

**КАЗАНСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ**

**О.Р. ФАЙЗУЛЛИНА  
М.С. ПЕСТОВА**

**МЕЖДУНАРОДНЫЙ ЭТИКЕТ**

**Учебно-методическое пособие**

**КАЗАНЬ  
2018**

**УДК 801.8**  
**ББК 80**

*Рекомендовано к изданию*  
*Учебно-методической комиссией Института международных отношений*  
*Казанского федерального университета*  
*(протокол №3 от 20 ноября 2018 г.)*

**Рецензенты:**

доктор филологических наук, профессор **Бушканец Л.Е.**  
кандидат филологических наук, доцент **Ганиева Г.Р.**

**О.Р. Файзуллина, Пестова М.С.**

Международный этикет: учебно-методическое пособие / О.Р. Файзуллина, М.С. Пестова. – Казань: Изд-во Казан. ун-та, 2018. – 52 с.

Настоящее учебно-методическое пособие предназначено для совершенствования практических навыков устной и письменной речи на английском языке.

Пособие адресуется студентам Института международных отношений, обучающимся по направлению «Международные отношения» и «Зарубежное регионоведение», в качестве дополнения к основному курсу, студентам филологических факультетов, изучающим иностранные языки, перевод и переводоведение, и может быть интересно переводчикам, специалистам, осуществляющим свою профессиональную деятельность в сфере межкультурных и межъязыковых контактов.

**УДК 801.8**  
**ББК 80**

© Файзуллина О.Р., Пестова М.С., 2018

© Издательство Казанского университета, 2018

# CONTENT

ПРЕДИСЛОВИЕ	4
UNIT 1. INTERNATIONAL FOOD ETIQUETTE	6
UNIT 2. FORMAL DINING	12
UNIT 3. THE ROLE OF FOOD IN DIPLOMACY	17
UNIT 4. FORMAL BANQUETTE ATTIRES	20
SUPPLEMENTARY 1. FORMAL DINNER MENUS	25
SUPPLEMENTARY 2. WRITING LETTERS	28
SUPPLEMENTARY 3. USEFUL PHRASES	29
SUPPLEMENTARY 4. THE ROLE OF FOOD IN DIPLO- MACY: COMMUNICATING AND “WINNING HEARTS AND MINDS” THROUGH FOOD BY ĐANA LUŠA & RUŽICA JAKEŠEVIĆ	30
GLOSSARY	47
ЛИТЕРАТУРА	49

# ПРЕДИСЛОВИЕ

Расширение международных связей и сотрудничества приводит к необходимости эффективной межкультурной коммуникации, координации совместной деятельности на международном уровне.

Цель пособия - развитие и закрепление навыков коммуникации в сфере международных контактов, овладение общекультурными и профессиональными компетенциями.

Пособие состоит из предисловия, 4 разделов, 4 приложений, списка рекомендуемой литературы.

Учебно-методическое пособие содержит:

- тексты для чтения, предлагаемые обучающимся с целью ознакомления с основным содержанием, определенной областью знаний;
- глоссарий по темам;
- упражнения, направленные на отработку лексики по теме, а также на последовательное и взаимосвязанное формирование и совершенствование навыков и умений устной и письменной англоязычной речи.

В качестве материала для лексических упражнений используются предложения, тексты шаблонов писем и оригиналов актуальных статей, материалов, представленных в сети Интернет.

В результате освоения представленных материалов студенты приобретают необходимую коммуникативную компетентность, в соответствии с которой они должны:

**знать:**

- лексический материал по данным темам;

**уметь:**

- спонтанно высказываться по темам;
- читать и понимать тексты, связанные с темами;
- письменно, грамматически и стилистически верно высказываться по пройденным темам;
- нормативно использовать средства английского языка в монологической речи;
- правильно оформлять устную и письменную речь;
- решать в общении коммуникативные задачи при помощи адекватных этим задачам речевых действий;

**владеть:**

- различными речевыми формами: описание, сообщение, разъяснение, рассуждение;
- формами группового общения: беседа, интервью, ролевая игра;
- словарным минимумом на основе проработанных текстов.

В процессе работы рекомендуется выполнять упражнения в предлагаемой последовательности с тем, чтобы создать прочный навык использования изучаемой лексики.

Для аудиторной и самостоятельной работы также рекомендуется

использовать содержание Приложений.

Пособие составлено на основе опыта практической деятельности авторов и опыта преподавания английского языка студентам, обучающимся по направлению «Международные отношения» и «Зарубежное регионоведение», в качестве дополнения к основному курсу.

В пособии используются задания, основанные на традиционных и современных интерактивных методах преподавания, нацеленные на развитие продуктивных иноязычных умений.

## UNIT 1. INTERNATIONAL FOOD ETIQUETTE

### 1. Comment on the quotation, be ready to answer the questions

“Manners are a sensitive awareness of the feelings of others. If you have that awareness, you have good manners, no matter what fork you use.”

*Emily Post*

1. Do you agree with the quote? Give reasons.
2. Good manners matter, don't they? Can they be **inborn** or **acquired**? (What's the difference between adjectives in bold?)
3. Read the information about the author of the quote. Have you ever heard about this American writer before?

**Emily Post**, née **Emily Price**, (born Oct. 27, 1872 or Oct. 3, 1873, Baltimore, Md., U.S. - died Sept. 25, 1960, New York, N.Y.), American authority on social behaviour who crafted her advice by applying good sense and thoughtfulness to basic human interactions.

Emily Price was educated in private schools in New York City. A popular debutante, she married Edwin M. Post in 1892 (divorced 1906). At the turn of the century financial circumstances compelled her to begin to write, and she produced newspaper articles on architecture and interior decoration, stories and serials for such magazines as *Harper's*, *Scribner's*, and the *Century*, and light novels, including *Flight of the Moth* (1904), *Purple and Fine Linen* (1906), *Woven in the Tapestry* (1908), *The Title Market* (1909), and *The Eagle's Feather* (1910).

At the request of her publisher Post wrote *Etiquette in Society, in Business, in Politics, and at Home* in 1922. Immediately popular, the book's charming and lively presentation differed from other guides to manners in being directed to popular audiences. It laid down fundamental rules that remained unchanged through the book's many printings, although Post took care to remain abreast of the times in dealing with broad changes in society. Proper behaviour, she believed, was a manifestation of common sense and consideration of other people. Sections of the first edition reflect the period of her own upbringing (“Chaperons and Other Conventions”) and were later modified to reflect changing customs (“The Vanishing Chaperon and Other New Conventions”). She added to later editions guides to television, telephone, and airplane etiquette. Later retitled *Etiquette—the Blue Book of Social Usage*, the guide went through 10 editions and 90 printings before her death.

After 1931 Post spoke on radio programs and wrote a column on good taste for the Bell Syndicate; it appeared daily in some 200 newspapers after 1932. Her other books include the novel *Parade* (1925), *How to Behave Though a Debutante* (1928), *The Personality of a House* (1930), *Children Are People* (1940), *The Emily Post Cook Book* (1949; with Edwin M. Post, Jr.), and *Motor Manners* (1950).

(Retrieved from <https://www.britannica.com/biography/Emily-Post>)

## Useful Vocabulary

**nee** a word used to identify a woman by her maiden family name

**debutante** (*here*) a young woman making her formal entrance into society

**to remain abreast of (to keep abreast of)** to stay informed about

**etiquette** the conduct or procedure required by good breeding or prescribed by authority to be observed in social or official life

**common sense** sound and prudent judgment based on a simple perception of the situation or facts

**2. Read the text and name 15 countries mentioned in the article. Show the countries on the world map and name their capitals.**

### **15 international food etiquette rules that might surprise you**

*By Amanda Ruggeri Published*

*29th February 2012*

You have good manners, right? After all, you (usually) keep your elbows off the table and say 'Please pass the salt', right? But when you head abroad, things get a little more complicated. Case in point: Rest your chopsticks the wrong way, and you might remind a Japanese friend of their grandmother's funeral (Rule 2).

But knowing what the etiquette rules are won't just save you from some awkward situations, says Dean Allen, author of the "Global Etiquette Guide" series. It can also help you make friends. "It's really a statement of your openness and awareness of the fact that the people you're with... may in fact see the world differently," he says. "It's simply going to get you out of the tourist bubble." Sound good? Then here are 15 rules to keep in mind.

#### **In Thailand, don't put food in your mouth with a fork.**

Instead, when eating a dish with cooked rice, use your fork only to push food onto your spoon. A few exceptions: Some northern and northeastern Thai dishes are typically eaten with the hands - you'll know you've encountered such a dish if the rice used is **glutinous** or "sticky". Also, stand-alone items that are not part of a rice-based meal may be eaten with a fork. But, says Leela Punyaratabandhu, a food writer who blogs at SheSimmers.com, the worst thing to do at a traditional, rice-based meal would be to use chopsticks. "That is awkward and inconvenient at best and **tacky** at worst," she says.

**In Japan, never stick your chopsticks upright in your rice.**

Between bites, your chopsticks should be placed together right in front of you, parallel to the edge of the table - and nowhere else, says Mineko Takane Moreno, Japanese cooking instructor and co-author of "Sushi for Dummies." (If there is a chopstick rest, you use it, putting the tips you've been eating with on the rest.) But sticking them upright in a bowl of rice is even worse: During funerals in Japan, the rice bowl of the deceased is placed before their coffin...with their chopsticks upright in the rice. So what would she rather see: Someone doing that at a meal, or asking for a fork? Mineko doesn't hesitate. "Asking for a fork," she says.

**In the Middle East, India and parts of Africa, don't eat with your left hand.**

In South India, you shouldn't even touch the plate with your left hand while eating. That's largely because the left hand is associated with, um, bodily functions, so it's considered to be dirty. In fact, says Allen, don't even pass important documents with your left hand. A **lefty**? Then it's okay to use your left hand -- as long as you take your right hand out of the game.

**At a traditional feast in Georgia, it's rude to sip your wine.**

At what Georgians call a supra (traditional feast), wine is drunk only at toasts. So wait for those... and then **down** the whole glass at once. On the upside, says Georgia-based photographer and videographer Paul Stephens, the glasses tend to be on the small side.

**In Mexico, never eat tacos with a fork and knife.**

Worried about spilling refried beans and salsa all over your front? Tough. Mexicans think that eating **tacos** with a fork and knife looks silly and, worse, **snobby** -- kind of like eating a burger with silverware. So be polite: Eat with your hands.

**In Italy, only drink a cappuccino before noon.**

Some Italians say that a late-day **cappuccino** upsets your stomach, others that it's a replacement for a meal (it's common to have just a cappuccino, or a cappuccino and a croissant, for breakfast). Either way, you won't see Italians ordering one in a café at 3pm -- and certainly not after a big dinner. Do so, and you'll **be instantly branded** a tourist. If you need that coffee fix, though, an espresso is fine.

**In Britain, always pass the port to the left - and remember the Bishop of Norwich.**

It's unclear why passing **port** on the left is so important; some say it has to do with naval tradition (the port side of a boat is on your left if you're facing the helm). Regardless, passing the **decanter** to the right is a **big gaffe**. So is not passing it at all. If you're at a meal and the decanter stalls, then ask the person with it, "Do you know the Bishop of Norwich?" If they say they don't know him, reply, "He's a very good chap, but he always forgets to pass the port." It sounds weird, but it's true. This is such a na-



tionwide tradition, the Telegraph wrote an article on it.

**In France, don't eat your bread as an appetizer before the meal.**

Instead, eat it as an accompaniment to your food or, especially, to the cheese course at the end of the meal. That said, one thing that would be a **faux pas** anywhere else - placing bread directly on the table and not on a plate - is perfectly acceptable in France - in fact, it's preferred.

**In China, don't flip the fish.**

Although you might be used to flipping over a whole fish once you've finished one side, don't - at least when you're in China, especially southern China and Hong Kong. That's because flipping the fish is "dao yue" in Chinese, a phrase similar to "bad luck." Plus, says Allen, "to flip the fish over is like saying that the fisherman's boat is going to **capsize**." The most superstitious will leave the bottom part untouched, while others will pull off the bone itself to get to the bottom.

