
中国人送礼礼仪

Chinese Gift-Giving Etiquette

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从古至今，中国一直是一个礼仪之国。因此，在给朋友或家人送礼物时也需要礼仪。如果你对中国的送礼文化不够熟悉，那么本来你已经挑选好的礼物反而会让你或者收礼的人感到不舒服。那么在挑选礼物的时候，有什么讲究呢？

首先，在购买礼物前，你需要考虑几个因素。第一，因为中国人很重视面子，买价格合适的礼物，你要确定花的钱不会让你或者收礼的人感觉尴尬或者有压力。第二，买收礼人喜欢或者需要的礼物，确定你买的礼物是有用的。第三，买礼物时避免买一些人们认为不吉利的东西，比如钟，伞，梨。因为“送钟”的发音和“送终”（参加葬礼）一样；“伞”的发音和散（分手）一样，“梨”的发音和离（离开）一样。

其次，我们在挑选礼物的时候，需要了解一些常见的礼物。第一，新鲜的水果和花。水果和鲜花是很受欢迎的礼物，适合大部分的场合。第二，包装漂亮的茶。因为茶既有历史价值又有文化价值，而且喝茶对身体好，特别适合送给有地位的人。第三，红包。特别是在春节，在婚礼或者生日上。中国人认为6，8，和9是吉利的数字，4是不吉利的，因为4的发音听起来像“死”，所以在他们的红包里常常带有6、8和9的数字，比如：600，666，888，999等等，没有4这个数字。第四，植物。如果你的朋友进新房或者常常在办公室工作，植物是不错的选择。

最后，在颜色选择上，你需要谨慎一些。对于喜事，中国人喜欢用红色，红色代表高兴，幸福或者好运。对于白事，常用白色或黑色，这两种颜色代表怀念，尊重，严肃。

如果你要给中国人买礼物，那么以上需要注意的因素你可以作为参考。总的来说，不管你要送什么，心意便是最重要的。

生词 Vocabulary

Nouns

礼仪	lǐyí	etiquette
因素	yīnsù	element
葬礼	zànglǐ	funeral
场合	chǎnghé	occasion
地位	dìwèi	status
参考	cānkǎo	reference

Verbs

讲究	jiǎngjiu	be particular about
挑选	tiāoxuǎn	to choose
确定	quèdìng	to confirm
避免	bìmiǎn	to avoid
怀念	huáiniàn	to miss

Adjectives

吉利	jílì	lucky
谨慎	jǐnshèn	cautious

Adverbs

至今	zhìjīn	so far, up to now
反而	fǎn'ér	on the contrary
便	biàn	therefore, as soon as

语法点 Grammar Points

1. 至今 zhìjīn

adv. so far; to this day; until now

至今 (zhìjīn) is an adverb used to indicate that something has occurred consistently from a past time period continually all the way into the present.

Remember, an adverb is a word or phrase that modifies or describes an adjective, verb, or another adverb.

Although there are other ways to use this grammar construction, this passage contains an example of (zhìjīn) as it belongs to the second half of a four-character structure:

从 (cóng; from) + 古 (gǔ; ancient) + until now 至今 (zhìjīn)

Note that in the above four-character structure, the second character 古 (gǔ; ancient) can be replaced with another time phrase. However, 从 (cóng) and 至今 (zhìjīn) cannot be replaced. When used here, 至今 indicates that something beginning during a specified past time frame continues to occur until now.

至今 (zhìjīn) is often, but not always, placed at the beginning of a sentence or clause to introduce a time setting, which is then followed by the predicate.

从古至今，中国一直是一个礼仪之国。

Cónggǔzhìjīn, Zhōngguó yīzhí shì yīgè lǐyízhīguó.

Ever since ancient times, Chinese culture has emphasized the importance of social conventions.

By using 至今 (zhìjīn) in this sentence, the author emphasizes that social conventions have been important in China since ancient times and remain significant today.

