

*The Topics for Visiting  
Bialystok University of Technology, Poland*



*Taiwan and Traditional  
Chinese Culture*

*By*

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# Outline

1. Taiwan is a small area, how to represent a traditional Chinese culture?

*ILHA FORMOSA 2013 (English version)*

<https://www.youtube.com/watch?v=4yvnOD9hSSQ>

<https://www.youtube.com/watch?v=3mFqDjlX5hs>

2. The Facts and Statistics in Taiwan

3. Language in Taiwan

4. Taiwanese People, Society and Culture

5. The Great Learning

6. How to Do Business in the Global World



## 2. *Facts and Statistics in Taiwan*

- **Location:** Eastern Asia, islands bordering the East China Sea, Philippine Sea, South China Sea, and Taiwan Strait, north of the Philippines, off the southeastern coast of China
- **Capital:** Taipei
- **Climate:** tropical; marine; rainy season during southwest monsoon (June to August); cloudiness is persistent and extensive all year
- **Population:** 23,433,753 (October, 2015)
- **Ethnic Make-up:** Taiwanese (including Hakka) 84%, mainland Chinese 14%, indigenous 2%
- **Religions:** mixture of Buddhist and Taoist 93%, Christian 4.5%, other 2.5%
- **Government:** multiparty democracy



# *Figure 1-1 The Location of Taiwan*





# Figure 1-2 The Location of Taiwan





### *3. Language in Taiwan*

The official language of Taiwan is Mandarin Chinese, but because many Taiwanese are of southern Fujianese descent, Min-nan (the Southern Min dialect, or Holo) is also widely spoken. The smaller groups of Hakka people and aborigines have also preserved their own languages. Many elderly people can also speak some Japanese, as they were subjected to Japanese education before Taiwan was returned to Chinese rule in 1945 after the Japanese occupation which lasted for half a century. The most popular foreign language in Taiwan is English, which is part of the regular school curriculum.



## 3.1 Six Functions in Chinese: (Chinese Grammar)

- 1) Pictograph (象形)
- 2) Ideographic (Refers to something) (指事)
- 3) Compound ideographs (Pictophonetic characters) (會意)
- 4) Phono-semantic compounds (Sly) (形聲)
- 5) Rebus or phonetic loan characters (In threes) (假借)
- 6) Derivative cognates (The guise) (轉注)



# 1) Pictograph



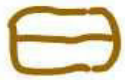
甲骨文



金文



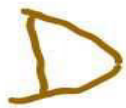
篆書



隸書



楷書



甲骨文



金文



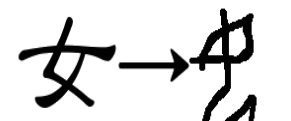
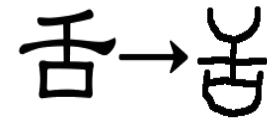
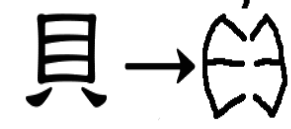
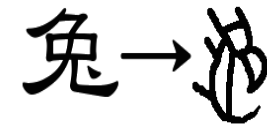
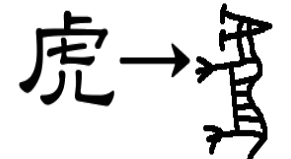
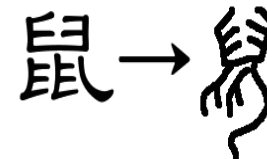
篆書



隸書



楷書







## 2) Refers to something

什麼是指事?