**In Italy, don't ask for parmesan for your pizza - or any other time it's not explicitly offered.**

Putting parmigiano on pizza is seen as a sin, like putting Jell-O on a fine chocolate mousse. And many pasta dishes in Italy aren't meant for parmesan: In Rome, for example, the traditional cheese is **pecorino**, and that's what goes on many classic pastas like bucatini all'amatriciana, not parmesan. **A rule of thumb:** If they don't offer it to you, don't ask for it.

**Don't eat anything, even fries, with your hands at a meal in Chile.**

Manners here are a little more formal than many other South American countries. So while it might be the most practical to just pick up those fries with your fingers, don't do it. "The greater need is to identify with European culture, so food is eaten with a knife and a fork," Allen says.

**In Korea, if an older person offers you a drink, lift your glass to receive it with both hands.**

Doing so is a sign of respect for elders, an important **tenet** of Korean culture. After receiving the pour with both hands, you should turn your head away and take a **discreet sip**, says Stephen Cha-Kim, a Korean-born worker's rights advocate who regularly visits family in Korea. "To this day, if anybody hands me anything, both hands shoot out instinctively," Cha-Kim says. Similarly, don't start eating until the eldest male has done so (and don't leave the table until that person is finished).

**Never mix - or turn down - vodka in Russia.**

The **beverage** is always drunk neat - and no, not even with ice. Adding anything is seen as polluting the drink's purity (unless the mixer is beer, which produces a formidable beverage known as yorsh). But there's another **faux pas** that's even worse, says Allen: when you're offered the drink and you **turn it down**. Since offering someone a

drink is a sign of trust and friendship, it's a good idea to take it. Even if it is 9am.

**When drinking coffee with Bedouins in the Middle East, shake the cup at the end.**

Typically, anyone Bedouin - or Bedouin-related - will continue to pour you more coffee once you've finished unless you shake the cup, meaning **tilting** the cup two or three times, when you hand it back. It's such an important tip, says Middle East-based freelance correspondent Haley Sweetland Edwards, that last year, Bedouins she was eating with in Qatar made her practice it until she got it right.

**In Brazil, play your tokens wisely.**

At a churrascaria, or a Brazilian steakhouse, **servers** circle with cuts of meat and **diners** use **tokens** to place an order. If a server comes out with something you want, make sure your token, which you'll have at your table, has the green side up. If you don't want any more, flip it with the red side up. Since the meat can be never-ending, it's important to strategize - if you leave that token green side up you could end up ordering a lot more than you intended.

*(Retrieved from <https://edition.cnn.com/travel/article/international-food-etiquette-rules/index.html>)*

**3. Read the statements and say if they are true or false. Use the phrases for agreement and disagreement**

1. Only in Japan we may use chopsticks.
2. In Japan we never use a fork. It is prohibited.
3. In Georgia it's not polite to sip your wine.
4. it's not appropriate to eat tacos with your hands in Mexico.
5. Italians drink either cappuccino or espresso after a big dinner.
6. In Chile it's rude to eat with your hands.
7. Parmesan is the best ingredient for every dish in Italy.
8. Bedouins in the Middle East will pour you more coffee if you shake the cup.
9. In Russia, a drink is a sign of trust and friendship.
10. In France, it is out of the question to place bread on the table.

**4. Answer the questions**

1. What is a chopstick rest?
2. What does the word "glutinous" mean?
3. Why is it tacky to use chopsticks?
4. Do you sip or down your wine during the feast in Georgia?
5. How can you look snobby while eating tacos in Mexico?
6. Is it possible not to be branded a tourist in Italy?
7. What can capsizes the fisherman's boat in China?
8. Do good manners matter in Chile?
9. What happens if you don't shake your cup of coffee with Bedouins?

10. Why is it necessary to have a token while ordering food in Brazil? Why should you be attentive with it?

**5. Match the country and the word that related to it.**

<b>a supra</b>	Italy
<b>a churrascaria</b>	Japan
<b>pasta</b>	Georgia
<b>taco</b>	Brazil
<b>Sushi</b>	Mexico

**4. Make up your own sentences with the bold words from the text.**

**5. Match the synonyms**

1 beverage	a wine
2 server	b drink
3 glutinous	c tableware
4 a fork and knife	d sticky
5 port	e waiter

**6. Points for Discussion**

1. Who is this “Bishop of Norwich”? What nationwide tradition is it in Britain? Conduct your research.
2. Is there any advice you consider as the most important one? Why?
3. What Russian food etiquette rules should tourists be aware of? Give your recommendations.

**7. Write an essay on the quote of Mahatma Gandhi. Express your own opinion. Use words and word-combinations from Supplementary 3.**

“There are people in the world so hungry, that God cannot appear to them except in the form of bread.”

## UNIT 2. FORMAL DINING

### 1. Comment on one of the quotations, be ready to answer the questions

The test of good manners is to be patient with bad ones.

*Gabirol (Solomon ben Yehuda ibn Gabirol), The Choice of Pearls*

‘Visitors should behave in such a way that the host and hostess feel at home’.

*J.S. Farynski*

“Friends and good manners will carry you where money won’t go.”

*Margaret Walker*

1. Do you agree with the quotes? Give reasons.
2. Who decides whether the manners are good or bad? How to differentiate between them?
3. Give your own examples of both good and bad eating manners.

### 2. Read the text and find out about the differences between formal and informal dining events

#### **Rules of Civility: Dinner Etiquette – Formal Dining** September 23, 2013

In formal dining, as with informal dining, knowing the context of your dinner is very important. Will the dinner occur in Boston? London? Paris? Berlin? Shanghai?

While there are certainly differences between countries, there are also differences within countries. If you are unsure what to expect, ask. If you work for an international organization, they may have on staff a retainer or a protocol officer. This person can assist you with your etiquette concerns. Also ask co-workers or acquaintances. Of course, you may be nervous.

#### **Formal Dining is on a Continuum**

Dining exists on a continuum from the most basic informal meal to the most lavish royal dinner. Within formal dining, a five-course meal served in a 3-star Michelin restaurant is very different from a small dinner at Buckingham Palace. While dining at a Michelin restaurant is far more formal compared to many dining experiences, it is still the least formal of a formal dining experience.

A formal dining event is distinguished from an informal one in several ways.

1. A formal dinner requires a man to wear an evening attire such as a tuxedo or sometimes even white tie.

2. All food is served from the kitchen. Guests do not handle serving platters nor do they pass dishes.
3. Neither serving dishes nor utensils are placed on the table. All service and table clearing is performed by butlers and other service staff.
4. A formal dinner is also distinguished by multiple courses as well as by the serving of demitasse, brandy and liqueurs.
5. And finally, what distinguishes a formal dinner from all other dinners is the order of service and the seating protocols. While a dinner at Michelin is much more formal than a local coffee shop, it is, in comparison to formal state, military, royal and private banquets, informal, if for no other reason that there are no required seating arrangements.

We will focus on the most formal dining event, understanding that the skills and style to successfully participate in a formal banquet given at the German Embassy will provide all the necessary skills to dine at Epicure in Paris.

### **What to expect at a Formal Dinner**

Formal dinners have historically been opportunities for royalty to honor important individuals as well as showcase the wealth and opulence of the host and hostess. The rules, referred to as protocols, are derived from traditions emerging from Europe hundreds of years ago. Aside from the profusion of porcelain, crystal, silver and linens, formal dinners follow rules about how people are seated, usually alternating between men and women with the host at one end and the hostess at the opposite end; in what order they are seated, the host and hostess escort or are escorted by the lady and man of honor to the table; and how the meal is plated and served.

The number of courses for the meal varies. The traditional French meal is thirteen courses, but the usual number today is between four and six courses. The last dinner on the Titanic for the first class guests contained ten courses. The menu may be planned entirely by the chef, the chef and the head butler, the head butler and the host or the head butler alone.

Neither the host, the hostess nor the guests assist with the serving of the meal. All food preparation, service and removal is completed by staff, some permanent while most are temporary. Food service proceeds to the right, counter - clockwise, starting with the guest of honor. Beverage service progresses to the left, clockwise. At a formal dinner, individual portions are prearranged and presented on a platter. The greater the courses, the smaller the portions and the less wine poured per course. Formal dining includes multiple courses and second helpings are not offered. Once serve ware is taken from the dining room, it is not returned.

Food is served on a hot or cold plate. A plate's temperature will be appropriate for the food they contain. This practice is not unique to formal dinners. Michelin-rated

restaurants, among others, ensure the proper plate temperature so as to enhance the flavor of each course. Plates are served and cleared from the left side and one at a time. When a used plate is removed, the butler simultaneously slides a fresh plate in its place. As both hands are involved in this process, plate removal at formal dinners is done one plate at a time.

Beverages are served and cleared from the right side. The goblet and wine glasses remain on the table throughout the entire meal. Only the sherry glass is removed at the end of the course it accompanies. With your permission, the butler will remove the wine glass if you inform him that you are allergic or prefer not to drink. If the same wine is offered over consecutive courses, it is served in the same glass.

*(Retrieved from <https://www.gentlemansgazette.com/dinner-etiquette-formal-dining/>)*

### Useful Vocabulary

formal dining	официальный прием
informal dining	неофициальный прием
a retainer	слуга, приближенный
	зд. лицо, ответственное за соблюдение протокола
a protocol officer	референт по протоколу
on a continuum	непрерывно
a butler	дворецкий; буфетчик (в частном доме); старший слуга; официант (обслуживающий приём в частном доме)
demitasse	[ˈdɛmɪtæs] кофейная чашечка; чашечка чёрного кофе; маленькая чашка кофе
seating protocols	порядок рассаживания
opulence	богатство, роскошь, изобилие, состоятельность, великолепие, пышность
profusion	изобилие, чрезмерная роскошь, обилие, расточительность
porcelain	[ˈpɔːsəlɪn] фарфор; фарфоровое изделие; фарфоровая вещь
goblet	бокал, кубок, чара
sherry glass	лафитник, хересное стекло

### 3. Answer the questions. Refer to the Internet if necessary

1. Why is knowing the context of your dinner very important?
2. What is a 3-star Michelin restaurant?
3. What is the difference between a formal dining event and an informal one?

4. What do the basic rules of protocols include?
5. Do you think the traditions of serving food within formal dining differ from country to country? Support your answer with the illustrative examples.

**4. Give your own definitions to the words and word-combinations below:** civility, etiquette, dining etiquette, international etiquette, formal dining, protocol

**5. Read the text ‘Buffet vs. Plated Meals’ and find out the answers to the questions**

1. What are the typical ways to serve food at formal events?
2. What is the difference between plated meals and buffets?
3. What type of serving the food can make guests feel more at ease and why?

### **Buffet vs. Plated Meals**

*by Geoff Beers*

Updated July 15, 2018

The decision to offer your guests a sit-down dinner or buffet is not just a matter of preference. Consider the setting of the event and who will be attending. Ultimately, presentation plays a big role in your guest’s satisfaction with their meal. If you choose one format over the other without considering all the angles, you could end up with a less than stellar review of your event.

#### **Basic Rules**

In short, the more formal the event, the more appropriate a served meal is for the occasion. If guests are expected to wear jackets, ties and evening gowns, then the expectation will be there for table service. The only exception to this rule might be weddings, as some receptions are designed to be informal. That being said, you should always think twice about asking well-dressed attendees to navigate through a buffet setting.

The other major determining factor in the decision of meal formats is the size of the event. The practicality of a buffet decreases as the guest list grows. The average double-sided buffet line can serve approximately 100 guests in 30 to 40 minutes. Thus, you will need to add another line for every 100 guests that register. At some point, there will not be enough space in the room to accommodate both the buffet lines and the aisle space needed to allow sufficient traffic flow.

#### **Plated Meals**

Almost everyone would prefer to be served their food as opposed to getting it themselves. Table service allows for better conversation between guests and maintains consistent serve times for each individual. Perhaps more importantly, it eliminates wait times and the need to meander through a maze of tables and chairs while carrying plates and glasses. Overall, plated meals provide a uniform experience for everyone.