Let's look at another example:

我们在网上聊天过了好多年，可是至今我还没见到他人。

Wǒmen zài wǎngshàng liáotiān guò le hǎo duō nián, kěshì zhìjīn wǒ hái méi jiàn dào tā rén.

We've been chatting online for many years but until this day I still haven't seen him in person.

Here, 至今 (zhìjīn) is used after the sentence's introductory clause to modify the second clause. After stating that s/he has talked with "him" online for many years, the speaker uses 至今 (zhìjīn) to emphasize that, until this day, she still hasn't met him in person.

2. 反而 fǎn'ér

conj. instead; on the contrary; contrary (to expectations)

反而 (fǎn'ér) is a conjunction used to indicate a denial of what has first been stated by claiming that the opposite, or something contrasting, is in fact the case.

Remember, a conjunction is used to bridge two clauses or sentences.

Frequently, 反而 (fǎn'ér) is used to indicate a shift in thought occurring in the middle of a sentence. When this is the case, the following structure is used:

Clause + 反而 (fǎn'ér) + Opposing Clause

Let's look at an example:

如果你对中国的送礼文化不够熟悉，那么本来你已经挑选好的礼物反而会让你或者收礼的人感到不舒服。

Rúguǒ nǐ duì Zhōngguó de sònglǐ wénhuà bùgòu shúxī, nàme běnlái nǐ yǐjīng tiāoxuǎn hǎo de lǐwù fǎn'ér huì ràng nǐ huòzhě shōulǐ de réng gǎndào bù shūfu.

If you're not familiar enough with traditional Chinese gifting customs, the present that you choose could end up making you, or the recipient, feel uncomfortable.

In this sentence, 反而 (fǎn'ér) indicates a shift between two clauses that represent two opposing ideas. By using 反而 (fǎn'ér), the author indicates that if you don't understand Chinese gift giving customs well enough, the gift you chose because you thought it would be well received will, on the contrary, embarrass you or offend the recipient.

Let's look at another example:

大城市的生活虽然很精彩，但一辈子生活在农村的父母反而会不适应。

Dàchéngshì de shēnghuó suīrán hěn jīngcǎi, dàn yī bèizǐ shēnghuó zài nóngcūn de fùmǔ fǎn'ér huì bù shìyìng.

Although life in the big city is wonderful, for parents who have spent their whole lives in the countryside, it can actually be a difficult adjustment.

Here, 反而 (fǎn'ér) is used between two opposing clauses to emphasize that what was originally believed or expected is actually untrue. After stating that life in the big city is wonderful, the speaker uses 反而 (fǎn'ér) to indicate that parents from the countryside may actually not have had such a positive experience and instead faced difficulties.

3. 便 biàn

adj., prep., adv. just; precisely; at once; then; literary equivalent to 就 (jiù)

便 (biàn) is an adverb placed before a predicate to add emphasis or reinforce the sequence of two sequential actions. It is the formal, literary equivalent of the commonly used colloquial phrase “就” (jiù).

When 便 (biàn) is paired with 是 (shì), it can be used to indicate that something is exactly or just as described.

Noun + 便 (biàn) + 是 + Adjective

For example:

总的来说，不管你要送什么，心意**便**是最重要的。

Zǒng de lái shuō, bùguǎn nǐ yào sòng shénme, xīnyì biàn shì zuì zhòngyào de.

In general, no matter what kind of gift you give, it's the thought that counts.

In this sentence, 便 (biàn) helps to emphasize that good intentions are the most important when it comes to giving gifts.

便 (biàn) is also used to emphasize that one action happens right after, or as a result, of the preceding action, like in the following examples:

楼上新买了一架钢琴，我们家便多了一些不安静。

Lóu shàng xīn mǎile yī jià gāngqín, wǒmen jiā biàn duōle yīxiē bù ānjìng.

A new piano was purchased upstairs and now our house is much less peaceful.

