chinese language was more interesting, what is that and how to deal with it. Language is very important part of culture and in this country it is one of the most important parts of it. For me was very interesting how to survive in China without Chinese language and is it even possible? After a short stay in China and hosting couple of dozen people arriving to China I got the answer to my question – It is very difficult to live and work in China if you do not speak Chinese. Too many people around me needed help with language, that is how the idea of searching the language partners appeared.

1.1 Objective of the thesis

In this work I am discovering the meaning of culture from language point of view and its influence on work environment. As target culture I chose Chinese culture. Such a choice was made, because I was always interested in this country, and as well I was working there. My work was connected to foreign employees arriving to China, and many of them had problems with understanding of Chinese language and culture, so this raised the idea of creating the stable relationships with Language schools in order to help to the people arriving to China.

1.2 Methodology

In the theoretical part of my thesis I was mainly using literature search. So many books are written about culture, language as part of culture, about China and its culture and language. Books, magazines, reports and other literature about culture, and Chinese culture in particular is published nowadays, so it was the best and the fastest way to get necessary relevant information.

At the second part of my thesis I'm using the information I have got from personal interview, which I made during my work in China. "Interviews are particularly useful for getting the story behind a participant's experiences. The interviewer can pursue in-depth information around a topic. Interviews may be useful as follow-up to certain respondents to questionnaires, e.g., to further investigate their responses." (McNamara 1999, 1) In this case personal interview was chosen, because of time limits, and to make mail surveys was too long. Phone surveys did not meet the requirements, as managers of Chinese companies afraid of spying a lot, so they would not answer properly by the phone to all the questions. So in this case personal interview was the only way to get relevant information in strict time frames.

1.3 Structure of the thesis

This work discusses the Chinese language as part of Chinese culture and its influence on work environment in China and globally. At the beginning culture in general is introduced, followed by a more detailed research into the Chinese culture and European culture and comparing it, taking a clearer look at explaining in details what is Chinese culture, specially from the religion point of view and how strong it is, what European culture is, and how good are Westerners in adaptation. This part will also present the impact of culture on management style, and compares American, Finnish and Chinese styles.

The second part researches the language in more depth as part of culture. Discussion on the English language in the global environment and Chinese language are the main targets. Finally, the Chinese culture and language and their meaning to business environment are discussed as well as facts, which explain the rise of importance of Chinese language.

In the last part of the thesis importance of different languages in different countries are discussed, with a special emphasis on problems of foreigners arriving in China without Chinese language skills. The actual problems related to the lack of Chinese language and benefits of language skills in China are discussed on the basis of my personal experience.

2. INTERCULTURAL COMMUNICATION

At the beginning it should be noted that intercultural communication is always international. Here should be two or more parts with different cultural backgrounds who have met in order to achieve result, benefiting both parts. Some times ago only some groups of employees, as secretaries and overseas managers, had to have foreign language skills, as only they were dealing with business correspondence or any contacts across borders. Today, more than those groups of employees need the language skills, as for successful cooperation of all parts for full understanding of both cultures. In this situation there could be two different options: the first is to switch to the language, which is one of the parties' native, and the second is to choose some language, which is not native to any of the parties. In the first case, one party should be adapted to the cultural, linguistic and non-verbal features. Here the situation is unequal for both parties, and if one is not prepared very well, it might lead to huge misunderstanding. The second option is to choose third language, and use it as working language. In the most companies English is chosen as working language. About 80 % of all international communication takes place in English. Anyone involved in intercultural communication should look at this perspective from another angle. Cooperating companies are sharing business culture, which is highly result oriented, so the communication is essential part of this process. At the same time both parties should remember that working language is nobody's mother tongue, and even though one of the parties is native in English, they should remember different dialects and pronunciations. (Kankaanranta, 2009)

Intercultural communication is a special form of communication, which does not include just language skills, but also involves exchange material and moral culture of other nation. Today learning a language and its usage as instrument of intercultural communication is impossible without deep knowledge of cultural, mentality and style of life of its natives. Only combination of this two factors, language and culture, would provide effective communication. (Sadohin 2005, 95.)

Intercultural communication could be happening on different levels, personal or group. On both levels main part is person, which is sharing norms and valuables

of own culture. To support cross-cultural communication and contacts, a person would need not only the language, but also knowledge of norms and rules of foreign language culture. Every party of international communication realizes that foreign language skills are not enough for full intercultural understanding, but knowledge of full communicational process to predict the possibility of any misunderstanding is needed to avoid it. A modern person needs sterling communication, aimed full understanding and evaluation of others. The main instrument for understanding is communication, in which people express them, and develop their features. In communication people are sharing common human experience, historically established norms and values. Although people are exploring the world projecting own experience on another person. In this way people should remember that other, means different than you. Differences between people are leading to achieving new skills and knowledge, and improvement of the existing ones. On the other hand, the more difference in culture, moral and education between two people, the more chance for misunderstanding and conflict. That is why people should have different skills of cultural communication, basics of psychology and people behavior. (Sadohin 2005, 98.)

2.1 What is culture

Culture is system of values, life concepts, norms, set of methods and techniques of human activity. It includes nonmaterial culture, which includes beliefs, symbols, customs and physical culture which includes physical things as architecture, music and literature. Language is an important part of nonphysical culture, as it includes all features of nonphysical culture. (Dobren'kov&Volkov 2008)

As Sharan (2010, 136.) says: "There are traditionally two different approaches to looking at culture:

- The psychic or psychological level, which focuses on the internalized norms, attitudes, and behavior of individuals from a particular culture (psychic distance is a measure of differences between groups).
- The institutional level, which looks at national (or group) culture embodied in institutions (government, education, and economic institutions as well as in business organizations)."

Mostly I will concentrate on the first part of this definition, about culture at psychological level. People who were born and bred at the same origin, are mostly sharing same values and traditions. Inside one country nationality and culture is tended to be similar, although, religions, subcultures, and even language may vary. "The only way to make sense of this wide diversity is to characterize distinct cultural groups through simplified national stereotypes." (Sharan 2010, 136). A lot of researchers were working on pointing those stereotypes by comparing common characteristics of employers and employees. After all they pointed contrasting characteristics of behavior, structures and fecundity of companies all over the globe. (Sharan 2010, 137.)

2.1.1 International culture

Amount of employees working at foreign companies is growing all the time. This growing multicultural workforce, part of the increasingly global patterns of exchange and interaction discussed in many books, makes it more and more important to understand how people's preferences, beliefs, and values differ. Understanding international cultural differences allows us to be aware of and adapt to the differences that matter for managers. (Sharan 2010, 130.)

The definition of culture depends a lot on point of interest and understanding of this is most important. Even talking about only language, as part of culture and its influence on international business is very debatable. Language is possibly most important part of culture and easiest way to understand it. English is used as corporate language in many companies all over the world. In some companies English language skills are the only way for career promotion. At the same time, English language is kind of limitation for British and American managers, as they do not need to learn any other languages being native in English. This advantage is restricting their ability of understanding foreign culture. At the most simple level culture may be anchored to the lifestyle and behavior, but corporate culture is mostly the relations and behavior between employer and employee. Corporate culture in contrast to culture could be artificially changed according to companies' needs and hopes. (Sharan 2010, 132.)

Intercultural problems can appear in any business conditions. They can appear inside company if hiring foreign employee or growing globally, or as outstanding incomprehension in case of cross-border cooperation, but probably most important cultural compromises should be done by companies developing to new countries for successful selling their goods and services. To foothold the new market company should carry out “culturally sensitive adaptation to products, services, marketing, and advertising”. (Sharan 2010,133.)

Nowadays there are a lot of models and channels for globalization although a lot of cultural differences are still important. Even having great access to information, Internet, international TV channels, same brands and icons differences still are. Such a things as cultural convergence brings more common things and values between different cultures. Cultures are changing and it brings more variations for material and essential differences in the way how companies are working and people are cooperating. Also, because of globalization more companies facing difficulties of making business all over the globe, which are connected to great variety in the world. (Sharan 2010, 134.)