## **Buffets**

There are two primary instances where a buffet is better suited than a served meal. The first is for meals that offer more than two entrée selections. If the planner is unsure about the dietary preferences of their guests, then they may decide to offer three entrees (chicken, beef, and fish for example) to appease everyone. It is a popular format for events like parties, luncheons and pre-game functions. Social events are the best match because there is less focus on the timeliness and consistency of service.

The other instance where buffets work well is with a standing reception or “dinner by the bite” event. With these, the food is presented as a tasting or secondary in scope to the other festivities. Planners can take significantly more risks when choosing menus for these events because guests have plenty of selections to choose from. Just be sure to include appropriate wording on your invites so that attendees do not arrive expecting a full meal.

## **Hybrid Meals**

There are ways to streamline the service pattern for buffets if you want to offer your guests some of the advantages to a served meal. One option is to preset salads and desserts at each place-setting. It decreases the amount of the food that must be transported across the room, and it ensures a consistent start time for the meal since the salads will be ready at the tables. Combine this with a “captain’s call” where the servers notify each table when it is their turn to proceed through the buffet.

Incorporating both of these options will make the buffet experience more efficient for your guests.

As is always the case with event planning, what works for one group may not be the best match for your event. The consideration should always be on the specific needs and preferences of your guests. The decision to serve a plated meal or buffet is yours to choose but don’t base that decision solely on your own assumptions.

*(Retrieved from <https://www.thebalancesmb.com/buffet-vs-plated-meals-what-you-need-to-know-1223500>)*

**6. Study Supplementary 1. Formal Dinner Menus. Discuss in pairs what menus are suitable for Plated Meals or Buffet Serving**

**7. Work in two groups. One group represents some European country, another group works on behalf of some Asian country. Work out a set of rules of dining at an official banquet. Analyze if there are any differences.**



## UNIT 3. THE ROLE OF FOOD IN DIPLOMACY

**1. Study the article “The Role of Food in Diplomacy: Communicating and “Winning Hearts and Minds” Through Food” (Supplementary 4).**

**2. Put the headings into the correct order:**

- a. Culinary and gastro diplomacy
- b. Soft power and public diplomacy
- c. Gastro Nationalism – Communicating Identity through Food
- d. “Food Wars” and the Use of Food as a Means of Diplomatic Communication
- e. Food in the History of Diplomacy

**2. Points for Discussion. Do you agree with the following quotes from the article or not?**

“Dining is the soul of diplomacy.”

*Lord Palmerston (Prime Minister of the United Kingdom 1859-1865)*

“Food as a part of what is referred to as ‘soft-power’ or a public diplomacy tool has been recognized in the diplomatic practices of different countries since ancient times.”

*Zhang, 2015: 570*

“Gastro diplomacy is the act of winning hearts and minds through stomachs.”

*Paul Rockower 2012: 235*

“Food is a system of communication, a body of images, a protocol of usages, situations and behavior.”

*Roland Barthes 2008: 29*

“The importance of shared meals “laid in the fact that those who shared in food and drinks, also shared in thought and diplomatic conduct.”

*Constantinou, 1996: 130*

**3. Choose one of these three food aphorisms and comment on it.**

- a. “The destiny of nations depends on the manner in which they are fed.”
- b. “Tell me what kind of food you eat and I will tell you what kind of man you are.”
- c. “The discovery of a new dish confers more happiness on humanity, than the discovery of a new star.” (Brillat-Savarin, 2009: 3)

**4. Answer the questions:**

1. What is the difference between culinary diplomacy and gastro diplomacy?

2. What is the interconnection between food diplomacy and global hunger?
3. What does the concept of soft power mean? What is the opposite of it?
4. What are the components of soft power?
5. What role has the hot dog played in American foreign relations?
6. What can sweet or bitter taste denote at diplomatic receptions?
7. Can food be a weapon? Do “food wars” exist in the modern interstate relations?
8. Why do eating habits matter in the presidential campaign?
9. Why is food significant in nation-branding?
10. Are there any national cuisine programmes or campaigns in the world?

### 5. Match the words to form the collocations

- |   |          |   |             |
|---|----------|---|-------------|
| 1 | culinary | a | nationalism |
| 2 | gastro   | b | wars        |
| 3 | national | c | identity    |
| 4 | soft     | d | power       |
| 5 | food     | e | cuisine     |

### 6. Match the word-combinations and their definitions

- |                       |   |
|-----------------------|---|
| 1. soft power         | a. A form of a food culture exchange, a promotional tool and a way to influence the public at the cultural level.   |
| 2. gastro diplomacy   | b. The ability to project influence to achieve desired outcomes (normally in the field of politics), using means other than military strength and coercion  |
| 3. culinary diplomacy | c. A persistent effort to preserve a claim over specific types of food or drinks, specificity of one nations’ flavours and tastes or culinary experiences, offering them at the same time, under that national etiquette, to the global market. |
| 4. food diplomacy     | d. A concept that relies on marketing and nationalism to create a strong image and to build a good reputation of a country.   |
| 5. nation-branding    | e. This type of public diplomacy is strongly interlinked with the global efforts to reduce world hunger, and it is used as a developmental tool by inter-   |

governmental organisations, civil society organisations as well as states themselves.

6. gastro nationalism

f. It's not only consummation in the sense of tasting food of a specific origin, but also in the 'rituals' or practices of preparation, serving and eating, presenting a kind of performative act.

**7. The Role play (Group activity)**

Imagine that you are diplomats from different countries, getting together at the diplomatic summit. Choose the country and present the national cuisine programme of your country. Listen to your group mates, decide what country you will definitely visit and taste its dishes, explain why. Define the most popular and attractive destination.

<p><i>Armenian cuisine</i>  <b>Dishes:</b> "Hash", "Bozbash", "Dolma", "Pilaf", "Matsun" and others.</p>	<p><i>Italian cuisine</i>  <b>Dishes:</b> "Pizza", "Caprese", "Lasagna", "Pasta", "Risotto", "Ravioli", "Tiramisu" and others.</p>
<p><i>Japanese cuisine</i>  <b>Dishes:</b> "Ramen", "Sushi", "Tyahan", "Tempura", "Yakitori", "Dzoni", "Mochi" and others.</p>	<p><i>Norwegian cuisine</i>  <b>Dishes:</b> "Raspebeller" "Svinestek" , «Smørrebrød», "Gravlaks", "Fiske-suppe" and others.</p>
<p><i>Korean cuisine</i>  <b>Dishes:</b> "Kimchi", "Funchoza", "Hot pot", "Kimchi Ramen" and others.</p>	<p><i>Thai cuisine</i>  <b>Dishes:</b> "Phat Thai", "Tom Jam", "Som Tam", "Jam Nua", "Rotty Pancakes" and others.</p>

## UNIT 4. FORMAL BANQUETTE ATTIRE

### 1. Comment on the quotation, be ready to answer the questions

“Good manners and graciousness pave the way for future favors. Bad manners crumble the road.”

*Terri Guillemets*

1. Do you think good manners still matter in modern society? Yes or no? Why?
2. Are good manners anyhow connected with the social status or education?
3. Give 2-3 examples of good and bad manners.

### 2. Read the text and find out what attires are appropriate for formal banquets

#### What to Wear to a Formal Banquet

*by Blair Foy*

Your fanciest frocks are always the go-to pieces when you are invited to a formal banquet. Often the invitation indicates the level of formal attire - white tie, black tie, creative black tie or black tie optional. An understanding of these style groups helps guide your choice, so you will have an elegant arrival.

#### White Tie

As the highest level of formal dress, white tie attire has the most specific style requirements. Men must wear a tuxedo with a black tail coat and pants with a single satin stripe down the side. Pair a freshly pressed white collared dress shirt with a white tie or bow tie. Black dress socks and shiny black dress shoes are essential. Cuff links should be an opaque mother-of-pearl color. As Crown Prince Frederik did for a formal New Year's Day banquet in 2013, white tie also calls for men to wear white gloves.

For women, white tie requires full-length formal gowns. Choose a dress style that is appropriate for your figure and a dress whose fabric has movement - wearing a frock that is too tight cheapens your look. Add to the elegance by choosing a regal color in a rich jewel tone. For example, pair a deep blue gown with diamond accent jewelry and silver pumps for a sophisticated look.

#### Black Tie

While tuxedos are still a must for black tie, men have the option to add a black vest or cummerbund over their white dress shirt. A black tie or bow tie is appropriate. If wearing cuff links, a black onyx style is required. Although men's options are relatively similar to white tie, black tie guidelines introduce a whole new style for women - the cocktail dress. With a variety of styles and colors, these knee-length dresses add flair to black-tie affairs. While long gowns are still acceptable, cocktail dresses allow women to showcase their footwear. Bring the beauty of springtime blooms to a for-

mal banquet by wearing a lavender dress and floral printed pumps. Accessorize with a necklace featuring beaded blooms for a whimsically demure look.

### **Creative Black Tie**

As the name suggests, creative black tie allows both men and women to pump some color into their formal looks. Still being black tie, men need to wear a tuxedo, but dress shirts, vests, cummerbunds, ties or bow ties can all feature colors. Make color choices carefully for a classy ensemble. If his date is wearing a magenta cocktail dress, a man could accent his black tuxedo with a magenta tie and vest. While full-length gowns and cocktail dresses are still required for women, creative black tie allows unique and trendy style touches. For example, wear a full length strapless red satin gown, black stilettos with rhinestone-embellished straps and matching clutch purse that is encased in glittered fabric.

### **Black Tie Optional**

When attending a formal banquet that is black tie optional, men can break away from a tuxedo and shift to a suit instead. Dress shirts and ties can be either solid colored or patterned. Patent leather dress shoes are still essential. For women, black tie optional allows for the introduction of separates. Classic skirt styles and blouses are appropriate. Cocktail and little black dresses are elegant choices for black tie optional dress guidelines.

*(Retrieved from <https://oureverydaylife.com/wear-formal-banquet-42635.html>)*

### **Useful Vocabulary**

a frock	сюртук; платье; дамское платье; женское платье; монашеское одеяние; рабочая блуза	платье; детское платье; монашеское
formal attire	фрак; длинное вечернее платье; торжественных вечерних приёмов	одежда для торжественных вечерних приёмов
white tie attire	указание в приглашении: мужчинам быть во фраках, а женщинам - в вечерних туалетах	
a tuxedo	смокинг	
a collared dress shirt	рубашка с воротником	
a bow tie	галстук-бабочка	
cuff links	запонки	
an opaque mother-of-pearl color	непрозрачный перламутровый цвет	
a full-length formal gown	длинное вечернее платье; торжественных вечерних приёмов	одежда для торжественных вечерних приёмов
fabric	ткань	
to cheapen your look	удешевить свой внешний вид	
a regal color	царственный цвет	
a rich jewel tone	богатый оттенок	
a vest	жилет	

a cummerbund	камербанд; широкий пояс-шарф
black onyx	черный оникс
cocktail dress	коктейльное платье на выход (короткое нарядное платье; надевается на приёмы, выходы в гости и т.п. во второй половине дня)
whimsically	причудливо, прихотливо
demure	скромный; сдержанный; чопорный; притворно застенчивый
a classy ensemble	элегантный туалет из нескольких предметов, полный костюм; подобранный комплект одежды
stiletto	туфли на высоком каблуке, шпильки
rhinestone-embellished straps	зд. ремешки, украшенные стразами
clutch purse	клатч, сумочка, которую нужно держать в руке или подмышкой

### 3. Practice pronunciation of the words and word-combinations

Ensemble, stiletto, cummerbund, a classy ensemble, black onyx, demure, whimsically, rhinestone, purse

### 4. Match the words and word-combinations with their definitions

- |                           |  |
|---------------------------|--|
| 1. A frock                | a Formal clothes or garments, especially if fine or decorative   |
| 2. cocktail dress         | b Any of various other garments<br>a. a tunic, mantle, or long coat formerly worn by men<br>b. a smock or smock frock<br>c. a girl's or woman's dress<br>d. frock coat |
| 3. Formal attire          | c a dress that is suitable for formal social occasions   |
| 4. A tuxedo               | d a special shirt with a collar, worn by men with a dinner jacket and a bow tie on formal occasions  |
| 5. A bow tie              | e A black or white jacket worn by men for formal social events   |
| 6. A collared dress shirt | f a sleeveless piece of clothing with buttons which people usually   |

wear over a shirt

7. Cuff links **g** a wide piece of cloth worn round the waist as part of a man's evening dress
8. fabric **h** a small necktie tied in a bow knot
9. A cummerbund **i** a pair of linked buttons, used to join the button holes on the cuffs of a shirt
10. A vest **j** cloth or other material produced by weaving together cotton, nylon, wool, silk, or other threads

(Keys: 1b 2c 3a 4e 5h 6d 7i 8j 9g 10f)

**5. Complete the text below using the words below:**

cocktail dresses, black tie, a tuxedo, a black-tie optional event, an elegant arrival

1. When attending a formal banquet that is ..... optional, men can break away from a tuxedo and shift to a suit instead.
2. Men must wear ..... with a freshly pressed white collared dress shirt with a white tie or bow tie.
3. Ladies are allowed to wear dresses in a variety of styles and colors: knee-length dresses, long gowns, .....
4. Classic skirt styles and blouses are appropriate for .....
5. Appropriate attire guarantees not only ....., but also provides comfort when guests are being served the food.

