

## The Research of the Differences Between Chinese and Western Diet Cultures

### UNE RECHERCHE SUR LES DIFFÉRENCES ENTRE LES CULTURES ALIMENTAIRES CHINOISE ET OCCIDENTALE

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**Abstract:** Along with economical development, the diets on people's dining tables are so diversified that people have free choices. Chinese people are attracted by western diet, and the westerners get fascinated in the Chinese diet too. However, due to the different diet cultures, China and western countries have their own distinct diet cultures respectively, including different diet ideas, diet objects, diet ways, and table manners, etc. Analyzing the differences between Chinese diet cultures and western diet cultures, we can also find the promoting influences on Chinese cultures, and overcome the barriers in cross-cultural communications and avoid unnecessary awkwardness.

**Key words:** Chinese diet culture; western diet culture; differences; cultural roots

**Résumé:** Avec le développement économique, les aliments sur la table des gens sont si diversifiés que tout le monde ont des choix libres. Les chinois sont attirés par l'alimentation occidentale et les occidentaux sont également fascinés par l'alimentation chinoise. Toutefois, en raison des différences de culture alimentaire, la Chine et les pays occidentaux ont leurs propres cultures d'alimentation distinctes, y compris des idées différentes d'alimentation, des objets de régime alimentaire, des moyens de régime alimentaire et des manières de table etc. Tout en analysant les différences entre les cultures alimentaires chinoise et occidentale, on peut également trouver des influences sur la culture chinoise, surmonter les obstacles dans les communications interculturelles et éviter les maladresses inutiles.

**Mots-Clés:** culture alimentaire chinoise; culture alimentaire occidentale; différences; origine culturelle

Diet, like water and air, is regarded as one of the most important things all over the world. We can't live without diet, so we value the diet so much that people in different regions have formed their own distinctive diet cultures. Along with economical development, people's living standard is being enhanced day by day. The diets on people's dining tables are so diversified that people have free choices.

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Chinese people are attracted by western diet, and the Westerners get fascinated in the Chinese diet too. In cross-cultural communications, learning about the differences between Chinese and western diet cultures is very important. It can help us avoid unnecessary awkwardness and overcome the cultural barriers.

## **1. THE INTRODUCTION OF CHINESE AND WESTERN DIET CULTURES**

We all know that the diet, as “one of the basic necessities of life”, has the pivotal status in people’s life. The diet culture is actually catching people’s attention, and the diet culture also covers extremely broad research areas, through which we might see the inestimable function of the diet culture to the humanity’s development. Taking a broad view at the world, each region’s big cultural background goes through a long history, and experiences so many changes, then finally forms the present set of cultural system. What is more, it also has the infinite varieties. The diet culture is also not exceptional. There are distinctive differences between Chinese and western diet cultures.

### **1.1 The introduction of Chinese diet culture**

The most thriving enterprise in the world is the restaurant. Among the most prosperous are Chinese restaurants. As the common saying goes, there are three luxuries in one’s life: an American house, a Japanese wife and Chinese diet. Chinese diet is well known for its variety and abundance. According to data on the subject, the number of the well-known ancient and modern Chinese dishes amounts up to 8000. The ingredients may be roughly classified into 600 categories. There are 48 different basic ways of cooking, including roasting, frying and boiling, all of which bring out the best of the ingredients. Besides, Chinese cooking lays emphasis on the three essentials: color, flavor and taste, and thus every dish on the Chinese meal table looks like a piece of art, good-looking and delicious.

China is a vast country. Each area has a wealth of local specialties in its cooking. This means that the range of ingredients and cooking styles are incredibly wide and varied. Nevertheless, cooking in China may be grouped into the following four major schools: (1) Northern School. It includes Beijing, Shandong, Tianjin, and Henan cooking, also called “Jing Cai” in Chinese. (2) Sichuan School. (In the upper reaches of the Yangtze) This is the main style in the Sichuan Province, and is called “Chuan Cai” in Chinese. (3) Jiang Zhe School. (In the middle and lower reaches of the Yangtze and also the east coast) This style prevails in Shanghai, Hangzhou, Ningbo and Suzhou, and is also known as the Shanghai School, or “Huai cai” in Chinese. (4) Southern School. This is known as the Canton School or “Yue Cai” in Chinese. It includes Guangdong, Chaozhou and Guangxi cooking.