2.1.2 Chinese culture

Since the ancient times, Chinese people believed that the Gods were sharing rich Chinese culture with people. At the heart of this legend were three major religions: Confucianism, Buddhism and Taoism. They supported human spirituality and belief, formed at the time such a core values as benevolence, justice, etiquette and wisdom.

During the time of Communist regime and Cultural Revolution in 1966-1976 years attempt of changing the mentality of Chinese people were made. Many cultural and historical monuments were ruined. Communist party took the religion as main enemy of their regime, this might explain why so many Chinese people define themselves as non-religious. At that time many ancient relicts, calligraphy samples, paintings, temples and other historical monuments were burned. However it was challenging to ruin five thousand years old history. So nowadays people arriving in China do not feel the after-effect of that time that much. Even young Chinese people hardly know about that time. (Maliavin 2003, 15-17.)

During the recent years interest to Chinese culture is rising quickly. Many tourists are visiting this country every year. New companies are appearing on worlds' business arena every time. This fact is interesting research point, and therefore it will be given a closer look. (Maliavin 2003, 19.)

At this point, Deng Xiaoping, who was the father of new China, needs to be mentioned. Officially he was revolutionary and politic, unofficially – the head of the country. Since he was ruling the country time of stabilization and economical reforms have started. He created the strategy of economical reforms, and it was called Gaige. He was the person of the deed, not the word, so he abandoned the slogan of propaganda and started economic reforms. (Vogel 2011, 828-835.)

Since 1981 he became the chairman of the Military Council and became the most influential person in the party. To proclaim the end of the past, he told that Mao was great Marxist and revolutionary, but made mistakes. Xiaoping started to develop contacts with Western countries, were recommending to use Japanese experience of rising the economy. In 1979 he visited United States, where he met President Jimmy Carter, consulted with the financiers how to modernize China and to transform it into a highly developed industrial country. Thanks to his efforts in year 1997 Hong Kong was returned to China. Deng agreed not to change its economic and political system for 50 years. After that he declared the principle of Four modernizations: military industry, agriculture, science and industrial production. At that time entrepreneurs were highly encouraged, and the country was developing the market oriented economy. The message of that time was – should be produced what could be sold not only on domestic market, but also on international. (Vogel 2011, 835-841.)

Partly thanks to economical growth, China nowadays is industrial-agrarian country where modern ant traditional agrarian economy is combined. Not that long time ago, people, who are living in this country, could neither read, nor write, and today they lead the progress and can compete with the most developed countries. His country is perfect example, how two cultures new one and traditional, could be combined in one structure. (Maliavin 2003, 25.)

Getting to this amazing country, visitors can see the details of its art, such as

painting, architecture, and literature. The first cultural landmarks are dated back to 5-3 millennium BC. At that time, were created ceramic vessels, bowls, amphorae, jugs for storing various cereals, liquids, ritual utensils. All of these works of art were decorated with complex geometric patterns, floral or animal ornaments. After some time to replace these works of art came bronze vessels - more sophisticated, comfortable and suited for everyday use. Improved dinnerware was decorated by dragons, symbolizing the elements of sky, earth and water. Architecture was developing as well at the same time. Until now were saved main features of ancient architecture. On the stone foundation were built wooden walls and pillars, which were the foundation for heavy tile roof. Nowadays you can find several medieval monuments - churches, pagodas, temples and monasteries. However, despite the fact that some regions of China are trying to preserve the unique architecture, still modern one is developing quickly. Modern architects are mostly creating something very Western, mirror-glassed skyscrapers, which do not reflect amazing and unique architecture style of China. That's sad, because any tourist, visiting the country, want to see unique architecture that would admire and pass the traditions of this country. However today tourists still have what to visit in China: amazing Temple of Heaven (figure 1) and Forbidden City in Beijing, Mogao Caves or Caves of the Thousand Buddha near by Dunhuang city, temples of Hangzhou, and Pagodas of Guilin. (Maliavin 2003, 28.)



Figure 1 Temple of Heaven in Beijing (Turinfo 2013)

It is impossible to discuss the culture of China without telling of its religion, because of its strong influence on forming the mentality of Chinese people. There are three major religions: Buddhism, Taoism and Confucianism. In 2007 was made the research about the religion distribution in China, according to which many people are classifying themselves as non-religious, but it does not mean that they do not follow the norms and rules which were created through millenniums by the religion. (Table 1)

Comparing Table 1 and Figure 2 reveals that it is challenging to find relevant information and that information varies depending of place where research were made.

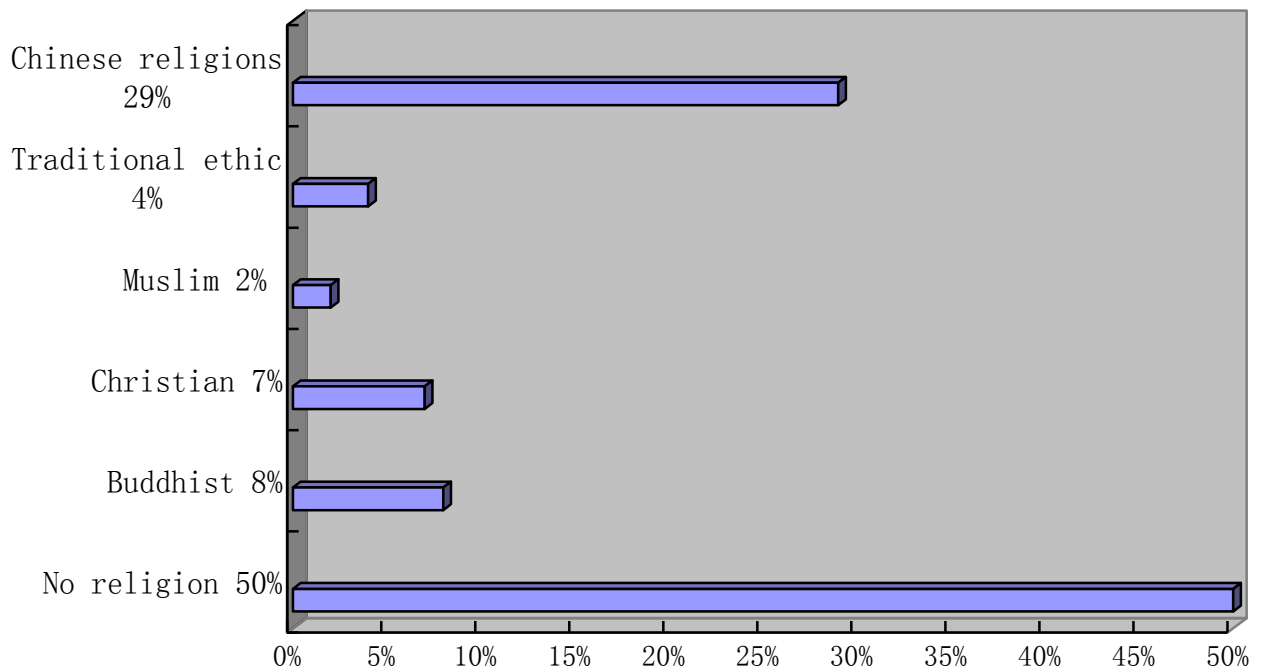


Figure 2 Religions in China (Oparin 2000)

Table 1 Religions in China (Tuomo Kauha 2007)

No Religion	77.1%
Buddhists	18.1%
Taoists	0.6%
Christian	2.5%
Muslim	0.2%
Confucians	0.2%

At the beginning, Buddhism, the most ancient religion of three oldest, is shortly discussed. Buddhism was introduced to China almost two millenniums ago. During that time it changed a lot through the adaptation to Chinese culture. Although it has great influence on Chinese traditional culture. Many Buddhists temples and monasteries, magnificent caves, sometimes delicate, and always

great for its artistic integrity brought to Chinese architecture absolutely new look. Many Pagodas, staked structures, are symbolizing the Buddhist heaven. Buddhism introduced China to the fiction literature style - a genre before barely known there - Short stories, dating back to Buddhist prototypes to the genre "ByanWen" and some other eventually became a favorite kind of fiction and it helped in the formation of larger genres, including classical Chinese novel. (Men' 2005, 73.)