**6. Explain which type of described official attire is used for ...?**

- a. a formal banquet
- b. a wedding
- c. crowning ceremony

**7. Give your own definitions to the words and word-combinations below**

stilettos, attire, a purse, a tuxedo, a cocktail dress, a vest, cuff links

**8. Answer the questions:**

1. What are the most specific style requirements for the highest level of formal dress?
2. What are the most specific style requirements for the black-tie formal dress?

3. How does creative black-tie formal dress differ from black-tie optional attire?
4. What are the basic events to wear creative black-tie dress to?

**9. Work in small groups. Prepare the invitation letters (see Supplementary 2. Writing Letters). Work out a set of rules of dressing for an official banquet. Draw a mind map (as an option) or create a reminder for those who have no previous experience of attending formal banquets. Enclose it to the invitation letter.**



## **SUPPLEMENTARY 1. FORMAL DINNER MENUS**

### **Formal Dinner Menu #1**

Baby Spinach Salad with Strawberries, Caramelized Pecans, Feta Cheese dressed with balsamic vinaigrette with house made cracker bread  
Stuffed Chicken Breast with Apples, Bacon & Goat Cheese  
Yukon Gold & Parsnip Mashers  
Roasted Vegetables Skewers  
Signature Dinner rolls & butter

### **Formal Dinner Menu #2**

Apple Salad with Baby Spinach, goat cheese, toasted pecans & spicy orange vinaigrette  
8 oz Choice Prime Rib with Chipotle Butter accompanied by...  
Charred Corn Relish  
Southwest Scalloped potatoes baked w/ gruyere & parmesan  
Garden Green Beans with Shallots and Toasted Almonds  
Signature Dinner Rolls & Butter

### **Formal Dinner Menu #3**

Baby Greens with Pears, Goat Cheese and Roasted Walnuts dressed in...  
Raspberry Balsamic Vinaigrette  
Blackened Salmon  
Cous Cous  
Roasted Asparagus Spears with Hollandaise  
Signature Dinner Rolls

### **Formal Dinner Menu #4**

Caprese Salad drizzled with Creamy Basil Dressing  
Tenderloin of Beef topped with Garlic Shrimp drizzled with mushroom butter  
Vodka Lemon Fettuccine  
Julienne Vegetables  
Herbed Focaccia & Olive Oil

### **Formal Dinner Menu #5**

Baby Spinach Salad with Mushrooms, Roasted Walnuts & Bleu Cheese  
Dressed in Balsamic Vinaigrette  
Boneless Quail Stuffed with Chicken & Andouille Sausage Mousse  
Carrot Pudding  
Axis Empanada  
Grilled garden vegetables  
Signature Dinner Rolls

### **Formal Dinner Menu #6**

Baby Spinach Salad with Roasted Walnut Dressing & Blue Cheese Crumbles

Prime Rib (Choice Cut)  
Yukon Gold & Parsnip Mashers  
Balsamic Reduction  
Roasted Seasonal Vegetables  
Signature Dinner Rolls & Butter

**Formal Dinner Menu #7**

Mixed Greens with Pears, Goat Cheese & Roasted Walnuts...  
Dressed in Raspberry Vinaigrette  
Smoked Pork Tenderloin  
With Port Cranberry Sauce  
Asparagus & Leek Lasagna  
Roasted Vegetable Medley  
Signature Dinner Rolls & Butter

**Formal Dinner Menu #8**

Caesar Salad with Sun Dried Tomatoes  
Herb crusted Tilapia Stuffed with Shrimp Mousse Accompanied by  
Lemon Beurre Blanc  
Julienned Season Vegetables  
Parsley Spegahntini  
Herbed Foccacia and Olive Oil

**Formal Dinner Menu #9**

Mediterranean Greek Salad  
Choice 6 oz. Beef Tenderloin with  
Marsala Sauce  
Roasted Garden Green Beans  
Yukon Gold & Parsnip Potato Mashers  
2 oz. Lump Crab Cake with Tabasco Butter  
Signature Dinner Rolls

**Beverage Service**

Tea & Water  
Regular & Decaf Coffee

**Desserts**

Mini-Cake assortment:  
(mocha-raspberry, strawberry-cream cheese, & lemon-blueberry)  
Key Lime Pie  
Cherry Dream Parfait  
Peach Cobbler with Whipped Cream  
Strawberry Cheesecake with Chocolate Dipped Strawberries  
Mexican Chocolate Cake

Lemon Angel Trifle with Mango Sauce and Blueberries  
Chocolate Pecan Caramel Tart  
Homemade Pies  
(Min. guest count of 24 for 3 choices, Min. guest count of 16 for 2 choices)  
Peach  
Apple  
Pecan  
New York Style Cheesecake with Cabernet Caramel Sauce  
Kahlua Crepes & Cream  
Chocolate Almond Torte with Raspberry Mascarpone Cheese  
Cappuccino Brownies with Vanilla Bean Ice Cream  
Chocolate Bread Pudding with Cream Anglaise  
Cheesecake with choice of:  
Blueberry Coulis, Strawberry Coulis, or Chocolate Sauce  
Assorted Gourmet Cookies  
Millionaire Brownies  
Cherry Cream Cheese Delight  
Pecan Pie Bars

*(Retrieved from <http://www.delicious-details.com/formal.htm>)*

## SUPPLEMENTARY 2. WRITING LETTERS

wedding hosts — MR. AND MRS. WILLIAM ROLLAND  
invitation request — REQUEST THE HONOUR OF YOUR PRESENCE  
AT THE MARRIAGE OF THEIR DAUGHTER

couple's names — *Julia Christine*  
TO  
*Michael Johnson*

date and time — SATURDAY, THE SIXTH OF JUNE  
TWO THOUSAND AND FIFTEEN  
FIVE O'CLOCK IN THE EVENING

location — SMITHFIELD CENTER  
220 NORTH OAK STREET  
SMITHFIELD, NEW YORK

reception\* — DINNER RECEPTION TO FOLLOW  
rsvp\* — RSVP WWW.JULIA-MICHAEL.COM

\*or provide on  
a separate card

SHOWN: "Madelyn" custom invitations from [formal-invitations.com](http://formal-invitations.com)

(Retrieved from <https://formal-invitations.com/guide/wedding-invitation-wording/>)

### SUPPLEMENTARY 3. USEFUL PHRASES

<b>Personal Opinion</b>	<b>Explanation</b>
I believe,	Due to
I think (that)	Due to the fact that
I suppose,	To tell you the truth,
As far as I know,	To be honest with you
In my opinion,	An important point is
From my point of view,	It is important to note that
It seems to me that	In order to
I guess that	Because of
If I am not mistaken,	Since

<b>The order of events. Structure</b>	<b>Contrast</b>
First of all,	However,
Firstly,	In spite of the fact that
To start with,	Despite the fact that
At the beginning,	But
Secondly,	Although
Then	Unlike
After that	In contrast to
Later	As opposed to
Finally,	Unlike A, B
In conclusion,	In comparison with
In the end,	Compared with
To sum it all up	Except for

<b>Additional Information</b>	<b>Result. Making conclusions</b>
Besides,	So, So far,
However, Moreover, By the way,	That is why, As a result
In the meantime, As you know	As we can see, In short
In fact, Indeed,	This means that
In other words, Above all	It makes sense to
	It seems that

## SUPPLEMENTARY 4.

### “The Role of Food in Diplomacy: Communicating and “Winning Hearts and Minds” Through Food”

“Dining is the soul of diplomacy” – Lord Palmerston  
(*Prime Minister of the United Kingdom 1859-1865*)

**Đana Luša :: Ružica Jakešević**

IZVORNI ZNANSTVENI RAD / DOI: 10.20901/ms.8.16.7 / PRIMLJENO:  
16.08.2017.

**Abstract** Food as an essential ingredient of human existence, has always played an important role in interstate relations and diplomatic practice. It has been used as a medium for projecting influence, communicating one’s culture, identity and messages that express friendship or enmity. Its role is becoming increasingly prominent in the public diplomacy practices of various countries, while academic accounts on gastro diplomacy, food diplomacy or culinary diplomacy within the International Relations (IR) discipline have so far been limited. The aim of this article is to introduce different aspects of this new, developing field of interdisciplinary research to the wider academic community, building on the hypothesis that food is becoming more recognized as an official soft power or public diplomacy tool. The article contains an analysis based on an initial survey conducted among the diplomats accredited in the Republic of Croatia as well as among the students of the Faculty of Political Science, University of Zagreb.

#### **Key words**

public diplomacy, food diplomacy, gastro diplomacy, culinary diplomacy, soft power, communication

#### **Introduction**

Analysing the role of food in Diplomacy or Security Studies is a relative novelty in the discipline of International Relations (IR) at the global level, as well as in Croatian political science, the exception being found in the writings of a few distinguished authors reflecting on their diplomatic careers or focusing on diplomatic protocol and ceremony (Bišćević, 2013; Nick, 1997; Mikolić, 2002). However, “food as a part of what is referred to as ‘soft-power’ or a public diplomacy tool has been recognized in the diplomatic practices of different countries since ancient times” (Zhang, 2015: 570). In Croatia, it was mostly used during the early years of statehood in lobbying and communicating the political message to the outside world, and especially in diplomatic circles to promote the newly established country. While terms such as food diplomacy, gastro diplomacy and culinary diplomacy are very rare in the political and academic discourse in Croatia, there are multiple examples from diplomatic history and contemporary diplomatic practice, which provide us with enough incen-

tives for assessing the role food can play in interstate relations, public diplomacy, diplomatic communication and political communication in general.<sup>1</sup> According to Costas Constantinou “if we are to understand gastronomy simply as a natural or personal activity, or only as a socialising device, we run the risk of leaving unexamined the political implications of it” (1996: 126).

Therefore, the aim of this article is to introduce different aspects of this new developing field of interdisciplinary research to the wider academic community, as well as to provide the basis for initiating empirical research of this topic in Croatia. It encompasses an analysis of several historical and recent examples of the use of food in interstate relations, the results of a preliminary study of the role of food in diplomatic activities in Croatia, as well as of the public perception of gastro diplomacy as a public diplomacy tool. We build our arguments on the hypothesis that food is becoming more recognized as an official soft power and public diplomacy tool, presenting a means of communication (intended or unintended) in diplomacy and of strengthening national identity.