### **1.2 The introduction of the western diet culture**

In western countries, people also treat the diet as a very important part in their life, especially the nutrition and security of the diet. The imported diet from developing countries must strictly conform to the hygienic standard controlled by the government. Although the western countries’ history can’t be compared with China’s in length, they also have formed their unique diet cultures distinctly different from the oriental diet cultures. In West, the diet cultures are all about the same in spite of small differences existing in very few countries. It means that the ways of cooking, the ingredients, table manners, and even some taboos are more or less the same.

Among the different kinds of western-style diets, the French dishes are most famous. They attract thousands of travelers from all over the world to France each year. Generally speaking, the Westerners’ dietary concept is rational. They are particular about the nutrition of their diet very much. What’s more, the western-style diet is usually made in simple ways. They don’t like stewing the diet for a long time, or process it in complicate ways. Because the paces of life are fast in western countries, people prefer to

simplify everything. The appearance of fast diet caters to the need of the westerners. Its convenience complies with the high efficiency of the developed countries.

## **2. THE DIFFERENCES BETWEEN CHINESE AND WESTERN DIET CULTURES**

There are various differences between China and the West dietary habits, but here we mainly discuss their external performances and internal reasons.

### **2.1 The external performances of the differences**

There are perceptual and rational differences between Chinese and western diet cultures. The external performances of the differences include different diet ideas, different diet objects, different ways of having diet, different table manners and so on.

#### **2.1.1 Different kinds of diet ideas**

Nobody will deny that the western diet idea is rational, no matter how the diet color, the smell, the taste, or the shape changes, the nutrition of the diet should be guaranteed. Maybe we think that the Westerners are too fastidious about absorbing how much quantity of heat, vitamin, and protein and so on. Even if the taste of the diet is stereotyped, it certainly must be eaten, because it has the nutrition.

This diet idea is adapted with the western philosophy system entirely. Metaphysics is the western philosophy's main feature. The western philosophy studies the principle of the object. The principle of the thing is often the metaphysics principle. The metaphysics principle links up mutually, consequently forming the metaphysical philosophy. This philosophy brings the vitality for the western culture, and causes the prosperity in the natural sciences, the psychology, the methodology, and realizes the development which progresses by leaps and bounds. But in other aspects, this philosophy plays the hindrance role, like the diet culture.

At the banquet, the Westerners may be fastidious about the tableware, the needed materials, the service, and particular about the raw material's shape and color's matching. But no matter how luxurious and upscale the banquet is, from Los Angeles to New York, the beefsteak only has one kind of flavor. Even if it has matching, that is also carried on the plate.

The Chinese diet idea pursues the deliciousness. When people taste the cooked diet, they often say that "it is delicious", or "that dish is not delicious". However, if you further ask why it is delicious, and where it is delicious, perhaps it is not easy for us to talk clearly. This indicates that what Chinese pursue in diet is one kind of "the ideal condition" with difficulty to explain, which is usually called "the color, smell and tastes" to make the concept specific by the people. Even in this case, we can't cover its entire connotation.

The reason why the Chinese diet has its unique charm lies in its taste, but the delicacy procedures lie in harmonious proportion, which must make the diet's own taste, the later taste after heated up, in addition with the tastes of the ingredient and the supplementary material as well as the seasoning harmonized. The tastes are interwoven in the same dish, and they supplement and penetrate mutually, that is to say, in perfect harmony and an ideal condition. The Chinese cooking is fastidious about the beauty of harmony. That is also where the Chinese cooking art's essence lies. The shape and the color of the dish are the external things, but the taste is actually the intrinsic thing. The Chinese emphasis the intrinsic taste, but not decorates the semblance of the dish desirably. They value the cooked diet's taste, but not expose the shape and the color of the cooked diet excessively, which is the most important centerpiece of Chinese diet culture.

