



COMMUNICATION OF RESPECT IN INTERETHNIC SERVICE ENCOUNTERS

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In *Linguistic Anthropology: A Reader*

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ARTICLE MAIN TOPICS

- Methods
- Service Encounter Interaction
 - Between Immigrant Koreans
 - Between Immigrant Koreans and African Americans
- Respect
- Encounter One
- Encounter Two
- Concluding thoughts.



METHODS

- This Article is a study of small convenience stores or liquor stores.
- Field work for this study took place in Los Angeles
- From July 1994 and April 1995
- Built study off of the conflicts documented in newspapers in New York, Washington DC, Chicago and Los Angeles.



METHODS CONTINUED

- Data Collection Methods:
 - Ethnographic Observation
 - Interviewing in immigrant Korean Stores
 - Interviews with African Americans outside of the store contexts
 - Videotaping of service encounters in stores, with video cameras in plain view.



HOW METHODS WERE TRANSCRIBED

- **Encounters with African American customers transcribed by:**
 - Conventions of **conversation analysis**
 - http://www.tesol.org/s_tesol/sec_document.asp?CID=476&DI
- **Encounters in Korean transcribed by:**
 - a Korean American bilingual assistant, according to **McCune-Reischauer conventions**, and then translated into English. (Bailey, pp.122)
 - **McCune-Reischauer Romanization** is one of the two most widely used Korean language Romanization systems. (<http://en.wikipedia.org/wiki/McCune-Reischauer>)



SERVICE ENCOUNTER INTERACTION

- Bailey considers service encounters as an activity. There are two types:
 - 1.) Socially Minimal
 - 2.) Socially Expanded

He is suggesting that “the two groups (A.A. & K) have different perceptions of the functions of such encounters”(Bailey, pp.123).



SERVICE ENCOUNTER INTERACTION (1)

KOREAN-KOREAN

- Service Encounters between immigrant Koreans, or Korean-Korean(K-K)interactions:
 1. Provide a basis for comparison with African American (A.A.) encounters with Koreans.
 - Discovered: K-K encounters display the same impersonal patterns of talk and behavior
 - Socially expanded encounters with immigrant Korean adults occurred only when:
 - Those adults were personal friends with the cashier, and had contact outside the store.
 - An A.A. perception of disrespect or Racism is not necessarily the reason for a perception of distant behavior in service encounters. (Bailey, pp. 125)



SERVICE ENCOUNTER (2)

IMMIGRANT KOREANS AND AFRICAN AMERICANS

- Most service encounters with A.As are considered to be more personable, however only one of the nine A.A. customers was friends with the cashier.
- A.A. customers usually make the first conversational moves. A.A. customers also continuously maintain the interpersonal involvement.
- Videotape records of interaction do NOT reveal constant hostility and confrontations between K and A.As, but there is subtle differences in the forms of talk and behavior. These differences help maintain pejorative stereotypes of store-owners (Bailey, pp. 130).



ENCOUNTER ONE

- Store owner, about 40, has been in America for 20 years. He is considered to be more outgoing and talkative with customers than most of the storekeepers of his age (Bailey, pp.130).
- The A.A. customer in Encounter one is in his 40s, and is also a regular customer
- Although they clearly know each other, the K. store-owner says only 6 sentences, the cashier says 10 sentences and the A.A. customer says 28. The A.A. customer also initiates the conversation and attempts to keep the interaction going.



ENCOUNTER TWO

- Store owner is the same, but the A.A. customer, is not a regular.
- Their interaction is much longer, lasting about 7 minutes. Throughout the conversation he brings up personal topics, and explicitly states that he wants the storekeepers to know him.
- He also re-enters the store and initiates conversation once again. As the interaction progresses, the storekeepers become more and more reticent while the customer becomes more and more outspoken (Bailey, pp. 141).



CONCLUSION

- The two groups (African Americans and Koreans) have different ideas of the relationships between customer and storekeeper, and different ideas about the speech activities that are appropriate in service encounters (Bailey, pp. 143).
- Article should not be taken to mean that immigrant Korean store-owners and African American customers can never communicate effectively, or have friendly relationships.
- The focus was on one source of interethnic tensions: miscommunication due to cultural and linguistic differences, and to inform others in the hope that there will be more understanding for linguistic differences.



PICTURES

- One example of pre-existing tension between these two groups is illustrated in the follow photos taken during and after the 1992 Los Angeles riots.
- Source of photos:
 - LA Riots: The Korean Perspective.
 - <http://www.youtube.com/watch?v=DfmEjIJyDT8>





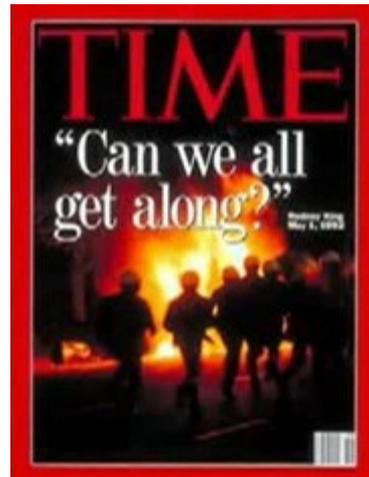
During the riots, Korean storeowners were forced to take up arms to fend off looters, due to lack of police involvement. Many shop owners called the police, and received no response...



...as the days progressed, it became apparent that Korean properties were primary targets of looters and vandals. The mass destruction forced the Korean community to react—with violence....







**The Police and National
Guard came into town...**

**...but only after the worse of
the rioting was over...**



Korean-Americans suffered over fifty percent of all losses. Over 2000 Korean American stores were either partially damaged or destroyed-- an estimated 359 million dollars in damage...

- Photos: J. Dub Entertainment Copyright 2004-2006 All Rights Reserved.

