



CLOTHING/ ARTIFACTS

- Pants and shirts are common for men and women to wear, but the traditional *ao dai* (tunic) is still worn often by women
- The *non la* is a cone-shaped hat made of woven palm leaves or straw and is worn for protection from sun and rain
- Sandals are always worn so that feet can dry quickly, whereas shoes would trap in moisture during rainy seasons, possibly causing infections

BE AWARE

- Bicycles and motorbikes are the most common means of getting places, be careful when crossing streets
- Avoid winking at people, it is considered rude and inappropriate
- Vietnam has a high context culture, meanings are found in the people and not in what is said



The world can be and is taken from different contexts

Location Resources History Politics

CONTEXTS

Beliefs Values Customs Behaviors Artifacts



CULTURE

*Verbal communication with locals will be more restricted due to the language barriers, therefore a heavy importance is placed on nonverbal communication.
This guide will get you acquainted with the cultural nonverbal and behavioral norms of Vietnam.

SAS

INTERCULTURAL GUIDE TO



VIETNAM



Hello	Chào (jow)
Please	Lám on (lam uhhn)
Thank you	Cám on (gam uhhn)
You're welcome	Không sao đâu (kohng sao doh)
Yes	Đa (ya'a), Vâng (vuhng)
No	Không (kohng)
I'm sorry	Xin lỗi (seen loh'ee)
Goodbye	Chào (jow)
I don't understand	Tôi không hiểu (thoy kohng hee-oh)
Where is the...?	O' đâu...?
How much (money) is this?	Bao nhiêu tiền? (bahw nyee-oh theeuhn)



GREETING BEHAVIORS AND REGULATORS

- Bowing is the most respectful greeting, shaking hands is usually only done between men
- The Vietnamese language is monosyllabic and tonal, meaning all words are made of one sound and can mean 5-6 different things depending on the tone used

CULTURAL BELIEFS AND VALUES

- The majority of Vietnamese would say they are not religious but rather practice a way of life
- Tam Giao - "Triple Religion", a blend of Confucianism, Taoism, and Buddhism
- Confucianism is based on the idea that human beings can improve through self-cultivation of virtue and moral perfection
- Taoism is a way of life focused on nature that emphasizes moderation, compassion, and humility
- Buddhism is based on the concept of karma, that an end to suffering is possible by achieving nirvana, and complete one's cycle of rebirth
- Cao Dai is a modern faith that originated in the south, monotheistic & based on the teachings of Muhammad, Jesus, Buddha, and other great teachers
- Around 10% practice Christianity







EYE BEHAVIOR, APPROPRIATE DISPLAY OF EMOTION & PHYSICAL CONTACT

- Avoid eye contact to people you senior in age or status and with the opposite sex is a sign of respect
- Physical contact is avoided, especially between opposite sexes; loud body movements are also avoided

NORMS OF SOCIAL BEHAVIOR

- Communal eating is common, eat from your own rice bowl and never leave your chopsticks standing vertically - resembles incense burned for dead
- Always remove shoes before entering a temple or someone's home for respect
- It is common to see monks; they are devoted Buddhist how look after pagodas which are the center of spiritual life in each community
- A large amount of people live in boats along the Mekong River, which is also a large marketplace
- Family is the core of Vietnamese life, as most time is spent with family members and extended family members daily



Symbol	Represents
	Pink thread symbolizes happiness in marriage
	The yinyang is from Taoist belief of a universal force in all things
	Buddhist symbol for well being and balance
	Vietnamese symbol of longevity