### **Definition of Key Concepts**

There are several terms, which will be explained in this article, in order to highlight various roles that food can play in different forms of interaction and communication associated with formal and informal diplomatic activities. Despite the “multiplication” of concepts, some authors imply that one needs to be cautious when designating a particular activity as a new form of diplomacy – including all types of diplomacy involving food – since these only represent various tools at the disposal “of broader diplomatic strategies” (Riordan, 2017: 1). However, the power of food has been recognized by an increasing number of countries, while several of them are described as great, gastro diplomacy nations - Japan, Thailand, the Nordic countries (Denmark, Norway, Sweden), Malaysia, Peru, South Korea, Taiwan and Australia (USC CPD, 2015).

**Soft power and public diplomacy** The most appropriate theoretical concept for explaining the connection between food, politics and diplomacy is the concept of soft power, which is attributed to influential IR theorist, Joseph Nye (1990). As an analytical tool, the concept of soft power serves as the antipode to the widely present concept of hard power, based on military capabilities and coercion, which dominate the Realist theory of International Relations. Soft power is usually described as the ability to project influence to achieve desired outcomes (normally in the field of politics), using means other than military strength and coercion. The concept has gained prominence in the post-Cold War period, when Nye (1990: 164-166) argued that the nature of power and security in world politics has changed, whereby the central question for the great powers (but not just for them) is how to achieve influence in a complex international political environment which is increasingly interdependent. His answer lies in the following explanation:

*If a state can make its power seem legitimate in the eyes of others, it will encounter less resistance to its wishes. If its culture and ideology are attractive, others will*

*more willingly follow. If it can establish international norms consistent with its society, it is less likely to have to change. If it can support institutions that make other states wish to channel or limit their activities in ways the dominant state prefers, it may be spared the costly exercise of coercive or hard power.* (Nye, 1990: 167)

The revival of the concept happened in the post-September 11, 2001 world, and has gained additional prominence after Nye's book *Soft Power: The Means to Success in World Politics* was released in 2004. In other words, the soft power concept encompasses a plethora of mainly non-tangible factors, instruments and means, such as attractiveness, influence, image or ideology, whose final aim is the creation of the capability of appeal, attraction, and non-military persuasion. It is often described as "winning the hearts and minds" (ASEF, 2016: 70) of a targeted population to make them understand, support, and follow one's policies, goals, cultural traditions or way of life. In our case, the connection between public diplomacy and food can best be described by using the words of Paul Rockower, who states that "gastro diplomacy is the act of winning hearts and minds through stomachs." (2012: 235)

Public diplomacy and soft power are strongly interlinked. Components of soft power, such as "culture, values and policies" (Nye, 2008: 94), serve as tools within the practice of public diplomacy, through which a country communicates messages to a specific or general population in order to achieve desired outcomes. On the other hand, this connection between the two is also described the other way around, whereby public diplomacy is considered to be "one of soft power's key instruments" (Melissen, 2005: 4). The crucial moment in this case is the power of creating attractiveness, which then serves as an incentive to other actors, either to create stronger ties with certain actors or to absorb its values, ideologies or even lifestyle. Here, national cuisine can present a strong medium for the purposes of public diplomacy. However, academic accounts of the role of food in public diplomacy can still be considered rare – for example, the Routledge Handbook of Public Diplomacy (Snow and Taylor, 2009), which encompasses a set of 29 chapters, does not provide any analyses of food as a possible instrument in the wider diplomatic practice, in the manner this article aims to provide.

**Culinary and gastro diplomacy.** Culinary diplomacy is a distinctive form of communication through food, and is occasionally used as a synonym for gastro diplomacy, although some authors make a distinction between the two concepts. In terms of activities, it can encompass not only consummation in the sense of tasting food of a specific origin, but also in the 'rituals' or practices of preparation, serving and eating, presenting a kind of performative act.

Another definition is that offered by Sam Chapple-Sokol, who defines culinary diplomacy as the "use of food or a cuisine as a tool to create a cross-cultural understanding in the hopes of improving interactions and cooperation." (Chapple-Sokol, 2013: 161)

As previously noted, although often used by some authors as a synonym for gastro diplomacy (Spence, 2016), others such as Paul Rockower (2012) distinguish between the two terms. This distinction is best explained through the lens of the targeted audience or the level of actors involved in communication. In the case of culinary diplomacy, the scope of the audience is narrower and involves the official and formal



diplomatic government-to-government communication; while, on the other hand, gastro diplomacy is intended to encompass a wider range of ‘users’ and aims to deliver a specific message to the larger populations of other countries through food (Zhang, 2015: 569). According to Rockower “gastro diplomacy is to culinary diplomacy what public diplomacy is to diplomacy. It is the act of winning hearts and minds through stomachs” (2012: 235-237), a form of a food culture exchange, a promotional tool and a way to influence the public at the cultural level. It is a tool for mutual understanding.

Another related term, yet different in scope, is food diplomacy. This type of public diplomacy is strongly interlinked with the global efforts to reduce world hunger, and it is used as a developmental tool by intergovernmental organisations, civil society organisations as well as states themselves. Its primary and most direct objects are the recipients of food aid in parts of the world affected by conflicts, poverty and resource scarcity, as well as natural and man-made disasters. It can serve as a medium for sending political messages to designated populations, but also to the wider global community.

Consequently, food diplomacy in its most common form of food aid has been used by many states as a very tangible symbol, which helps in the creation of a positive image in the international community. A positive image contributes to attractiveness, which is one of the central features of soft power. This term seems more technical and ‘tangible’ than the two previously defined concepts, yet at the same time, it is also much narrower. It is defined as “using food aid as a tool of public outreach to reduce global hunger [which is] a developmental tool as well as diplomatic tool” (Chapple-Sokol, 2013: 162).

In the following sections, we present the results of the initial research on the use of gastro diplomacy by diplomats in Croatia as well as the perception of the issue by the students of the Faculty of Political Science of the University of Zagreb. Various examples of the role of food in the history of diplomacy, its manifestation as a tool in public diplomacy that strengthens national identity and creates national brands are also elaborated. The use of food as a form of communication is particularly reflected upon. According to Roland Barthes (2008: 29) “food is a system of communication, a body of images, a protocol of usages, situations and behaviour.”

### **Food in the History of Diplomacy**

There has always been a strong connection between food and diplomacy. For more than 12,000 years humans have been sharing food (Spence, 2016: 1). To put it more generally, “there has never been a great event, not even conspiracies, which was not conceived, worked out and organised over a meal” (Steel, 2008: 220). Social entertainment has been considered as a necessary tool of diplomacy, which is seen “from the habit of ambassadors always to take their own cook to avoid or instigate poisoning.” (Constantinou, 1996: 125) Jean Anthelme Brillat-Savarin, a French lawyer, politician and deputy to the National Constituent Assembly, mostly famous as a French gastronome, in his book *The Physiology of Taste* presented several aphorisms

that demonstrate the importance of food in everyday life, as well as in the political sphere:

*“The destiny of nations depends on the manner in which they are fed”; “Tell me what kind of food you eat and I will tell you what kind of man you are”; “The discovery of a new dish confers more happiness on humanity, than the discovery of a new star.”* (Brillat-Savarin, 2009: 3)

During Archaic Greece (630-480 B.C.), the Greeks especially enjoyed the symposium as an ideal form of entertainment and drinking, which followed the main meal, and was reserved for men. After the Macedonian conquest in the 4th century B.C., the symposium became “a little bit more” complex and meaningful. Alexander the Great “spread Greek culture throughout his empire, stretching from the Adriatic in the west to the Ganges in the east.” (Weiss Adamson and Segan, 2008: 7-17) The welcoming of foreign ambassadors involved a gastronomic practice, as well as the welcoming return of one’s own ambassadors.

After the end of their mission, Athenian ambassadors were always given an invitation to a public dinner. Namely, the importance of shared meals “laid in the fact that those who shared in food and drinks, also shared in thought and diplomatic conduct.” (Constantinou, 1996: 130) Even the first *corps diplomatique* was established because of this practice of sharing common meals among ambassadors. The Greeks “managed to achieve most worthy of gastronomic ideals: good taste without excess, attention to health, balance and moderation – a culinary culture as well conceived as their political forms” (Albala, 2011: 17).

They were accepted as the ideal roots of Western civilisation.

At the earliest ages, societies were built upon systems of food production and distribution, with food serving as a medium of payment. After the emergence of different civilisations “food helped to connect them together.” (Standage, 2009: 13) Even the New World was discovered because of the Europeans’ strive to overcome Arab merchants’ spice monopoly and create new food-trade routes. The appeal of spices gave Alexandrian and later Roman sailors an incentive to access the India’s west coast by-passing Arabia and leading to Europe. It resulted with the mightiest empires in Eurasia being connected by trade routes. The Muslim world provided “a fertile environment in which trade could prosper” (*Ibid.*: 76-80) with some 80 % of trade with the East in the 15th century being in its hands. This resulted with Europeans trying to find alternative routes to the East. And what is most important – spices (food) helped “for Columbus to go westward, de Gama eastwards, to establish new sea routes” and “inspired the first circumnavigation of the earth” (*Ibid.*: 96). However, as spices became more affordable in the 17th century, they ceased to be an important tool in the diplomacy of that time.

The control of food supplies was often used as an effective weapon in wars. This is illustrated by Publius Flavius Vegetius Renatus (Milner, 1996: xxvi), who noted that “armies are more often destroyed by starvation than battles, and hunger is more savage than the sword”. Food supplies and logistics played a crucial role in the conquests of Alexander the Great, during the Second Punic War between Rome and Carthage, and then in the American Revolutionary War, as well as in a series of Napoleon’s

victories. After the battle in Austerlitz, Napoleon concluded that “an army marches on its stomach” (Standage, 2009: 144).

Gastro diplomacy is mostly connected with the emergence of modern diplomacy rooted in Cardinal Richelieu’s creation of the new system of permanent embassies. Louis XIV, or the Sun King, used ceremony to show his power, as well as to distance himself from the people. Everything became ceremonial from the time the king woke up until he went to bed. Culinary extravagance was especially characteristic for the French monarch, with 324 people employed in the kitchens of Versailles (Lair, 2011: 146). Utilising ceremony made the French court extremely influential among the European courts. The Ancient Regime had access to “haute cuisine”, extravagance and the best chefs, who opened their own restaurants following the French Revolution, to serve the new elite of the 19th century – the bourgeoisie. Aside from being the centre of politics and culture, Paris soon became the gastronomic capital of Europe.

An interesting example of gastro diplomacy comes from the Ottoman envoy to the king of France in the 18th century, whose numerous kitchen staff even included a person who made Turkish coffee (Constantinou, 1996: 125). Gastronomy was also very significant in the diplomatic communication between the Ottoman Empire and the Europeans.

Besides this importance, other gastronomical differences played their role in exposing the elites of the two countries to one another’s culture. The Ottomans, used to small and private meals without dining rooms, with women eating separately, eating in silence and not using napkins, forks or knives, were shocked by European practices. This marked “gastronomic exoticism of Eastern versus Western eating habits.” (*Ibid.*: 137)

The impact of the French Revolution brought forth the end of absolutist regimes in Western Europe, which reflected in the monarchs no longer claiming superiority to “everything and everyone as God’s representatives on earth” (De Vooght, 2011: 171). Unlike in the seventeenth and eighteenth centuries, when a group of courtiers were assembled around the absolute monarch, the 19th century court dinners convened all sorts of people on an almost daily basis. This shows food helping kings and queens seem more ordinary (*Ibid.*).

A diplomat always wants to impress a guest with food from his or her country, but also shows respect by serving food from the guest’s home country. For example, the hot dog has played a role in American foreign relations since June 1939, and a picnic organised by President Franklin D. Roosevelt for the king and queen of England. One of the main topics was American support for England in the forthcoming war. However, The New York Times shared the story on the front page with the title “King tries hot dog and asks for more” (Barry, 2009). This shows how important food is in diplomacy. It was ascertained that the king enjoyed a favourite American snack and even drank some beer, sending a message of friendship and understanding (*Ibid.*).