Buddhism, especially Zen Buddhism played a significant role in the flourishing of classical Chinese paintings, including Sung (X-XIII cc.). The study of Zen Buddhism that the Truth and the Buddha is everywhere and in everything - in the silence of the mountains, in a babbling brook, the radiance of the sun or the chirping of birds and the main thing in nature - it is a great boundless void, had a great influence on the artists of the Sung school. For them, for example, there was no linear perspective, and the mountains, presented on their scrolls, were seen as a symbol of nature Illustrated Great Void. (Oparin 2000, 113.)

Buddhism was the only world religion, which has become widespread in China (neither Christianity nor Islam has never been popular there, being known only to a small minority). However, the specific conditions of China and the characteristics of Buddhism itself with its structural looseness did not allow this religion, same as religion of Taoism, to acquire the dominant ideological influence in the country. As religion of Taoism, Chinese Buddhism has taken its place in the giant religious system that has developed in medieval China, led by Confucianism. (Oparin 2000, 114.)

According to the book of Torchinov (1993, 183.), Taoism – is one of the world's great religions. Taoism was founded in IV century. BC. e., by the ancient Chinese philosopher Lao Tzu, who wrote a famous treatise "Dao De Jing" as the developed religion Taoism began to emerge only in the early middle Ages. This was largely due to the collapse of the great empires of the ancient Qin and Han Dynasties, accompanied by 100-year-old bloody wars.

In addition the third important religion of China is Confucianism. This religious and philosophical movement was founded in 4-5. BC, its creator Chinese philosopher

Kung Fu Tse, better known in Europe as Confucius. Confucianism in China is an extension of concepts of Taoism and their development in society. Fundamentals of Confucianism contained in 2-canonical texts, the "Five Classics" and the "Four Books" (SiShu). The most famous of these canonical texts of the third book "The Four Books", called "The Book of conversations and judgments." This book reflects the very essence of the teachings of Confucius. (Martinov, Zograf 2000, 162.)

Confucianism in China does not push any new principles in relation to the external world, as it sums up all the spiritual experience of living in China, the basis of which, in his opinion, is the harmony of man with the world. The key concepts of Confucianism are "He", "Ren" and "Li." (Martinov& Zograf 2000, 166.)

"He" is a social category that determines the human behavior in society. Here in the cult erected respect for elders - by age and position. This category defines the traditional Chinese reverence for spirits of ancestors. "Ren" is a category that defines humanity. The meaning of every human life is to serve the people and society. Love and sincerity in dealing with other people are major features ideals of this category, sensible work for the good of all, and careful attention to the family. Confucius described the ideal man, which he called "noble man." He has qualities such as honesty, kindness, courage, determination and respect. Such a person first considers his words and actions, and only after that act decisively. His is a kind and respectful for other people and indifference to material goods and human passions. "Li" is the category indicating a ritual. Chinese have sacred attitude to the ritual. It is believed that it exists by itself, as part of the world. People participating in the ritual must feel the sincerity and special treats him with all the attention and seriousness. (Martinov& Zograf 2000, 166.)

The rituals are conducted by people who have studied them carefully, and "ancestral spirits" by tradition is a senior man of the family. Confucianism and still occupies a significant place in the culture of China. (Martinov, Zograf 2000, 167.)

2.1.3 European culture

Explaining Chinese culture it was mentioned that this culture is hard to change and adopt anything new, in comparing I should take the European culture, as this

culture is main opponent to Chinese culture. And it is so diametrically different. Europeans are good in adaptation, they are flexible, and they will not reject anything new, but will try to discover how could it benefit their life.

European culture – what are the main features? To define the geographical borders of Europe, wouldn't make any difficulty. This is mostly arbitrary. It is easy to consider Europe to the Ural River. However, defining features of European culture is much more difficult. The culture of North America, for example, without a doubt is European, although it is placed outside of the geographical border of Europe. At the same time Lukov (2006, 83.) is admitting that if the geographical borders of Europe, with all their "materiality" are conditional, the spiritual features of European culture are unconditional and certain.

First of all it is very personal culture, it is receptive to another personality and cultures, and this culture is based on freedom of creative expression of the individual. These three features of European culture is based on Christianity, and where Christianity in one form or another has been lost, European culture still has Christian roots. In this sense, it is clear that by renouncing the God, European culture loses its three extremely important features.

Here I'd like to tell about its receptivity to other cultures. Dostoyevsky was saying that only Russian person could have the sense of "common humanity", such a strong sensitivity to other cultures, in fact, is common basis of all European cultures. Europeans could learn all the "rocks", all the tombs and include it to their life, so it means they adapt to new circumstances of their life easily. Western people see all that is valuable not only the mind but also the heart. The personal nature of European culture defines its special relation to all what is outside of that culture. It's not just tolerance, but in certain way the attraction to another. All three principles of European culture - its personal nature, its universality and its freedom - are unthinkable without each others. If erase one, it will destroy the remaining two. (Lukov 2006, 85.)

The basis of the individual is freedom of expression. Only the freedom gives humans' dignity. Personality grows only with support of other individuals. The society is community, but not the crowd, when it consists of persons facing each others, which are able to understand each others, and by this, offer the freedom

for self-realization. Tolerance is required; otherwise the society can not exist without violence. There can only be a society without individuals, society of officials and servants, whose behavior is governed by the fear of punishment only. However, even tolerance is not enough. Understanding is necessary as well. Not refusal to interfere in the spiritual life of the individual (which may be guaranteed by the state), but the understanding of the spiritual life of another, the recognition of some truth behind it, even if incomplete. So the three basics of European culture: personhood, universalism and freedom. No one of these basics can exist without two another, but the full implementation of one, still require realization of the other two. Three bases of European culture are obviously related to its mission: to preserve in its bowels, in its science and in its understanding all the cultures of humanity - the existing ones, as well the pre-existing. Russian culture has always been European culture, and carried with it the three distinctive features associated with Christianity: personal principle, sensitivity to other cultures and the desire for freedom. (Lukov 2006, 87.)

Based on previous it can be concluded that European culture is very flexible, and there are no strict borders of its own culture features, and what is unfamiliar. Europeans are adapting good to new features of their life, so culture 20 years ago is not same as now any more. When Europeans are facing something new, they would check new products or habits or events, how does it suit to their life and in case it will not fit that organic to their life, they will find the way to change own life as much as it would be needed to accept the new things. Even it might take time.

2.2 The impact of culture on management style

Difference of communication styles can bring some misunderstanding and problems in interchange within company. Here author would like to review the influence of culture features on management style. As example were taken American, Finnish and Chinese management style.

American management style can be called individualistic in approach, it means, and that most of decisions are made by managers. Even some decision could be discussed in groups or convocations, final responsibility for the decision is falling personally on boss. In this case, bosses are not really listening to their employees,

and it makes American management style, one of the least compromise oriented styles. At the same time, American management style has one of the most difficult structures of titles. Sometimes these titles mean nothing; the only thing which has meaning in this style is power. Power can be resolved by different factors as responsibility, strategic importance or efficiency at particular time. (Rodchenko 2002., 182.)

To explain Finnish management style I should analyze this countries' economy. Finland has highly industrialized mixed economy. Industry is highly dominated by engineers. Predominance of engineers in management brings to strong technically and very well organized structure. Finns respect modesty and do not compliment initiative much. Managers are manly motivating their employees by positive feedback. Transfer of the tasks is made more to create benchmarks. As soon task is delegated, manager is not expected to study progress. In big companies main decisions are made by group of higher managers in collective mode. This process can be very long and careful, as Finns have history of traditionalist and conservative. (Rodchenko 2002, 196.)