上

基準



下



### 3) Pictophonetic characters

會意

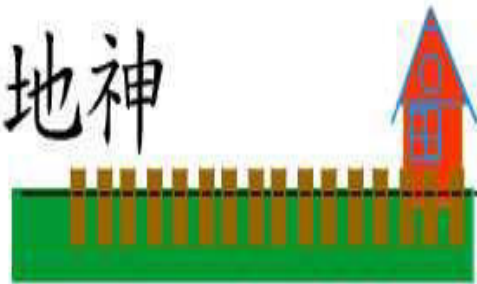
1 武 卷 戠

制止干戈等武器而不用

2 信 信 信

人說的話要誠實可靠

3 社 社 土地神





## 4) Sly 形聲

定義：看形就知道意思（形符），  
讀聲就知道發音（聲符）。

江

河



## 5) In threes 轉注



## 6) The guise 假借



# 六書

意

思

象形文字就像圖畫，是依東西的模樣，加以簡化而變的。「夫」很像个站立的人。他就是從一個人的圖演變而來的。

指事是將一些很難解釋的事物，當一個字。如「上」。這個字。如果沒有「上」，要如何解釋這字呢？有了指事，事變得較簡單。

會意能把兩個字拼在一起，變成另外一個字。譬如：休，就是人躺在樹邊，意就是休息喔！

形聲是將字加在一起變成另一字。譬如：河。左邊是水，右邊是可，因為聽起來像「河」。這些就是形聲字。

當一個字因不同人，可會變成兩個意思。像「謹慎」，他們意義相同，彼此互相轉注，因此稱為「轉注」。

假借是將已有字的音，用在還沒有的事物上。像「云」，原是雲，但借於「孔子云」。為了區分，所以加了個「雨」。

舉例

日、月、女、舌、木、手。

上、下、刃、本、曰。

休、竄、歪、林、尖、鳴。

松、柏、楊、清、落、記。

老、考、僅、視、慎、訊。

莫、云、傢、彙、沖。



## 4. *Taiwanese People, Society and Culture*

### 4.1 The People:

Taiwan's population is mostly Han Chinese who were born on the mainland or have ancestors that were. They are divided into three groups based on the dialect of Chinese they speak: Taiwanese, Hakka, and Mandarin. Taiwan also has a small population of aborigines who comprise about 2 percent of the total population.



Most people in Taiwan have traditional values based on Confucian ethics; however, pressures from industrialization are now challenging these values. Still, some traditional values remain strong, including piety toward parents, ancestor worship, a strong emphasis on education and work, and the importance of “face”. Since industrialization, women enjoy greater freedom and a higher social status, individual creativity is regarded as equally important as social conformity and acquiring material goods and recognition is increasingly important.





Some tensions exist between social groups. The majority of people in Taiwan came from or have ancestors who came from mainland China before 1949. They are known as Taiwanese and enjoy the highest standard of living in Taiwan. Because of their wealth and numbers, they also have the greatest influence on economic and political issues.



Mainlanders are people who arrived in Taiwan after mainland China fell to the Communists in 1949.

Many Mainlanders work for the government.

Tensions between Taiwanese and Mainlanders have eased substantially. The aborigines, who live mainly in rural villages, are the least privileged social group in Taiwan.



## 4.2 Confucianism:

The teachings of Confucius describe the position of the individual in society. Confucianism is a system of behaviors and ethics that stress the obligations of people towards one another based upon their relationship. The basic tenets are based upon five different relationships:

- ⊕ Ruler and subject
- ⊕ Husband and wife
- ⊕ Parents and children
- ⊕ Brothers and sisters
- ⊕ Friend and friend

Confucianism stresses duty, loyalty, honor, filial piety, respect for age and seniority, and sincerity.

<http://www.ibiblio.org/chinesehistory/contents/02cul/c04s04.html>



## 4.3 Harmony / Group Relations:

Due to the Confucian tenets Taiwanese culture is a collective one. There is a need to belong to a group larger than themselves, be it their family, school, work group, or country. They treat people with respect and dignity regardless of their personal feelings. In order to maintain a sense of harmony, they will act with decorum at all times and not do anything to cause someone else public embarrassment. They are willing to subjugate their own feelings for the good of the group.