In the 20th century food took on a role “as an ideological weapon during the Cold War” (Standage, 2009: 156). The most known example of food being used as a weapon against the Communists, occurred during the Berlin blockade (from June 1948 to September 1949), when the Soviets blocked access to West Berlin by road,

rail and canals. The Allies reacted by organising the Berlin Airlift to carry supplies to the people in West Berlin. A similar use of food was also demonstrated on a poster from 1949 created by the United States to bring attention to the Airlift, in which a girl is holding up a glass of milk, with more floating from an aircraft. The headline stated “Milk... new weapon of democracy” (*Ibid.*).

The next example dates from the fall of 1959, when the Soviet Premier, Nikita Khrushchev, tasted his first American hot dog during a visit to the United States, after supposedly “the first bite had to wait until security agents waved a Geiger counter over the food.” (Barry, 2009) Asked to comment on the hot dog he stated: “Ok, excellent, wonderful, but added that it wasn’t enough.” (WNYC.org, 2014) This shows the Cold War being fought on the “food front”. The role of food in diplomacy is also registered in a letter by President Park Chung Hee of South Korea, telling President Lyndon Johnson that his soldiers fighting in Vietnam were miserable because of a shortage of kimchi, a traditional Korean national dish (Sang-Hun, 2008). After the Americans financed the delivery of kimchi, William Bundy, Assistant Secretary of State, supposedly concluded that the “Vietcong would never be able to hold the Koreans once kimchi arrived” (*Ibid.*). Sometimes state visits can be arranged around informal meals, which further diplomatic intimacy and “results in more positive social interactions between those who dine together.” (Spence, 2016: 2). For example, in 2001 President George W. Bush invited Russian President Vladimir Putin to his ranch in Texas to discuss the situation in Afghanistan, as well as the Anti-Missile Treaty. On that occasion, a barbecue dinner was organised (Sanger, 2001). Chinese President Jiang Zemin was also received at Bush’s ranch in Crawford, during his last visit to the United States, with barbecue serving as a message of more friendly relations. As home hospitality was previously granted to President Putin, Prime Minister Tony Blair and Crown Prince Abdullah of Saudi Arabia, it was concluded that “Mr. Jiang is receiving the highest level of reception.” (Eckholm, 2002) The nature of food served at diplomatic receptions and summits is very important for decision-making. For example, the sweet taste influences a friendlier attitude, while the bitter taste enhances hostility (Sagioglou and Greitemayer, 2014: 1589-1597). According to the former French Prime minister Jean-Pierre Raffarin, “the table is the place where power has influence, where tensions are eased and where relations are built.” (cf. Watfa and Pallister, 2017) The next section discusses the role of “food wars”, manifested as embargoes and coercion in interstate relations, as well as their use as a political communication tool in intrastate relations.

### **‘Food Wars’ and the Use of Food as a Means of Diplomatic Communication**

The political dimension of food has so far rarely been mentioned in IR analyses, although it is a very potent source of power. As a matter of fact, it can be said that food is a deeply political category. One of the many purposes and functions of food is the one which is linked to interstate relations. Due to its vital role in the survival of the very base of any society – the population itself – food can serve as a very powerful tool of influence on certain actors’ behaviour. In this context, it can be used as one el-

ement of coercive diplomacy, whereby embargoes (among other measures) are applied prior to the use of hard power, in order to alter intentions, plans and policies or prevent actions by different actors. The application of embargoes and blockades (the most recent example being Qatar)<sup>3</sup>, food programs and politicisation (or even securitisation) of food shows that besides its predominant association with soft power and public diplomacy, it can serve as a means of hard power as well (Reynolds, 2010). In diplomatic discourse and practice, food can represent a means of communication, since according to Zhang, “food and its symbolic representation can be used to communicate ideas, values, identities, and attitudes.” (2015: 568) Not only can it be used, but it has been used constantly in interstate communication, formal and informal encounters between political leaders, in building national image or in peace-building.

The fact that ‘belonging’ is very important when it comes to the role of food in shaping national identity is exemplified in numerous instances of the so-called “food wars”: Israeli/Lebanese over hummus (Ariel, 2012), Israeli/Palestinian over falafel (Raviv, 2003), or Greek/Turkish over baklava (Bardenstein, 2010; Georges, 1984). Just how important is it to legally protect authenticity on the European market is emphasised by EU legislation allowing member states to protect their traditional products in line with one of three categories: “Protected Designation of Origin (PDO)”, “Protected Geographical Indication (PGI)” and 3 In June 2017 Saudi Arabia, Bahrain, Egypt and United Arab Emirates, followed by a number of other countries, cut off their diplomatic and trade ties with Qatar, thus protesting against its relations with Iran and accusing the country of supporting terrorism.

One of the consequences of Saudi Arabia closing its borders with Qatar was the reduction in food supplies, whereby food (in)security gained prominence as one of the most direct consequences of the political crisis felt by Qatari citizens (BBC, 2017). “Traditional Specialty Guaranteed (TSG)” (European Commission, 2017). To obtain a protection label for their products under one of the mentioned categories, EU member states also engage in ‘food wars’. Besides the mentioned examples that are very well known globally, several disputes between Croatia and some neighbouring countries (Italy and Slovenia) should also be noted, regarding the use of labels for certain types of food or drink, occurring during the EU accession process. These include Croatian-Slovenian disputes over the “Kranjska kobasica” sausage (Carniolan sausage) or the “Teran” wine, which have caused frictions in interstate relations, while economic, but also identity issues were highlighted by both sides (Šišović, 2017).

The use of food in interstate relations can take many forms, formal or less formal, whose outcome might yield intended, but also unintended consequences. Food can thus become a medium for sending political messages and usually involves a lot of symbolism, which is supposed to reflect the very nature of the intended message, but also the image of the country. Yet, a sweet thing like chocolate recently managed to make bilateral relations between Croatia and Serbia, as well as Slovenia, taste bitter. In early December 2016 Croatian President Kolinda Grabar-Kitarović visited Dubrovnik on the occasion of Dubrovnik Defenders’ Day. Besides participating in the formal celebrations and meetings, the president also dedicated some time in her

protocol for visiting local children, to whom she gave presents. When the presents were opened, it was discovered that among a variety of candies, there was also one chocolate bar produced by Pionir, a Serbian company. Some parents expressed their discontent, setting off a series of reactions, some of which caused tensions in inter-state relations.

The Croatian President apologised for giving the children non-Croatian chocolate, and promised to “apologise to parents and send them Croatian products instead” (Hina, Jutarnji.hr, 2016). As one can imagine, this apology was deemed as a bad move by many domestically, but also in the Serbian public and among Serbian officials. This “Chocolate affair” revealed how food has the power of sending unintended, unwanted messages both to domestic, as well as the international audience, and thus can cause friction in inter-state relations.

By the end of the same month, another “Chocolate affair”, but this time in Croatian-Slovenian relations occurred. As it was ‘the most festive time of the year’, the Croatian embassy in Ljubljana decided to send a convenient gift to the employees of the Slovenian Ministry of foreign affairs – a box of chocolates labeled ‘Greetings from Croatia’, produced by the Croatian company Kraš, and widely present on the Croatian market. What does the box look like? It’s a blue square-shaped box containing a relief map of Croatia.

Why is the appearance of the package important? Because Slovenian officials deemed it a provocation, since the map included part of the Adriatic Sea (Piran Bay), which, at that time had been (and still is) a subject of a bilateral border dispute between two countries.

The gift was returned to the Croatian embassy in bags which had a printed sign ‘I feel sLOVEnia’ (Pavlić, 2016). Both cases were widely considered as pieces of unsuccessful communication, provoking interstate tensions, which could have caused serious economic consequences as well. They are also far from being lone examples. Except from its use in interstate communication, food also represents a very common tool in intrastate political communication and campaigns (Spence, 2016). During election campaigns politicians are judged on a daily basis, which includes their eating habits.

UKIP’s4 leader Nigel Farage is a great example, drinking (mostly a pint of beer) during the Brexit campaign in the UK to present himself as normal and ordinary and to connect with the common man (Stanley, 2015 in Spence, 2016). Charles Spence even raised a question whether this kind of campaigning – using alcohol to convey a message – points to a new form of diplomacy: an “alco-diplomacy” (2016: 6). Donald Trump has also often taken the opportunity to win votes by eating fast food. However, he was criticised “for eating everyman’s food on board of a private jet” (Zaru, 2016).

The following section discusses gastro nationalism, national identity, and branding, which have been developed by countries in their campaigns to familiarise the wider international audience with their national cuisine.

## Gastro Nationalism – Communicating Identity Through Food

In the era of globalisation, the line between national and international, local and global, domestic and foreign is increasingly blurred. The growing intensity of different forms of communication and cultural exchange, the flow of people and goods create a state of complex interconnectedness between numerous subjects in the international environment. In such circumstances, issues of national identity and belonging appear as categories that are hard to preserve and protect from various influences and transformation.

As one component of national identity, culinary identity and tradition, local foods and national dishes are also exposed to the influence of such global trends, whereby the need for their protection seems ever more important. Although not exclusively connected to globalisation, the phenomenon of gastro nationalism appears as a persistent effort to preserve a claim over specific types of food or drinks, specificity of one nations' flavours and tastes or culinary experiences, offering them at the same time, under that national etiquette, to the global market. In other words, according to the findings of Atsuko Ichijo and Ronald Ranta, food is often regarded as 'national', thus bearing clear political connotations, while at the same time "the relationship between food and national identity has not been systematically addressed" (Ichijo and Ranta, 2016: 1). According to Chapple-Sokol gastro nationalism serves a nation "to invoke the power of its cuisine as the tool of the national brand, so when foreigners take a bite of food, they recognise its belonging to the country of origins, and strengthen their association with that country" (2013: 170).

Therefore, efforts by different countries to attach a "national etiquette" to a certain type of food (or drink), the technique of preparing and serving food is closely connected to what is increasingly recognized as "food nationalism". With time, nations have become very innovative in promoting their food.

Most modern states defined their national cuisines simultaneously with the birth of movements for independence. Often, they just highlighted something that already existed, but some states engaged themselves in creating national cuisines from fragments (Higman, 2012: 163). Once a national cuisine is established, a country can use it as a nation's brand. Nation-branding is a concept that "relies on marketing and nationalism to create a strong image and to build a good reputation of a country." (Anholt, 2007 cf. Chapple-Sokol, 2013: 169)

The French saw the globalisation process as an assault to their culture, with strong support from the state, which searched to regulate food production and distribution, as well as to monitor authenticity and quality. They achieved a great success with the "gastronomic meal of the French" winning a place on UNESCO's list of world-class Intangible Cultural Heritage (Higman, 2012: 172). President Nicolas Sarkozy started the bid by saying: "We have the best gastronomy in the world – at least from our point of view." (Sciolino, 2008) Their aim was the "global promotion and protection of the finest cultural expressions around the world" (Ibid.). This incentive was to protect "a great source of national pride" (Ibid.), which is very much active also in light of recent immigration waves to Europe. From the perspective of the Republic of

Croatia, one important moment in recognising its culinary identity, which is by virtue of geography shared among several countries,<sup>5</sup> happened when UNESCO inscribed the ‘Mediterranean diet’ on its Representative List of the Intangible Cultural Heritage of Humanity in 2013. Describing the Mediterranean diet as a “set of skills, knowledge, rituals, symbols and traditions (...)” UNESCO concluded that “eating together is the foundation of the cultural identity and continuity of communities throughout the Mediterranean (...) and a moment of social exchange and communication, an affirmation and renewal of family, group or community identity” (UNESCO, 2013).

Several countries have started programs to promote their national cuisines and Japan has launched a global sushi campaign, South Korea promoted kimchi, Taiwan developed a Gourmet Taiwan plan, Peru launched a Cocina Peruana campaign, the Malaysian government launched the Malaysia Kitchen for the World campaign, the Singapore government created Singapore Encore, the US government has established the Diplomatic Culinary Partnership Initiative, and China started a Chinese food festival at UN headquarters (for more see Zhang, 2015: 569).