To define Chinese management style I should deep the religion. In the head of Chinese culture stands Confucian philosophy, which is based on acknowledged conception of all relations being unequal. Ethical performance requires respecting this inequality. Therefore older person should be automatically respected. This conception is taken as fundamental truth, and such a thing as increase of rights and full access to information is felt as oddity of European behavior. (Plafker 2008, 126.)

In this part I want to describe that for me it was one of the hardest things to get used to. All of us, working at the same office were never getting all information, and all the tasks were separated to small parts and delegated to all of us, but we never knew what we are doing in total. This missing of internal communication was leading to many problems. If any of us were trying to initiate or develop the task, we were doing the same things, as the main task was separated to very small parts, but at the same time if we were making less that we were required, all the parts could not be combined, and the main task was not complete. As we all were foreigners there, it was very hard for us to work this way, and we invented

our own system to work. We were getting our tasks during our personal meetings with boss, and reporting on weekly company meetings. Actually we were not supposed to cooperate and share tasks or any info, but every time after personal meeting with our boss, we were discussing tasks, and trying to find optimal way to solve it. Our boss never knew, that it was group decision or work, but she was always happy by the work we were made.

As said above, I'm submitting that management style in China is more about strong leading, and the manager never expects the employees to discuss his decision, which would never be taken as initiative, but only as disrespect to higher managers.

Business in China is very specific, as this country has very own culture and strongly manifested features. At the same time this country is developing very fast, so there is very high lack of good managers, and those who are available are very expensive. It brings us to understanding that one of the important tasks is not only to find, but to keep best possible employees. (Plafker 2008, 132.)

According to Merkulov (2007), management style in China is very different from European. Only after joining the WTO and holding the Olympics in 2008 Chinese understood that the more understandable they will be for Western culture, the more companies will be interested to work with them and more profit they will get.

3. LANGUAGE AS PART OF BUSINESS ENVIRONMENT

Business language is developed so well thanks to such sciences as psychology, sociology, diplomacy. They formed the entire culture of communication (accents, style), standards of behavior (ethics) and the way they interact (negotiations). Business language is used in all areas related to business, employment, and production. (Cherviakova 2007, 67.)

Language is a system of signs, serves as a means of human communication, intellectual activity, the way of expressing self-consciousness. Business language is a system of communication that governs business relationships presented both orally and in written. People can exchange various types of information at different levels of understanding. It is known that communication is not limited to oral or written communications. In this process, the important roles are playing the emotions, manners and gestures. Psychologists found that the interaction of people from 60 to 80% of the communications carried out by means of non-verbal expression, and only 20-40% of the data transmitted via verbal. Feature of non-verbal language is that has impulses occurrence and the inability to forge these pulses allows us to trust that language more than usual, the verbal channel of communication. (Cherviakova 2007, 69.)

The success of any business contact is mostly dependent on the ability to establish trust with the interlocutor, and such contact does not depend so much on what you say, but on how you hold yourself. Speech can accurately and objectively record the human considerations, could be the way to convey the meaning clearly. That's why language has been successfully used to secure the transmission of all sorts of scientific ideas, as well as the coordination of activities, for understanding human emotional experiences, their relationships with people. (Cherviakova 2007, 73.)

Constructiveness of business communication is often hampered by different communication barriers. They are:

- Social barriers - political, religious, etc. They could lead to misunderstanding, suspicion, and lead to the blocking of interpersonal communication;
- Ethnic and cultural barriers. National-cultural characteristics strongly

influence the perception of other people. Their traditions and habits are perceived as the norm, and their absence in others - as a drawback;

- Psychological barriers - individual personality characteristics (isolation, shyness, molestation, foolishness, etc.), psychological relationship of communicating people (mutual affection, hostility, incompatibility, etc.), lack of required communication skills. (Cherviakova 2007, 77.)

Business communication is very specific due to the fact that it happens on the basis of a certain kind of activity related to the production of any product or business effect. In this case parts of business communication act in a formal (official) way, which define the necessary rules and standards (including ethical). Like any form of communication, business communication is historical; it is manifested at different levels of the social system and in various forms. Its distinguishing feature - it does not have a self-sufficient value, but a means to reach the other purposes. In a market economy - is primarily to maximize profits. (Cherviakova 2007, 78.)

So as conclusion of all of that, I should say that the language is main communication instrument. That's why in many international companies is invented the work language. Work language is official language, accepted by organization and is used in most of communication, correspondence. Work language is necessary for multilingual companies and organizations. In case if company have the work language, this language skills will be necessary qualification to get job in this company. (Cherviakova 2007, 84.)

In next chapters I would like to explain the importance of language in China. China has developing economy and many companies are opening its subsidiary there. Same time, Chinese companies are leading to global market, and they should open own subsidiaries all over the world. That all makes foreign languages very important for growth of the Chinese economy. Chinese companies are employing foreigners to their companies, wishing to get better understanding of foreign culture, to get better results and more effective management.

China occupies one of the first places in the world as manufacturer. Goods are distributing all over the world. So companies would need native speakers for

proofreading of their goods description, for marketing and other language connected works.

3.1 Usage of English language

Today none of the artificial languages ever invented and has not become a universal world language. As the way of international communication people still are using natural language. Thus, the United Nations (UN), based on the actual distribution and the use of languages in the world (with the total number of speakers and the number of countries using a particular language), has selected six official languages: English, French, Spanish, Russian, Chinese and Arabic. A special place of them are now rightfully belongs to the English language. At the next chapter will be discovered the reason for such a choice? (Skazhenik 2006)

English is the mother tongue of more than 400 million people living in 12 countries, such as United States, Canada, England, Australia, New Zealand and others. In more than 30 countries, such as India, Singapore, the Philippines, Malaysia, Burma, and many others, it is widely used on a national level on par with the national languages. English is on the first place of the world's languages studied in middle and high schools, as well as in various courses of adults. In Russia, for example, English are studying about 70% students of secondary and higher education institutions. In Germany, during one of the researches, 45% of respondents said that they speak English. In Italy, English language is necessary skill for the many positions related to the operation of modern equipment. Fluency in English is becoming the norm for scientific and technical elite in many developed countries. It is the main communication language for the foreign tourists visiting new countries. It is assumed that at the present time, about one billion people, what is one fifth of the global population, on different levels, speak English. (Skazhenik 2006)

Nowadays, English is playing an extremely important role in the areas of human activity such as science, technology, the economy, trade, sports, and tourism. When Swedish, German or even Japanese scientists want to report to their foreign colleagues their findings or share interesting results they publish scientific articles in journals, issued in English language. This language has become the

international language of aviation and shipping. Almost 80% of all data, stored in computers are in English. English is the working language for the most of the international scientific, technical, political, and international professional conferences, symposia and workshops. In conclusion, I'd like to say that the English language in the world today has the same important role, which in the middle Ages in Europe had Latin. (Crystal 2003).

3.2 Importance of English language in China

Most of companies are international more or less, so they are using English as work language. At the company where I was working, English was the work language, so it was first necessary qualification to be employed to this company. We had mostly Chinese employees, but they all were fluent in English. At the same time I was not only one foreign employee there, same time British, American and some other European citizens were working with us. As I was working in human resource company, the main target of our company was to search suitable employees for our partners.

Many companies are inviting a foreign specialist for some event, like shoe company, celebrating its twenties anniversary, invited designers from Italy to work on this special collection. At the time of Olympic Games in Beijing, to study English became absolute trend, and since then demand is not reducing. Thus, English language teachers are in very high demand. Even I had this kind of job, I was teaching two kids, and helping them to make their English language school works.

According to my experience not all organizations require high level of English; they could employ European or American looking person, just to raise the image of the organization. Some schools, kindergartens or other organizations working with kids are using this tactic. So being foreigner with good English language skills is enough to find job in China.