In China, the pursuit of the beauty of the diet prevails over the rationality obviously. This kind of diet

view is also tallied with the Chinese traditional philosophic thinking. As Eastern philosophy's representative, the Chinese philosophy's outstanding features are macroscopic, direct-viewing, fuzzy and evasive. The Chinese dish processing method is in harmonious proportion; finally it must turn out to be a pleasant taste. This is fastidious about the discretion and the coordination on the whole. It also contains the rich Chinese philosophy thought. In Chinese cooking method, what has been done should guarantee the taste and harmony of the dish, no matter what has been changed. It even decides the characteristics of the Chinese dish schools and the characteristics of the Chinese chef.

### **2.1.2 The differences of the Chinese and western diet object**

Every diet cannot do without the vegetable. In China, "the vegetable" is a phonogram. It concerns with the plant. According to the western plant scholars' investigations, there are 600 kinds of vegetables which the Chinese eat. It is more than six times than those in the West. In fact, in the Chinese's cooked diet, the dish made in vegetables is their daily diet. Only when it is holidays or the living standard is enhanced, the dish which meat is the main ingredient enters the ordinary diet structure. Therefore it has had the say-so of "the vegetable diet" since the ancient times. The vegetable diet occupies the dominant position in Chinese ordinary diet structure. The Chinese take the plant as the main ingredient in the dish. That has countless ties with the Buddhism's dissemination. In Buddhism, they regard the animal is "the life", but the plant is not. Therefore, they advocate the vegetarianism.

The westerners don't have such custom probably. They have received the nomadic and the navigational nationalities' cultures, and have blood relationship with them. So their hunting and fishing were developed, but the cultivation was comparatively backward in ancient times. As a result, they take the vegetables as auxiliary diet, and eat much meat, because they breed many animals. Even the western medicine absorbs the refinement from the animal bodies.

When the westerners introduce their diet characteristics, they think that they emphasize more on the nutrition of the diet compared with the Chinese. They have the more developed diet industry, like the canned diet, the fast diet and so on. Although the taste is stereotyped, yet they save plenty of time, and the nutrition is good. Eating more meat and absorbing more protein than Chinese, the westerners are generally more vigorous and healthier than the Chinese: tall height, long legs, broad shoulders and developed muscles. But the Chinese seem to be thin and small: narrow shoulders and short legs. They have light yellow skin and appear not so strong.

According to the obviously different characteristics between the Chinese and western diet objects, some people call the Chinese "the plant disposition", but the westerners "the animal disposition". The differences are also reflected in the aspect of cultural behavior. The westerners like taking risks, trying new things and experiencing changes. But the Chinese live contentedly in one place with few inclinations to move elsewhere, and they are comparatively stable.

### **2.1.3 The different ways of having diet**

The ways of having diet are greatly different between China and the western countries. This kind of difference is also influential to the national disposition. In China, any banquet, no matter what purpose it is out of, has only one form that everybody sits in a circle all round, sharing one table. The banquet must use the round table. This form has created one kind of unity, friendly, interest-sharing atmosphere. The delicacies are placed in the center of the table. The delicious diet is not only the object which people appreciate and taste, but also the media by which people share their feelings and promote sentiments.

During the banquet, people propose the toasts mutually, offer the delicious diet and persuade each other to have a taste. The cheering atmosphere manifests the virtues of mutual respect and courtesy. Although viewed from the hygienic angle, this diet way has obvious deficiency, but it conforms to our nationality's universal point of view "the big reunion", or in other words, "the happy ending". It also reflects the Chinese classical philosophy "harmony", which greatly affects the descendants' thoughts. It is convenient for collective communications, thus it has difficulty to reform this tradition until now.

In western-style banquets, although the diet and the liquor are very important, in fact, they play

auxiliary roles. The core of the banquet lies in building up the friendship. They usually talk with the people who are adjacent their seats to realize this purpose. If we compare the friendship-building function of the banquets to dance, we can say that the Chinese type of banquet is just like a group dance, but the western-style banquet is just like a man and a woman's social dance. Thus it can be seen that the main purpose of both the Chinese type of banquet and the western-style banquet is to build up friendship. The difference is that the Chinese type of banquets emphasizes the interaction of all the members around the table, but the western-style banquets value the interaction of the neighboring guests.