The concept of a distinctive Japanese national cuisine or “Washoku” (traditional Japanese cuisine that highlights the ingredients, preparation and a way of eating) was invented “in response to the increasing influence of foreign cuisines” (Qian Ng, 2015) in 19th century. The reason for this later date is the fact that Japan was more “a borrower than an originator in the culinary field” (*Ibid.*). The development of Japanese cuisine involved “the trinity of cooking styles” (*Ibid.*) dependent on Chinese, Western and Japanese models.

With the naturalization of new additions to their cuisine, they managed to preserve the notion of a national cuisine. In 2013 “Washoku was recognized by UNESCO as an UN intangible cultural heritage asset” (*Ibid.*).

Because of the strong influence by its neighbours, Thailand’s government started the “Global Thai program” (Qian Ng, 2015). The aim of the campaign was “not only to introduce delicious spicy Thai food to thousands of new tummies, open new restaurants and persuade more people to visit Thailand, but also to help deepen relations with other countries” (The Economist, 2002). The second program, labeled “Thailand: Kitchen of the World”, attempted to educate the audience on the history of Thai cuisine. All these efforts present a “multilayered nation-branding” (Rockower, 2012: 238).

Inspired by Thailand’s program, the Korean government announced its own campaign called “Korean Cuisine to the World” in 2009, with the aim of “making Korean food one of the five most popular ethnic cuisines in the world” (Chapple-Sokol, 2013: 175). It included increasing the number of Korean restaurants worldwide, as well as cooking programs at international cooking schools and the standardisation of Korean cooking methods. The former first lady Kim Yoon-ok has been actively engaged in raising global awareness on Korean cuisine. According to Kim Yoon-ok “Cuisine not only reflects the level of culture of a nation, but also represents its brand value”, which makes the globalisation of Korean food a “crucial job for the government” (Yoon-ok, 2010 cf. Hyun-kyung, 2010).



Thus, the more attention attributed to a country's cuisine, the stronger the understanding of its culture. According to Rockower, the maxim for countries conducting gastro diplomacy is "To taste is to love us" (2012: 247).

### **Research Framework**

In order to find out whether food is recognized as a soft power tool in everyday diplomatic practice, we conducted a preliminary quantitative research based on two e-questionnaires: one among diplomats accredited to the Republic of Croatia and the other among students of the Faculty of Political Science of the University of Zagreb. Since this was an initial research on gastro diplomacy as the developing field of diplomacy, we used the e-questionnaires to reach as many respondents as possible, and subsequent data, in two selected groups.

Although this preliminary research is very narrow in terms of respondents included and questions being asked, the responses we received gave us enough input to be able to make some conclusions regarding different uses of food in diplomatic practice, as well as an incentive for future, more comprehensive research focused on different gastro diplomacy strategies. We used a combination of open-ended questions, which "allowed the respondents to express an opinion" and close-ended questions, "which although limiting the respondents to a set of alternatives being offered, helped us receive initial information needed to evaluate different forms of using food in public diplomacy" (Foddy, 1993: 127). According to Vesna Lamza Posavec (2011: 17-39), open-ended questions are particularly useful as the additional explanation to the closed-ended questions and in this preliminary type of research when one does not possess enough knowledge on the subject matter.

#### **E-questionnaire with diplomatic personnel accredited in Croatia**

The first e-questionnaire was composed of 13 closed-ended and 8 open-ended questions. Open-ended questions mostly offered single choices, except one regarding the person(s) in charge of food policy in a particular embassy. The combination of open and closed-ended questions enabled us to find out, first, whether diplomatic missions in Croatia use food as a soft power tool; second, how it is used in everyday diplomatic practice; and third, whether gastro diplomacy presents an integral part of their public diplomacy.

In conducting this survey, we decided to use the network already established through the cooperation of academic community (Faculty of Political Science, Zagreb) and embassies accredited to Zagreb. This cooperation enables students attending courses related to diplomacy to visit various embassies throughout semester and find out more on diplomatic practice via lectures, presentations and roundtables, but it also extends to the visits and lectures of ambassadors at the Faculty. The network provided us with the two relevant groups of respondents: diplomatic and student communities.

The first questionnaire was distributed by email containing a direct link to the on-line form in the period between 1 June and 1 August 2017 among 25 diplomatic missions (out of approximately 120 diplomatic missions based in Croatia or covering Croatia from third countries), which resulted in 15 responses received (Belgium, Bosnia and Herzegovina, Brazil (two responses), Bulgaria, Canada (two responses), Japan, Spain, Slovenia, Turkey (two responses), the US, United Kingdom (two responses)). This part of the survey encompassed a non-probabilistic intended sample, which was the most appropriate considering the type and goals of the research.

### **E-questionnaire among students of the Faculty of Political Science**

After receiving input from diplomats accredited to Croatia, we conducted the second phase of the preliminary research, building on the findings of the first phase. For that purpose, we used a Google online questionnaire as the main data collection tool, which was distributed to three generations of students who attended the course of Contemporary Diplomacy (academic years 2014/2015, 2015/2016 and 2016/2017, a total of 308 students) and to one generation of students who attended the course History of Diplomacy (academic year 2016/2017, a total of 48 students). The questionnaire was composed of 25 questions out of which seven were open-ended and was distributed in the period between 3 and 15 November 2017 through the e-learning platform (Merlin) and the intranet of the Faculty of Political Science. Again, the probabilistic occasional sample was used, resulting with 95 responses. The aim of this part of the research was to detect the familiarity of students with the terms used in the context of gastro diplomacy, perception of certain countries based on food experiences, the role of food as a public diplomacy tool and means of communication, as well as the extent to which food is used by Croatia as a public diplomacy tool. In both cases, the level of anonymity was guaranteed to the respondents. In the case of diplomatic missions, respondents could be identified with specific country, but not personally. Within the student sample, researchers were familiar only with the groups of students which were encompassed without any specific references to their individual identities.

### **Research Findings – The Use of Food in Diplomatic Practice**

Among the surveyed diplomatic representatives, 13 respondents find food to be important for the diplomacy of their country, while all of them use food as a tool of promotion. However, 11 respondents recognise they do not implement a gastro diplomacy strategy on a daily basis, with just 4 embassies receiving instructions from their ministries of foreign affairs regarding gastro diplomacy. The lack of a consistent gastro diplomacy strategy is also evident, with more than half of respondents (8) believing their country is not investing enough in it. Only 6 embassies serve food at every single event they organise, with the ambassador being the person in charge of the food choices (12), followed by diplomatic staff (3). The majority of embassies (9) mainly serve food from their own country (i.e. *feijoada*, *Pao de queijo*, *coxinha*, *pot-*

*ica, baklava, sushi, fish and chips, curry, etc.*). Regarding the questions addressing the different uses of gastro diplomacy, we detected that 6 respondents consider food something that can play a role in reconciliation in international relations, while only one respondent thinks it can serve as means of radicalisation.

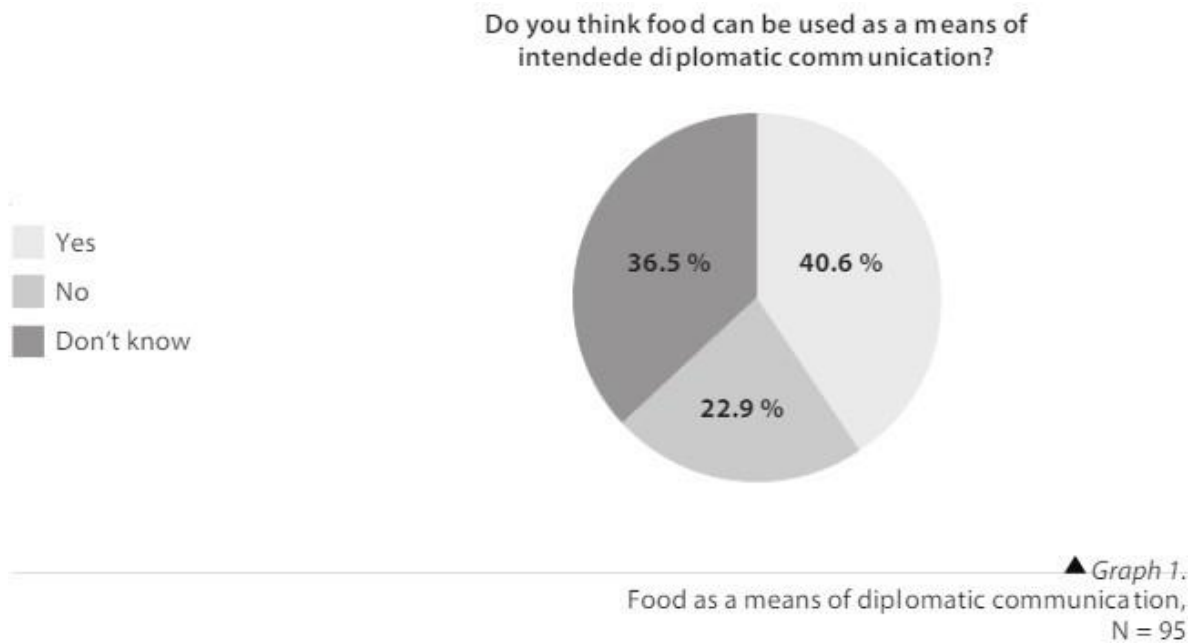
These results indicate a strong role for food in the public diplomacy practices of embassies accredited to the Republic of Croatia, however, a comprehensive gastro diplomacy strategic planning directed from the government is missing. Furthermore, embassies are using their national food and cuisine to promote their country and to communicate basic ideas they want their target audience to remember.

The first open-ended question in the second questionnaire was supposed to detect whether students are familiar with the term gastro diplomacy. In their responses they define it as: the diplomacy of food, spreading the national culture through national cuisine, foreign relations based on cuisine, a type of cultural and public diplomacy for a country's promotion by using national specialties and autochthonous dishes, as well as different techniques of their preparation, international cooperation at the table, using food to achieve certain national goals, a foreign policy instrument, sending message through food, diplomacy through stomachs, the promotion of national identity and cultural exchange with political motives. Another set of questions was aimed at detecting whether food influenced respondents' perception of a certain country, whereby 71 responded positively, while the consummation of a certain food managed to change one's already formed perception of a particular country among 43 respondents (29 for better, 14 for worse).

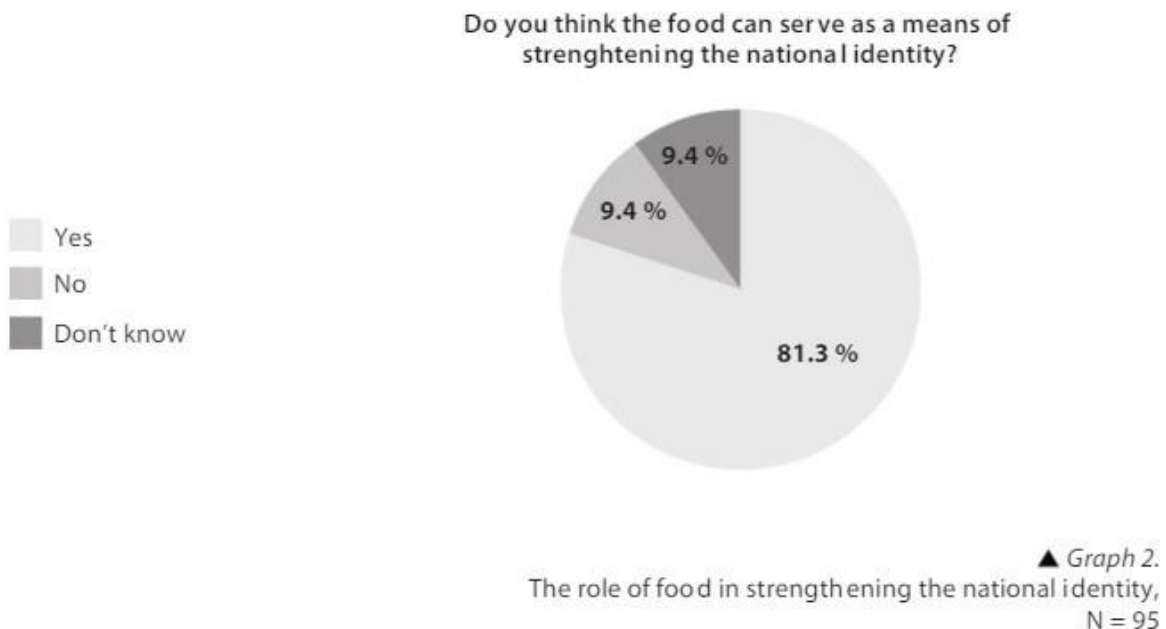
Additionally, the consummation of a certain food encouraged 36 respondents to consider visiting a country of its origin, 19 were encouraged to learn more about the country, 11 to share information about the country with other people, while 16 were motivated to buy other products originating from that country. Italy is overwhelmingly recognized as a country using gastro diplomacy as a public diplomacy tool (59), while other countries such as Mexico (8), China (5), Japan (5), France (4) and India (4) are recognized as such to a far less extent. Similarly, Italy (49), China (15), Mexico (10), Japan (7), Thailand (5) and India (5) are perceived as countries which use food as a soft power tool.