很多时候，仅仅是换一种心情，换一个角度，便可以可以从困境中走出来。

Hěnduō shíhòu, jǐnjǐn shì huàn yī zhǒng xīnqíng, huàn yīgè jiǎodù, biàn kěyǐ cóng kùnjìng zhōng zǒu chūlái.

Oftentimes, all you have to do is change up your attitude and perspective, then you'll be able to deal with your problems.

In both of the examples above, 便 (biàn) appears between two predicates to indicate that one event has happened or will happen as a precise result of the other.

测试 Quiz

1. 为什么在中国，送礼时需要有讲究？
 - a. 因为大家都很在乎礼物
 - b. 因为中国人很严肃
 - c. 因为中国是礼仪之国
 - d. 因为送礼是一件很重要的事情

2. 茶特别适合送给什么样的人呢？
 - a. 有地位的人
 - b. 地位低的人
 - c. 漂亮的人
 - d. 新的朋友

3. 在中国，什么样的情况最适合送红包？
 - a. 离婚
 - b. 做生意
 - c. 春天
 - d. 婚礼

4. 下面哪三种礼物都是不吉利的？
 - a. 伞、梨、钟
 - b. 钟、伞、花
 - c. 植物、茶、鲜花
 - d. 400块的红包、水果、咖啡

5. 在中国，红色这个颜色代表什么？
 - a. 尊重
 - b. 好运
 - c. 祝福
 - d. 怀念

Answer key on final page of PDF.

Zhōngguó rén Sònglǐ Lǐyí

Cónggǔzhìjīn, Zhōngguó yīzhí shì yī gè lǐyí zhī guó. Yīncǐ, zài gěi péngyou huò jiāren sòng lǐwù shí yě xūyào lǐyí. Rúguǒ nǐ duì Zhōngguó de sònglǐ wénhuà bùgòu shúxī, nàme běnlái nǐ yǐjīng tiāoxuǎn hǎo de lǐwù fǎnr huì ràng nǐ huòzhě shōulǐ de réng gǎndào bù shūfu. Nàme, zài tiāoxuǎn lǐwù de shíhou, yǒu shénme jiǎngjiu ne?

Shǒuxiān, zài gòumǎi lǐwù qián, nǐ xūyào kǎolù jǐ gè yīnsù. Dìyī, yīnwèi Zhōngguó rén hěn zhòngshì miànzǐ, mǎi jiàgé héshì de lǐwù, nǐ yào quèdìng huā de qián bùhuì ràng nǐ huòzhě shōulǐ de rén gǎnjué gāngà huòzhě yǒu yāli. Dìèr, mǎi shōulǐ rén xǐhuān huòzhě xūyào de lǐwù, quèdìng nǐ mǎi de lǐwù shì yǒuyòng de. Dìsān, mǎi lǐwù shí bìmiǎn mǎi yīxiē rénmen rènwéi bù jíli de dōngxī, bǐrú zhōng, sān, lí. Yīnwèi “sòng zhōng” de fāyīn hé “sòngzhōng” (cānjiā zànglǐ) yīyàng; “sān” de fāyīn hé sàn (fēnshǒu) yīyàng, “lí” de fāyīn hé lí (líkǎi) yīyàng.

Qícì, wǒmen zài tiāoxuǎn lǐwù de shíhou, xūyào liǎojiě yīxiē chángjiàn de lǐwù. Dìyī, xīnxiān de shuǐguǒ hé huā. Shuǐguǒ hé xiānhuā shì hěn shòuhuānyíng de lǐwù, shìhé dàbùfen de chǎnghé. Dìèr, bāozhuāng piàoliang de chá. Yīnwèi chá jì yǒu lìshǐ jiàzhí yòu yǒu wénhuà jiàzhí, érqǐě hēchá duì shēntǐ hǎo, tèbié shìhé sònggěi yǒudìwèi de rén. Dìsān, hóngbāo. Tèbié shì zài chūnjiē, zài hūnlǐ huòzhě shēngrì shàng. Zhōngguó rén rènwéi 6, 8, hé 9 shì jíli de shùzì, 4 shì bù jíli de, yīnwèi 4 de fāyīn tīng qǐlái xiàng “sǐ,” suǒyǐ zài tāmen de hóngbāo lǐ chángcháng dài yǒu 6, 8 hé 9 de shùzì, bǐrú: 600, 666, 888, 999 dēngdēng, méiyǒu 4 zhè