## 4.4 The Concept of Face / *Mien-tzu*:

The concept of face is extremely important to the Taiwanese. Face is difficult to translate into words but essential reflects a person's reputation, dignity, and prestige. Face can be lost, saved or given to another person. Companies, as well as individuals, have face and this often provides the rationale behind business and personal interactions.



## 4.4.1 Giving Face:

Face can be given to people by complimenting them, showing them respect, or doing anything that increases their self-esteem. Specific examples include:

- Complimenting individuals (be careful not to single out individuals when the work was a corporate effort)
- Praising group (company, school, family, country)
- It is difficult for people to say “No” and giving face, such as borrow money.



## 4.4.2 *Losing Face:*

You can cause someone to lose face by causing someone embarrassment, and/or tarnishing their image and reputation. Examples include:

- Direct or indirect criticism of an individual or group
- Giving someone a gift that is beneath their status
- Turning down an invitation or a gesture of friendship
- Not keeping your word
- Demonstrations of anger or excessive emotionalism



## 4.4.3 *Saving Face:*

In the event that you cause someone to lose face, or someone is embarrassed by circumstances that arise, the best recourse is to appropriate blame for problems that arise. For example:

- Appropriating blame for problems that arise:
- Perhaps I didn't explain myself clearly.
- Oh that kind of thing happens in our country too.
- I have done the same thing myself.





## 4.5 Guanxi– Connections/Relationships:

Most Taiwanese business is conducted among friends, friends of friends, and family. Such connections or "guanxi" (pronounced gwan-she) are developed with people at your own level or of a higher status in both business and social situations. "Guanxi" opens doors, smoothes out problems, and leads to even more connections.

<http://tea.econ.sinica.edu.tw/images/stories/file/WP0118.pdf>



## 5. *The Great Learning*

### ***The Four Books:***

The Great Learning (Chinese: 大學; Pinyin: Dàxué)

The Doctrine of the Mean (Chinese: 中庸; Pinyin: Zhōngyōng)

The Analects of Confucius (Chinese: 論語; Pinyin: Lùnyǔ)

The Mencius (Chinese: 孟子; Pinyin: Mèngzǐ)

### **The Three Guidelines:**

1. Making one's "bright virtue" brilliant (明明德)
2. Making the people new (親民)
3. Dwelling in the highest good (止於至善)



## 5. *The Great Learning*

### **The Eight Stages:**

1. Straightening out affairs (格物) (individual)
2. Extending understanding (致知)
3. Making intentions genuine (誠意)
4. Balancing the mind (正心)
5. Refining one's person (修身)
6. Aligning one's household (齊家) (family)
7. Ordering the state (治國) (country)
8. Setting the world at peace (平天下) (human beings)



## 5.1 How to calm down

Know how to stop: (知止)

how to calm down and stable: (定)

how to keep quiet: (靜)

how to keep safety: (安)

how to consider: (慮)

how to have a good result: (得)

The point where to rest being known, the object of pursuit is then determined; and, that being determined, calm unperturbed may be attained to. To that calmness there will succeed a tranquil repose. In that repose there may be careful deliberation, and that deliberation will be followed by the attainment of the desired end.

--The Great Learning by Confucius, translated by James Legge. (From Wikipedia article)



## 5.2 Microeconomics and Macroeconomics

	Microeconomics (Individuals' Decision)	Macroeconomics (Society's Decision)
Units	<ul style="list-style-type: none"> <li>✚ One person's decision:               <ol style="list-style-type: none"> <li>(1) Individual consumer's decision:</li> <li>(2) Individual producer's decision:</li> <li>(3) Individual factor supplier's decision:</li> <li>(4) Individual factor demander's decision:</li> </ol> </li> <li>✚ Two person's decision:               <ol style="list-style-type: none"> <li>(1) Exchange efficiency: Consumer &amp; consumer how to exchange their commodities.</li> <li>(2) Production efficiency: Producer &amp; producer how to exchange their factors.</li> <li>(3) Overall efficiency: how to connect the consumption and production.</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✚ All society's decisions:               <ol style="list-style-type: none"> <li>(1) All society's consumers' decisions:</li> <li>(2) All society's producers' decisions:</li> <li>(3) All society's factor suppliers' decisions:</li> <li>(4) All society's factor demanders' decisions:</li> </ol> </li> </ul>