In ordinary life, if you would need to communicate with any kind of foreigners, you will always find the common language. All the foreigners kind of belong to special society, as the Chinese language is so hard to study, and Chinese characters are

challenging to read, so in case you would hear English speech anywhere, you could easily come and join conversation and the person will be just happy to find new ally.

3.3 Chinese language in global business environment

According to Isachenko (2011), at the moment the most common communication language is English. Volume of information people are receiving through the Internet, TV, news papers, books, radio and other channels is enormous. Huge amount of fiction, financial, science and other literature are freely available. It is well understood all over the planet, and it is the most studied foreign language. Although every day we see messages that interest to Chinese language is growing. That's what about I'm going to write at this chapter.

3.3.1 Chinese economical growth

At the beginning of 20th century, China became one of the fast growing and powerful country. Now it is very powerful and it is affecting world economy and politics. Powerful economical center is developing at Asian-Pacific region under control of China. Last decade, despite to financial crisis Chinese economy is very stable and growing all the time and its influence on world economy is rising (Figure 3). Average annual GDP grow is more than 10 percent, same time world's economy – only 3.9%. Last decade Chinese GDP grew more than four times. If China will keep growing that fast in next 15 years it will have the strongest economy in the world. (Demidov 2009, 111)

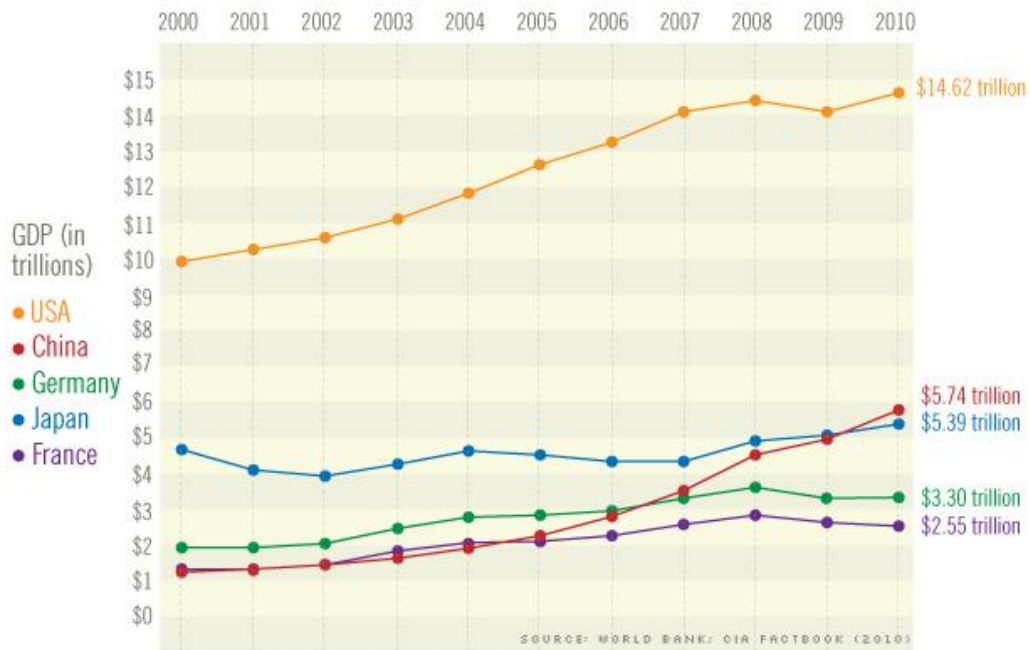


Figure 3 GDP growth of China compared to other countries (CIA 2011)

3.3.2 Demographical factors

China is the most populated country, according to figure 4, although much more than inhabitants of China are native in Chinese, but also millions of Chinese communities living around the world. (Demidov 2009, 111.)

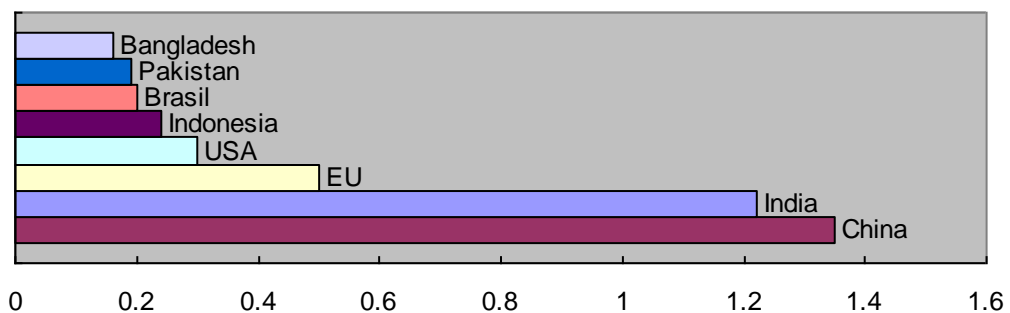


Figure 4 World population (Demidov 2009)

Not only amount of Chinese is huge, but the level of Asian economy under “Chinese” control is very high. 15% of all Thai inhabitants are Chinese, and this

15% are controlling 80% of Thai economy. On Philippines – 4% are controlling 73% of economy. 39 Asian billionaires out of 100 are Chinese. (Demidov 2009, 112.)

There are over 6900 living languages in the world. Of course not all are same popular, some are languages of small minority, some are official languages of whole continent. Figure 5 is showing ten most popular languages with amount of speakers. According to this chart, Chinese is the most popular language, and more than billion of people are speaking this language as native. Chinese language is spoken in 33 countries, comparing, English is used in over 100 countries, but amount of speakers and the size of language community are bringing Chinese language to the top. (Lewis 2009)

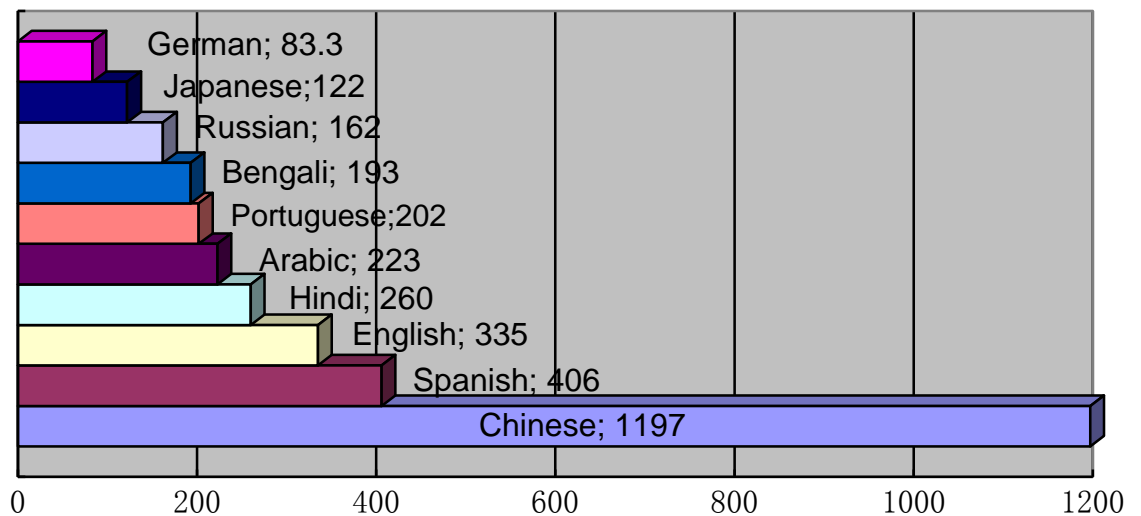


Figure 5 Most popular languages (Fennig, Simons & Lewis 2013)

3.3.3 Distribution of Chinese language

At the beginning should be admitted, that Chinese language is already very popular, has biggest amount of native speakers, and official language of UN. Growing of Chinese language vocabulary is happening partly because of English language. Popularity of Chinese is growing also in internet. Amount of Chinese used at business environment is growing quickly, because of cooperation with Chinese companies is rising quickly all over the world. So need in linguistic support is growing. Some scientists are saying that Chinese language skills will become “must to have” at business and politics. The amount of people studying Chinese is rising every year. Thousands of students are arriving to China to get Bachelor and Master Degree. Chinese language is fashion now, which is one of the reasons as well. More and more often Chinese language becoming one of requirements to get the job. Trade companies, logistics, and IT companies need specialists with Chinese language skills. (Demidov 2009, 113.)