gè shùzì. Dìsì, zhíwù. Rúguǒ nǐ de péngyou jìn xīnfáng huòzhě chángcháng
zài bàngōngshì gōngzuò, zhíwù shì bùcuò de xuǎnzé.

Zuìhòu, zài yánsè xuǎnzé shàng, nǐ xūyào jǐnshèn yīxiē. Duìyú xǐshì,
Zhōngguó rén xǐhuān yòng hǒngsè, hǒngsè dài biǎo gāoxìng, xìngfú huòzhě
hǎoyùn. Duìyú báishì, chángyòng báisè huò hēisè, zhè liǎng zhǒng yánsè
dài biǎo huáiniàn, zūnzhòng, yánsù.

Rúguǒ nǐ yào gěi Zhōngguó rén mǎilǐwù, nàme yǐshàng xūyào zhùyì de
yīnsù nǐ kěyǐ zuòwéi cānkǎo. Zǒng de lái shuō, bùguǎn nǐ yào sòng
shénme, xīnyì biàn shì zuì zhòngyào de.

Chinese Gift Giving Etiquette

Ever since ancient times, Chinese culture has emphasized the importance of social conventions. Therefore, it is important to keep in mind proper gift-giving etiquette when giving presents to your Chinese friends or family. If you're not familiar enough with traditional Chinese gifting customs, the present that you choose could end up making you, or the recipient, feel uncomfortable. So, what should you pay attention to when choosing the right gift?

To begin with, there are a few key factors to consider. Firstly, because *miànzi* (giving and saving face) is a significant part of Chinese culture, it's important to consider the cost of the gift to ensure that the amount of money you spend won't make the recipient feel embarrassed or pressured to reciprocate. Secondly, you should select a gift that the receiver will like or need and to ensure that they'll find it useful. Thirdly, avoid gifts that are considered inauspicious, like clocks, umbrellas and pears; in Chinese the pronunciation of "to give a clock" sounds like "to attend a funeral," "umbrella" sounds like "split up," and pear sounds like "to leave."

In addition, it's important to understand the types of gifts that are commonly exchanged in China. The first is fresh fruit and flowers. Fruit and flowers are generally well-received and make for appropriate gifts in most situations. The second common gift is tea packaged in an attractive tin or wrapper. Because of its health benefits and historical and cultural significance in China, tea makes an especially suitable gift for people of high status. The third common gift is red envelopes filled with cash. These are often given out for birthdays, weddings and the Chinese Lunar New Year. Six, eight and nine are considered lucky numbers in China, whereas 4 is considered unlucky because its pronunciation sounds like the Chinese word for "death." Therefore, Chinese people often give each other red envelopes containing monetary amounts with sixes, eights or nines, like 600 RMB, 666 RMB, 888 RMB or 999 RMB, whereas amounts including the number four are avoided. The fourth common gift in China is plants. If your Chinese friend just moved

to a new home or spends a lot of time in their office, a plant is a good choice for a gift.

Finally, it's important to be mindful when choosing the color of your gift. During happy occasions, Chinese people prefer the color red because it symbolizes cheer, fortune and good luck. During funerals, white and black colors are used to symbolize remembrance, respect and solemnity.

If you're planning to give a gift to a Chinese person, keep in mind the above guidelines as a helpful reference. In general, no matter what kind of gift you give, it's always the thought that counts.

Quiz Answer Key:

1. c 2. a 3. d 4. a 5. b



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