The western buffet is much more different from the traditional Chinese diet way. In the western buffet, all the different kinds of diets are put on the table. Everybody according to his needs takes several kinds of diets on his own plate. What is more, when they are eating, they need not fix on the seats. They can take a walk freely. This way is convenient for people to communicate and exchange ideas with each other. There is no need that all the topics are discussed on the table. It also displays the Westerners' respect for individuality and ego. But everybody eats respectively and don't chat mutually, so it lacks the cheering atmosphere on western dining tables.

In addition, there are vastly differences in table manners. Some of normal behaviors in one culture are considered taboos in another cultural people, which can cause unnecessary troubles both for you and other people. Given that, if the problem is properly dealt with, it can promote the communication between different cultures.

## **2.2 The internal reasons of the differences**

The differences in social development, traditional cultural ideology, life style result in the differences in Chinese diet culture and western diet culture. Learning about the internal reasons of the differences can help us further understand the differences in diet cultures.

### **2.2.1 The origin of the Chinese diet**

The Chinese traditional culture is the major origin of the Chinese diet. The Chinese culture in early stage was constrained by geographical environment. China is situated in the southeast of Asian Continent. The Northwest is limitless desert and grassland; the southeast is the vast ocean. The Chinese cultural breeding ground-the river basin of Huang River has fertile soil, but its climate condition is very bad. The river basin of Huang River gradually became arid and it was not suitable for agricultural production. Although the thinkers in the early Qin dynasty racked their brains to rebuke each other, they reached the same goal by different ways at last. That was to build an ideal world without fight. Chinese culture has another two features: one feature is to pursue practicality. In Chinese history, all the practical science and technology are very developed, such as the agricultural technologies and medicine, which are quite flourishing. On the contrary, the impractical things couldn't develop. The other feature is that Chinese culture shows distinctive benevolence. The core of Confucianism is to love others, which has far-reaching influence on Chinese traditional cultures.

### **2.2.2 The origins of the western diet**

The western culture is the major origin of the western diet. The western culture refers to the cultural system originating in the west hemisphere, which contrasts to oriental culture. The narrow sense of western culture only means the European culture. When this paper refers to the cause and source of western culture, it means the narrow sense of western culture.

The childhood of western culture-Greece civilization is the oldest civilization in the world. Her source lies in the northeast of Mediterranean. Due to the unique climate and geographical environment, the distinctive production ways and civilization of Greece take shape. Owing to its source, the Mediterranean couldn't provide abundant natural living material in the period of ancient Greece, so people there strived to explore the mystery of nature and obtained fortune from nature as much as possible. Therefore, exploiting and utilizing natural resources to serve people become the main stream of

European spirit. The desire of exploiting nature and conquering nature promotes the birth of natural science. In the course of conquering nature and cultivating scientific consciousness, the westerners attached importance to develop rational thinking. Reason gradually becomes the typical feature of western cultures. Reason is to think calmly, analyze and reckon strictly, so that people's activities can conform to nature law in the course of exploiting nature. When people learn about nature, they are also learning about themselves.

Another important feature of western culture is individualism. They are self-centered and lay stress on dignity of personality. People divide their interests strictly. Each person has his own life space, and they don't interfere with each other. The western culture is influenced by Christianity. It follows the theory of "original crime", which advocates that approaching benefits and evading harm are the nature of human beings. The doctrine of Christianity advocates that people are born criminal. It seems to conflict with the secular world outlook. In fact, they supplement each other. The former encourages people's creativity and bold claim on nature. The later restrains people's behavior. It restricts people to run wild with the punishment of God.

### **3. THE FUTURE TRENDS OF CHINESE AND WESTERN DIET CULTURES**

Although there are so many differences between Chinese and western diet cultures, yet their developments have reflected some common features, from which we can see the future trends of Chinese and western diet cultures. The scientific diet concepts are accepted by people from all over the world, regardless of their cultural backgrounds. Exploring the trends of diet cultures in the future can lead us not only to have better life but also find the common ground to enhance the communication between different cultures.

#### **3.1 Survey to the attitudes toward Chinese and western diet**

As the development of society, the diet cultures also have taken on some new features. How will the Chinese diet culture develop in the future? How do the present people regard this question? Then conducting a research about Chinese diet will be very essential. We have made a series of investigations in several western dining rooms.