At the same time it's not so simple for Chinese language to spread over the globe. To find out why, I will take a look on history. Many countries were colonized by Great Britain; United States has very militant politics, which supported English language development a lot. As well great influence on it has Internet and Hollywood. China never was colonizer, so its influence on globe society is way less. (Demidov 2009, 113.)

Chinese language is very challenging to study for western people. It has very complex phonetic structure, same word; same sound with different intonation can have opposite meanings. Writing, as well is very complex. Absence of alphabet isn't making life easier. Writing and reading requires knowledge of very big amount of characters. That's why Chinese themselves are willing to use English more wide, to speed up the integration. (Demidov 2009, 114.)

3.3.4 Role of Chinese language in forming of cultural traditions

Many authors wrote about influence of origin and culture on language, but in this chapter I want to talk about influence of language on culture, mentality and life in total.

According to Demidov (2009, 115), Chinese language is the only one ancient language which saved its initial writing mode. At the beginning Chinese language writing was in a kind of drawing. It was using partly picture, partly symbol, e.g. person – 人, mountain – 山, horse - 馬. These characters are simply showing how Chinese language was created. With time, simple characters were not enough to express all the things, so complex characters were created, e.g. 木 – means the tree, so several trees like 林 – means forest. If we take a look on the character 闻, which means to listen, consists of two simple characters – 耳 (ear) and 门 (door, gate). It should be said that pronunciation of complex character does not depend of simple characters pronunciation.

Oral language has its singularity as well. Chinese language has only 420 to 900 sound combinations, and it is not enough to express huge variety of things rounding us. To develop amount of sound combination Chinese language is using tones. Tones are intonation, which you are using to pronounce every each word. (Demidov 2009, 116.)

Chinese language affects native speakers mentality. Chinese is a visual and phonetic language. The right part of our brain is processing info first. It is processing sounds and pictures, and only after that left part processing logical part of information. So here is seen how in Chinese language intonation is more important, than sound itself, so right part of brain in working more than left one. In such languages like English, Finnish or Russian, intonation is not that important, so left part of brain is working more. (Demidov 2009, 118.)

Let us take writing and reading. In Chinese language written word is perceived immediately as one picture and can have very complex meaning. In alphabet languages we receive information only after we read every letter and depending of order, we receive the meaning. Knowing that, we understand that Chinese has better developed right part of their brain and we have better developed left part. (Demidov 2009, 119.)

Influence of such important thing as intonation, homonymous and hieroglyphic language on thinking of native speakers and genesis of different cultural

phenomena could be seen easily. The hieroglyphic writing system is so strongly rooted in the minds of the people that at times when oral communication, they do not understand each other without an illustrative explanation of his speech. Often you can hear one of the speakers mentioned in a conversation, the word “shen” in the first tone. Characters with this sound in the Chinese language is not less than ten, and if the context is not clear which of the characters is referring to the speaker, the listener can ask a clarifying question: “Which of “shen”?” First in this case either has to write with your finger on the palm of his hand or in the air that character that he has in mind, or give this character in a familiar combination from which the listener can itself understand which of characters is used. (Demidov 2009, 120.)

In every language could be found different puzzles, same in Chinese, but in this language it’s mostly created according to writing system. E.g. “两个木不是林”, (Liang ge mu bus shi lin) which means “Two “mu”, but not the forest”, which also can be translated as “Two trees, but not the forest”. Here the character 林 (lin) consists of two similar parts 木 (mu). So phrase “Two mu” is popping up character 林, but second part of the phrase explaining that it should be something else. The answer to this puzzle is character 相(xiang, phase), consists of two parts 木 (mu) and 目 (mu). (Demidov 2009, 120.) This puzzle might be difficult for Western person, even speaking Chinese. This shows how different ways Chinese are thinking comparing to Europeans.

Influence of language is spread not only on such things as folklore. Many traditions are coming as well from the language. For example, in many areas before it was the custom on the eve of the wedding make the exhibition of brides’ dowry. They were showing clothing, bedding, needlework samples and vegetables: celery, garlic and onion. The pronunciation of these vegetables is similar to words smart, hard-working and thrifty. (Demidov 2009, 121.)

One more tradition is to have fish on New Year Eve dinner. This tradition is coming from pronunciation of word “fish” – “ye”, which is similar to “excess”. So having fish for dinner is having excess all year. In many hotels, restaurants and offices you can find big aquariums with clear water and red fishes (figure 6).

(Demidov 2009, 121.)



Figure 6 Image of the hotel hall with aquarium (Thurman 2012)

Chinese have not only positive signs. Here are some examples. You will hardly find forth floor in big buildings. It could be 3A, or just be missing because it sounds the same as “death”. One more example is about the gifts. You will never get the clocks, in Chinese “clock” 鐘 sounds like “zhong”, homonymous is 終, which sounds like “zhong”, but means “the end”. So to get a clock as a present means quick death. In Chinese it sounds like 棺材 “guancai”. Homonymous is 官 (guan), which means the boss and 财 (cai) which is richness. This explains the fact that when they are meeting the funeral procession usually say “Today is lucky day, we met the wealth”. From all this examples could be seen how strong the influence of language on ordinary life of Chinese people is. (Demidov 2009, 121.)

Here is explained what does business mean to Chinese people. Very well it could be described by the word itself, 生意 (sheng yi), which is usually translated as business or deal, has more deep meaning for Chinese people. This word consist

of two characters, first means “to be born, to arise”, and the second one means “idea, meaning or interest”. So simple word “business” means “birth of the idea” or “rise of interest”.

I discovered the topic of Chinese writing mode, but at the same time many attempts to invent alphabet were made. Since the beginning of twentieth century attempts to make up the alphabet for Chinese language were made. Many different variations were offered, but only the pinyin were more or less popular. Every year tenth of millions are studying it in primary school and on literacy courses, but it got only the level of transcription, but not the official alphabetic way of writing. To bring into usual life alphabet, first is necessary to accustom space between words, which is very hard to make in culture, where they never had made spaces between written units. One of the results of those reforms could be the blurring of traditions and folklore facts that grew up due to hieroglyphic writing. As well there could grow up one more problem, Chinese writing, without reading and pronunciation was one of the main uniting factors, as despite to all dialects, writing is same in different parts of this great country. The pronunciation in different parts of country is different, so switch-over to alphabetic way of writing could bring way more problems, than benefits. Same time in Chinese language are too much homonyms, that it would be not enough alphabet, to express all the words. Hieroglyphic system existing in china for thousands years could not be replaced in several decades. It has a powerful reinforcement in its mythical creators, huge amount of hieroglyphic texts and architecture, and one of the main factors are writings of the most respected philosopher in China – Confucius. (Demidov 2009, 122.)

3.4 Importance of Chinese language in China

As I already mentioned – English is popular in China, but for me more interesting is to write about Chinese language in China. First I'd like to say that there are several dialects, which are very similar in writing, but absolutely different in pronunciation. Official written language in china is North-Chinese or Mandarin and oral is Putonghua or Standard Chinese. Most of TV channels' have broadcasting on Putonghua, and newspapers are printing articles on Mandarin. Figure 7 is showing how in on of the yards in Shanghai, people are asked to talk in

Putonghua: “Let us all speak Mandarin, standardize the pronunciation and spelling!”



Figure 7 Picture of the yard in Shanghai.(Paleografia lui Theophyle 2010)

Talk about different dialects, I'd like to tell about Bejinghua. Beijing as capital of this country has its own dialect. Writing is same as standard Mandarin, but pronunciation is very different. In most of cases they add sound “r” at the end of the sentence, or replace some endings in the word. You do not really hear any difference as long as you stay in Beijing, but leaving this city it seems like language is completely different.