	Microeconomics (Individuals' Decision)	Macroeconomics (Society's Decision)
Topics	Resource allocation: Efficiency & Equity	Resource use: Economic Growth & Limitation
Main Variables	<p>Relative price: how to make the decision for their choice, including relative commodity prices and relative factor prices.</p> <p>Microeconomics is called as Price Theory.</p>	<ul style="list-style-type: none"> <li>✚ Income: GNP or GDP. <math>Y=C+I+G+X-M</math>. Macroeconomics is called as Income Theory.</li> <li>✚ General price:               <ol style="list-style-type: none"> <li>(1) GNP Deflator Index.</li> <li>(2) CPI: Consumer Price Index.</li> <li>(3) PPI: Producer Price Index.</li> <li>(4) WPI: Wholesale Price Index.</li> <li>(5) Other Price Index.</li> </ol> </li> <li>✚ Interest rate</li> <li>✚ Exchange rate</li> <li>✚ Money supply</li> <li>✚ Other variables.</li> </ul>



	Microeconomics (Individuals' Decision)	Macroeconomics (Society's Decision)
Market	<p>(1) Commodity Markets:</p> <p>(2) Factor Markets:</p> <ul style="list-style-type: none"> <li>+ Labor</li> <li>+ Capital</li> <li>+ Land</li> <li>+ Entrepreneurship</li> </ul>	<p>(1) Product Market: IS Curve:</p> $Y = C + I + G + X - M$ <p>(2) Money Market: LM Curve</p> $M^S = M_T^D(Y, \alpha) + M_P^D(Y, \beta) + M_S^D(i, \tau)$ <p>(3) Labor Market:</p> $N^S(W/P) = N^D(W/P)$ <p>(4) Foreign Exchange Market:</p> $F^S = X + K_M = F^D = M + K_X$ <p>(5) Other Markets:</p>
Characteristics	Real & Individuals	Aggregate & Average



## 6. How to do Business in the Global World

China: <http://www.kwintessential.co.uk/resources/global-etiquette/china-country-profile.html>

Doing Business in China:

<https://www.youtube.com/watch?v=ijpbhile6aY>

How To Do Business In China:

<https://www.youtube.com/watch?v=DkhLmiJqoq4&list=PL4096439913E5484B>

**Brits get rich in China**

<https://www.youtube.com/watch?v=3AA51LmRqWc>

Hong Kong:

<http://www.kwintessential.co.uk/resources/global-etiquette/hongkong-country-profile.html>





Singapore:

<http://www.kwintessential.co.uk/resources/global-etiquette/singapore.html>

***Doing Business in Singapore - BW-SIN***

<https://www.youtube.com/watch?v=0VLvnAcNJfs>

South Korea:

<http://www.kwintessential.co.uk/resources/global-etiquette/south-korea-country-profile.html>

Doing Business in South Korea

<https://www.youtube.com/watch?v=ry3t-ieVTT0>

***Doing Business in South Korea – KOISRA***

<https://www.youtube.com/watch?v=jziNewsGzFA>



Japan: <http://www.kwintessential.co.uk/resources/global-etiquette/japan-country-profiles.html>

France: <http://www.kwintessential.co.uk/resources/global-etiquette/france-country-profile.html>

Germany: <http://www.kwintessential.co.uk/resources/global-etiquette/germany-country-profile.html>

UK: <http://www.kwintessential.co.uk/resources/global-etiquette/uk.html>

USA: <http://www.kwintessential.co.uk/resources/global-etiquette/usa.html>