In the next part of the questionnaire, we wanted to find out what kind of role students attribute to food as a public diplomacy tool: to what extent do they perceive it as a means of communication (sending intended or unintended messages), and to what extent as a means of strengthening the national identity. Among the received responses, 39 think that food can be used as a means of intended diplomatic communication (Graph 1). Particularly interesting are answers regarding the messages which Croatia could transmit through gastro diplomacy: an inviting, cooperative, friendly, eco-friendly and touristic country with rich historic heritage. On the other hand, in terms of potential negative outcomes of unintended messages that can be sent through food, 38.5 % of respondents think that food can cause radicalisation or a deterioration of interstate relations, while 50 % do not share that opinion. The follow-up question regarding the potential of food in generating provocations in diplomatic relations,

shows that strong majority of respondents (63.2 %) think that food can serve such purpose.

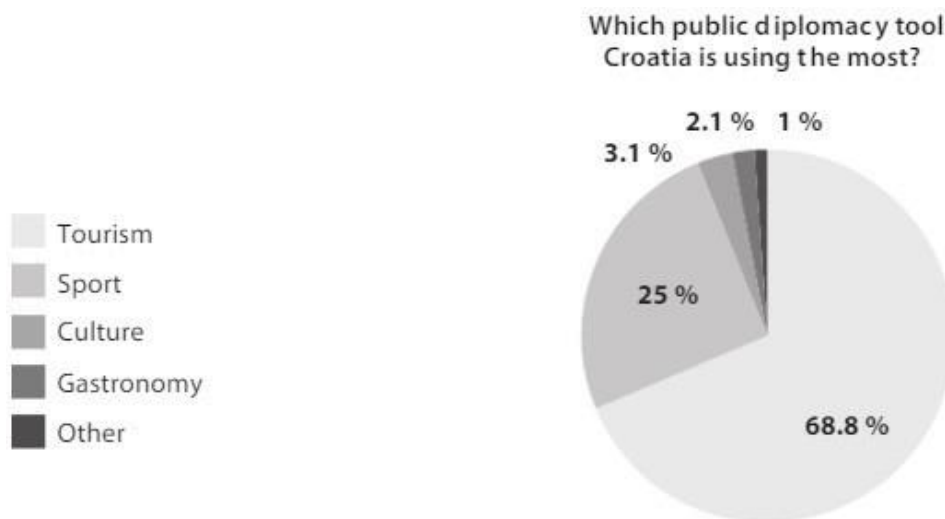


Graph 2 visualises the responses to the question “Do you think that food can serve as a means of strengthening national identity?” Collected data lead to the conclusion that a predominant majority (81.3 %) of 95 respondents recognise the potential of food in creating a distinctive brand and in a countries’ efforts to improve their national image.



The third group of questions was aimed at detecting students’ perception of the extent to which Croatia uses food as a public diplomacy tool. Although it is not surprising that a majority of respondents recognize tourism (68.8 %) and sports (25 %) as the most distinctive features of Croatian public diplomacy, the fact that only two students

see gastronomy as a predominant public diplomacy tool can serve as an indicator that the use of gastro diplomacy is not sufficiently communicated among the wider audience in Croatia (Graph 3). This perception is further confirmed by 77.1 % of those who think that Croatia is not investing enough effort to use food for public diplomacy purposes.



▲ Graph 3.  
Croatia's public diplomacy tools,  
N = 95

## Conclusion

According to the preliminary research conducted among diplomats accredited to the Republic of Croatia, gastro diplomacy is very much present in their daily practice. However, an overall strategy of gastro diplomacy, coordinated by the government is still waiting to be developed in many countries. Although the survey was just an initial attempt to analyse the role of food in diplomacy, its results can serve as an indication of current practice, as well as an input to more comprehensive future research on gastro diplomacy. The part of the research conducted among students at the Faculty of Political Science of the University of Zagreb indicates that they perceive a connection between food and a country's image, as well as the potential of food in interstate relations and communicating intended or unintended messages. However, when it comes to Croatia, other public diplomacy tools, such as tourism and sports, are more visible.

Several conclusions were reached upon in the article. Firstly, the use of food was detected as a public diplomacy tool within campaigns presenting the basic elements of strategic communication focused on a very broad audience. Secondly, it is very much incorporated in every country's historical heritage. Thirdly, the food is used in interstate as well as intrastate political communication, transferring a different range of messages: from understanding and friendship to coercion or "food wars". And finally, food is used to transmit nationalism and to increase a nation's brand status. All the aforementioned elements taken together constitute a developing soft power tool.

*Wine discourse is of huge importance when it interlinks with diplomatic discourse. It is no longer wine but diplomacy that is poured in the crystal glasses; it is diplomacy that excites the palatal sense in the diplomat's mouth and it is diplomacy that intoxicates the mind of the diplomat. (Constantinou, 1996: 139)*

The same goes for food. However, there is a limited academic interest on gastro diplomacy, food diplomacy or culinary diplomacy within the discipline of IR. Having in mind that food is widely used in everyday diplomatic practice, that it possesses symbolic power in building and communicating national identity, and that it presents a medium for transferring different types of messages to different audiences, one can conclude that current academic research and theory lag behind the practice to a great extent.

## GLOSSARY

<b>Beverage</b>	a drink of any type
<b>Banquet</b>	a large formal meal for many people, often followed by speeches in honour of someone
<b>Buffet</b>	(1) a meal where people serve themselves different types of food (2) a restaurant in a station, where food and drinks can be bought and eaten
<b>Butler</b>	the most important male servant in a house, usually responsible for organizing the other servants
<b>Cappuccino</b>	a coffee made with heated milk with a thick mass of bubbles
<b>Chopstick</b>	one of a pair of narrow sticks that are used for eating East Asian food
<b>Cuisine</b>	the style of cooking that is characteristic of a country or district
<b>Culinary diplomacy</b>	It's not only consummation in the sense of tasting food of a specific origin, but also in the 'rituals' or practices of preparation, serving and eating, presenting a kind of performative act
<b>Decanter</b>	a decorative glass container for wine and other alcoholic drinks, with a part that fits into the top for closing it; an attractive glass bottle used for storing and serving liquids
<b>Dine</b>	to eat the main meal of the day, usually in the evening
<b>Dish</b>	food prepared in a particular way as part of a meal
<b>Down</b>	to eat or drink something quickly
<b>Etiquette</b>	the conduct or procedure required by good breeding or prescribed by authority to be observed in social or official life
<b>Food diplomacy</b>	This type of public diplomacy is strongly interlinked with the global efforts to re-

	duce world hunger, and it is used as a developmental tool by inter-governmental organisations, civil society organisations as well as states themselves
<b>Gastro diplomacy</b>	a form of a food culture exchange, a promotional tool and a way to influence the public at the cultural level
<b>Gastro nationalism</b>	a persistent effort to preserve a claim over specific types of food or drinks, specificity of one nations' flavours and tastes or culinary experiences, offering them at the same time, under that national etiquette, to the global market
<b>Goblet</b>	a container from which a drink, especially wine, is drunk, usually made of glass or metal, and with a stem and a base but no handles
<b>Porcelain</b>	a hard but delicate, shiny, white substance made by heating a special type of clay to a high temperature, used to make cups, plates, decorations, etc.; cups, plates, and decorations, etc. made of porcelain
<b>Port</b>	a strong, sweet wine made in Portugal
<b>Server</b>	a person who serves food in a restaurant
<b>Sip</b>	to drink, taking only a very small amount at a time
<b>Sushi</b>	a type of Japanese food consisting of squares or balls of cold boiled rice, with small pieces of other food, especially raw fish, on top or rolled inside
<b>Taco</b>	a hard, folded tortilla (= thin flat bread) filled with meat, cheese, etc. and often a hot, spicy sauce
<b>Tenet</b>	one of the principles on which a belief or theory is based



## ЛИТЕРАТУРА

1. 15 international food etiquette rules that might surprise you. – URL: <https://www.edition.cnn.com/travel/article/international-food-etiquette-rules/index.html> (дата обращения: 17.11.2018)
2. Buffet vs. Plated Meals. – URL: <https://www.thebalancesmb.com/buffet-vs-plated-meals-what-you-need-to-know-1223500> (дата обращения: 17.11.2018)
3. Emily Post. – URL: <https://www.britannica.com/biography/Emily-Post> (дата обращения: 17.11.2018)
4. Formal Dinner Menus. – URL: <http://www.delicious-details.com/formal.htm> (дата обращения: 17.11.2018)
5. Rules of Civility: Dinner Etiquette – Formal Dining. – URL: <https://www.gentlemansgazette.com/dinner-etiquette-formal-dining/> (дата обращения: 17.11.2018)
6. The Role of Food in Diplomacy: Communicating and “Winning Hearts and Minds” Through Food. – URL: [https://www.researchgate.net/publication/322765721\\_The\\_Role\\_of\\_Food\\_in\\_Diplomacy\\_Communicating\\_and\\_Winning\\_Hearts\\_and\\_Minds\\_Through\\_Food](https://www.researchgate.net/publication/322765721_The_Role_of_Food_in_Diplomacy_Communicating_and_Winning_Hearts_and_Minds_Through_Food) (дата обращения: 17.11.2018)
7. Wedding Invitation Wording. – URL: <https://www.formal-invitations.com/guide/wedding-invitation-wording/> (дата обращения: 17.11.2018)
8. What to Wear to a Formal Banquet. – URL: <https://www.oureverydaylife.com/wear-formal-banquet-42635.html> (дата обращения: 17.11.2018)

## Электронные ресурсы

1. <http://dictionary.reference.com/>
2. <http://enghelp.ru/>
3. <http://www.barcouncil.org.uk/>
4. <http://www.dcielts.com/>
5. <http://www.esl.net/>
6. <http://www.eslmania.com/>
7. <http://www.internationalstudent.com/>
8. <http://www.lawsociety.org.uk/>
9. <http://www.letterwritingguide.com/>
10. <http://www.myenglishteacher.eu/>
11. <http://www.teachingenglish.org.uk/>
12. <https://www.collinsdictionary.com>
13. <https://dictionary.cambridge.org/>

*Учебно-методическое издание*

**Файзуллина Ольга Робертовна**  
**Пестова Мария Сергеевна**

**МЕЖДУНАРОДНЫЙ ЭТИКЕТ**

**Учебно-методическое пособие**

Редактор  
***Н.И. Андропова***

Компьютерная верстка  
***А.А. Аксенова***

Дизайн обложки  
***М.А. Ахметов***  
Подписано

Подписано в печать

Бумага офсетная. Печать цифровая.

Формат 60x84 1/16. Гарнитура «Times New Roman». Усл. печ. л. 20,93

Уч.-изд. л. 11,93. Тираж 100 экз. Заказ

Отпечатано в типографии  
Издательства Казанского университета

420008, г. Казань, ул. Профессора Нужи́на, 1/37  
тел. (843) 233-73-59, 233-73-28