To the South of China, in Guangdong province, language is different. The pronunciation is absolutely new. They skip some letters, and ignore some sounds, like “m”, “n”, “l” and even “r” sounds they pronounce almost the same and only Cantonese people can understand them from the first time. Interesting thing was for me, when I was visiting Guangzhou, and called my friend in Beijing, that she would help me to explain what I need, and for her, native Chinese, it took no less than ten minutes to explain what I want. In the figure 8 is shown the distribution of dialects in China, (Zavialova 1996, 47.) and on the figure 9 information about amount of speakers of each dialect is shown. (Lewis 2009)



Figure 8 Language distributions in China (TFLI 2012)

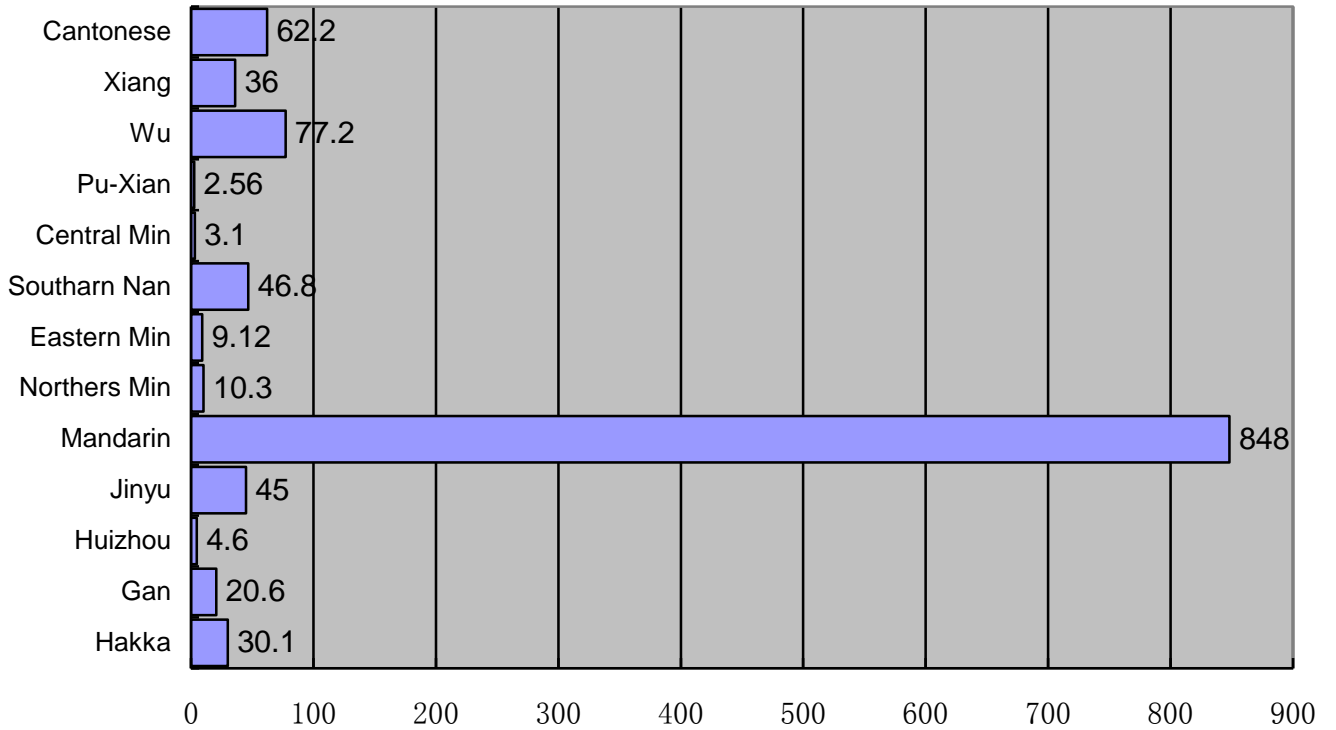


Figure 9 Chinese language dialects (Fennig, Simons & Lewis 2013)

3.4.1 Problems without Chinese language skills in work environment

In the previous chapter I was telling that lack of Chinese language does not bring many problems in work environment. In case if employee wants to get higher position in company, you would need to speak Chinese language that you can communicate to all employees of company. In case if employee decided to study Chinese language, your co-workers will help you to find good language school or even personal teacher who will be coming to your home or to near by coffee house to teach you that amazing language.

There are also pluses of not knowing Chinese language. You will be always meeting the top managers. As Chinese people are very bad in English, and English language skills require higher salary, most of middle managers do not speak English. So the only chance for you to talk with any representatives of the organization is to meet the top manager. Be ready to wait. They are very busy. You would need to book you meeting at least two weeks in advance, but in some cases, you can get the call several days after you agreed, and be invited to have meeting in one hour. Never say No! as they might take it as you are not that interested and it will be hard to negotiate with them.

3.4.2 Problems without Chinese language skills in ordinary life

Chinese people are very friendly and open people. They are always ready to help. But this is quite difficult as most of citizens of China cannot even read English. I mean they have Pinyin, but most of them cannot even read Latin letters.

If anyone walking in China, suddenly lost the way don't try to ask pedestrians the way. If you have business card of the place you are heading, show it to passing by people. If you would decide to say the name of the place, hotel or so, they would never understand you. Names in Chinese are so different, that they will barely understand even simple McDonald's, because they call it MaiDanLao. In case you have map, try to find where you are. Most of big streets' name are doubled (figure 10), but don't ask Chinese where are you, showing the map, 90% of them don't know how to use the map.



Figure 2 Example of street sign in Beijing (Samoletov 2010)

Living in China you should learn at least some basics of Chinese language. Most of restaurants don't have menu in English and even they have, you wouldn't understand what they meant, in case you are not in some fancy place. Even so international fast food restaurant as McDonalds don't have a word in English (figure 11). The best you can do is to show the picture of the food you want, or learn how to say it in Chinese.



Figure 3 Example of menu in McDonalds in Beijing (World Business 2007)

3.5 Chinese language courses for foreigners

So it is essential to speak Chinese, if you live in China. I was working in human resource company and our company is focused on employment foreigners to Chinese companies located all over China. Most of people arriving to China did not speak Chinese language at all and it brought a lot of problems to their life, so the decision was to open language courses suitable for their work curriculum. To open classes from very beginning wouldn't be that good idea, so the decision was made to find the partner school, who would offer suitable classes.

Chinese language classes are very popular nowadays and many students are arriving to China to improve their Chinese language skill and to learn Chinese culture. Many students are choosing Beijing, as in this city they find best possibility to learn official Chinese dialect. Tens of schools are located in Beijing and it was challenging to find proper one.

First I did my basic research and prepared list of the most popular language schools. According to amount of schools I created own timetable, where I was planning to visit 3-4 schools per week. I had different tasks as well, so I did reconcile my plan with my manager, in case she might need me to be in office at some particular time. After my schedule was confirmed by manager I could start making the phone calls to the school to find best suitable time for both of us. After short introduction, and hearing that our company might bring them more students, they were inviting me next day or maximum the day after tomorrow.

Arriving at school I was presenting our company in best possible way, giving them numbers of interns and employees, arriving through our company many of the language schools were willing to work with us, but not all of them could offer language classes we would need. In some schools level of the teachers was inappropriate, as they told us, they were inviting native Chinese speakers, who were talkative enough, but not necessary with pedagogical education. And we were looking for result, but not for fun, so that kind of schools were dropped out immediately. Some schools had great teachers and interesting and informative classes, but price was too high. At the Table 2 I describe more detailed the schools I have visited.

Table 2 List of language schools

Name/Web	Courses
Mandarin House Language institute/ www.mandarinhouse.cn	Intensive Chinese language Course; 4 weeks, 25 lessons per week, 8200RMB Conversational; 3 weeks, 20 lessons per week, 6500 RMB Reading & Writing; Long Duration Courses; Business Chinese Courses; Part Time Chinese;
Beijing Mandarin School / www.beijingmandarin school.com	Oral Chinese (Group classes); 5 weeks, 15 lessons per week, 4800 RMB Oral Chinese (Private); 50 lessons during 6 weeks, 7250 RMB HSK Preparation; Writing class;
Capital Mandarin School	Intensive Chinese Course; 2 weeks, 15 lessons per week, 2100 RMB Short-term Spoken Chinese; 3 weeks, 10 lessons per week, 2500 RMB HSK Preparation; Chinese for Professionals; Pronunciation Classes; Character course;
East-West Connection / www.east-westconnecti on.com	Intensive Chinese Course; 6 weeks, 15 lessons per week, 11700 RMB Corporate Language Training; 2 weeks, 5 lessons per week, 1500 RMB Evening courses; Oral Chinese Chinese Characters
International Students Centre / www.iscbeijing.com	Long term classes; Business Language; Internship programs;
New Concept Mandarin/	Survival courses; 12 weeks, 4 lessons per week,

www.newconceptmandarin.com/	2400 RMB Intensive courses; Corporate training; 4 weeks, 4 lessons per week, 2100 RMB Mandarin for Cantonese speakers HSK preparation
Miracle Mandarin/ http://www.miraclemandarin.com	Half-Day Lessons Full day lessons Evening Lessons Survival Chinese 4 weeks, 6 lessons per week, 1600 RMB Business Chinese Chinese Characters
Live the Language Mandarin School	Individual Classes 150 RMB per class, duration dependent Group Classes Intensive language courses 4 weeks, 25 lessons per week, 7200 RMB Evening courses

After all schools were visited I prepared the table of schools and with manager we chose several to invite them for meeting with our boss. After second round of interviews, and with the help of my suggestion list school was chosen. It was the school, which could offer classes on different days, who could offer classes in most of areas of Beijing, and who would have enough experience to offer the best classes to our interns.

There was chosen school, which main office is located in very center of Beijing, who would wish to help to people to adapt into so different culture. "Live the Language" was the school our company chose. That is what we can find from their web page "In order to learn a language, we believe you have to Live The Language. That's why everyone at **LTL** is dedicated to one aim: helping people achieve Chinese fluency in the shortest time possible by encouraging immersion. As such we are committed to quality teaching and providing an immersive

environment that makes Mandarin learning more relevant, interesting and thus, more effective. On top of providing quality teaching, we also understand that every student has different study targets and a unique study style and endeavor to personalize our approach to each student and provide the best service possible.” They are offering not only classic language courses, with reading and writing, you have chance to choose exactly what you need, for example Oral classes, history or culture classes. There you can study according to your own background and targets. In that school only native Chinese speakers are teaching, all of teachers have good level of English language, as it is essential for beginners to understand basics and do not feel miserable.

Our main aim was to organize the perfect atmosphere for adaptation and our team did it. As result of our cooperation, was the invention of new study program, as Work + Study. The course includes 4 weeks adaptation and language classes, and only after that – work in Chinese company with part time Chinese classes for all duration of stay. In case you would wish to study Chinese language in China, I would suggest you to visit this school, more details on <http://www.livethelanguage.cn>

4. CONCLUSIONS

The main subject of this thesis was to tell about importance of language in cultural adaptation. After all the work was done, I should make the conclusion, that language is one of the essential parts of culture, and language skills are very important in foreign culture understanding. As result of my research I should say, that no any cultures could be understood without language. Lack of the language skills could bring to major misunderstanding, and as result – to profit lost.

Target country of my research work was China. I chose this country, as it has very old history and great future with its economics. As well one of the reasons to chose it was my work experience in HR company in Beijing. China is developing all over the globe, and many companies are opening subsidiaries around the world. They would need foreign employees even in Chinese subsidiaries, to understand which way to go, to get the main target.

Chinese employers do not require Chinese language skills, as English language is popular enough in China, and every more or less international company has English speakers in their offices. But situation in normal life in China is quite opposite. It is very hard to find anyone in service who would speak English, so in this area of life Chinese is very important.

Chinese culture and culture are very old. And language has great influence on this countries culture, customs and traditions. Because of this antiquity, Chinese culture is very strong to adaptation, and it's easier to understand their culture, rather to teach them own. It brings as to understanding, how important is Chinese language in China, and how significant it is to study it in order to have successful life in this country.

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Appendix 1 List of Schools

Name	Address	phone	e-mail	web
Mandarin House Language Institute	Suite 317 Tower 16 No. 89 Jianguo Rd. Chaoyang Dis. EXIT A at Da Wang Lu Metro Station	5203-6550	info@mandarinhouse.cn	http://www.mandarinhouse.cn/
Beijing Mandarin School	e-Tower: Room 904, No.12 Guanghua Roor, Caoyang dist.	010-650810 26	beijingmandarinschool@yahoo.com.cn	http://www.beijingmandarinschool.com/
Capital Mandarin School	E-Tower, room 1601, Guang Hua lu, Caoya	010-659256 72	info@capitalmandarin.com	http://www.capitalmandarin.com/
East West Connection	No.5 Baita'an, Haidian District, Beijing 100098	+86 10-8216089 7	info@east-westconnection.com	http://www.east-westconnection.com/
International Students Center	No.3-1 Zhixinxi Road, Erlizhuang haidian District, Beijing	108238124 0	info@iscbj.com	www.iscbeijing.com
China Study Abroad	Hua Qing Gardens, Bldg 182-201, Cheng Fu Road, Wu Dao Kou	108286632 6	Info@ChinaStudyAbroad.org	http://www.chinastudyabroad.org/
Global Exchange Centre	Suit C-5C, Keshi Office Building, XinXiLu, Jia 28, Beijing, Shaidan Shangdi	010823733 08 010823723 68	enquires@glexchange.net	www.glexchange.net/
Speak Chinese	C-702, Soho new Town, c Exit of da wang Lu, Chaoyang dist.	108580146 6	service@speachinese.cn	http://speakchinese.cn/
New Concept Mandarin	Room 1903, Building B, Ocean Express, 66 Xiaguang Li, Sanyuan Dong Bridge, Chaoyang District, Beijing, China	108446645 5	beijing@newconceptmandarin.com	www.newconceptmandarin.com/
beijing Chinese language school	2103B, Building A,NO.26 Chaowai str.,Chaoyang District, 100020	8610) 85653718	info@bjchineseschool.com bjchineseschool@yahoo.com	http://www.beijingchineseschool.com/index.html
Chinese Language Education	Jianwai SOHO B-1003 39 Dong San Huan Zhong Lu Chaoyang District, Beijing, China 100022	86 (10) 5869 5800*	info@chinaledu.com	http://www.chinaledu.com/
Miracle Mandarin Beijing	Room 1820, Van Palace East tower No.2 South	(86 10) 5207 8191	courses@miraclemandarin.com	http://www.miraclemandarin.com

	Guandongdian Street			
The Frontiers School	3rd Floor, Building 30, Dong Zhong Street Dongzhimenwai,	86-10-6413 1547/48	admin@frontiers. com.cn	http://www.frontiers.com.cn
Live The Language	Suite 1611 Building C Sunshine 100 GuangHua St. 2 Chaoyang District Beijing, People's Republic of China 100026	+86 10 5100 1269	info@livethelangu age.cn	http://www.livethelanguage.cn

Appendix 2 Questionnaire for interview

1. Name of the company _____
2. How many years are working? _____
3. What is your main target? _____
4. How many teachers are employed? _____
5. Do you have freelance teachers? _____
6. What level of English language do your teachers have? _____
7. Where are you holding your classes? _____
8. What kind of classes do you have? _____
9. What kind of groups are you teaching at? _____
10. What is average amount of student you have? _____
11. Where are your student are normally from? _____