##### **A. Do you like the Chinese diet or the western-style diet?**

Western-style diet 3%; Chinese diet 37%; both 60%.

From this we can see, the people who are purely like the western-style diet are few; the people who only prefer the Chinese diet are also few, although larger than former in number. In fact, most people like both of them. Therefore, it means that most people not only have the traditional Chinese diet, but also have some western-style diet. This involves in the question of the fusion of the Chinese diet and the western-style diet.

##### **B. What kinds of diet do you like in the western-style diet?**

The answers mainly are: bread, hamburger, pizza, cold drink, coffee, fries, ice cream, curry, salad, mashed potatoes, and hot dog.

Here we only list the examples what some people like in western-style diet. These diets extremely have representative features at the same time. Let's think it over carefully that these diets, like the hamburger, the hot dog, appear frequently in our life, especially when we have breakfast, make a travel, or camp out of doors, they are necessary. The fries, the ice cream, and some cold drinks are all our good between-meal snacks. The sweets add colors to our life. Moreover, some special western-style pastry shops, like the Pisa shops, the bakeries and so on also increase day by day. They provide the opportunities for the people to taste the western-style diet.

**C. What diet do you like in the Chinese diet?**

The answers mainly are: the rice, the hot pot, the Chinese dumplings, the spring roll and the noodles.

We have to admit that the traditional Chinese dishes do not have specific symbolic representatives. Perhaps when it comes to “delicacy”, it is only an abstract concept in Chinese people’s mind. They can’t tell you what delicacy is immediately, because there are so many delicious diets in China. Different people have different definitions of “delicacy”. The daily diet, such as the rice and the noodles can also be defined as the delicacy. For thousands of years, they are always the essential staple diet in China. Some snacks are also extremely attracting, like the spring roll, meat pie, lunar New Year’s cake, glutinous rice cake and so on. The hot pot is another way of Chinese diet. It has regional difference in China. Some people from the north like it very much, especially in the cold winter. It is worth mentioning that there are many famous old shops in Beijing, which have been selling the delicious diets for hundreds of years, such as the Quanjude, Donglaishun, Gundeling, Liubiju and so on.

**D. Which kind of diet do you think will receive welcome in future?**

Chinese diet: 70%; Western-style diet: 30%

From this we can say that although the western-style diet enters our life quickly, yet the Chinese diet still plays the leading role in our daily life at present and in the future. The Chinese traditional diet habits and customs will not be easily changed.

**E. Do you think the western-style diet can be better merged?**

Can: 80%; cannot: 20%

It indicates that most people hope that the western-style diet can be fused with the Chinese diet, and they have confidence about it.

**F. Do you think how the western-style diet will be fused with the Chinese diet?**

When Chinese eat the western-style diet, we should avoid its high quantity of heat. The western-style diet should be popular among the common people. The Chinese meal should also become facilitated. The staple diet of the western style and the vegetable of Chinese meal should be put together. Make the western-style diet with the Chinese processing procedures. Make the Chinese meal with the western-style diet’s processing procedures.

From the survey above, we can see that one trend of the diet cultures in the future is fusion. As the development of the internationalism, the whole world is becoming more and more like a big family. Due to the development of science, the communication facilities are greatly improved. As a result, the communications between different regions, races, nations and religious become more and more frequent, including the cross-culture communication. As an important composing part of cultures, the diet cultures have also taken on some new features. These years, different diet cultures not only carry forward their own advantages, but also take in others’ merits. This makes the diet cultures become more colorful and attracting. It also provides modern people more opportunities to taste countless kinds of delicious diets from all over the world. In the future, both Chinese diet and western-style diet will have some changes. These changes conform to the needs of peoples’ life. They also display the trends of the future diet cultures.

### **3.2 The common trends of the future diet cultures**

As the development of the internationalism, the whole world is becoming more and more like a big family. The communications between different regions, races, nations and religious become more and more frequent, including the cross-culture communication. Although there are so many differences between Chinese and western diet cultures, we can find some common trends of the diet cultures in future through their developments.

### **3.2.1 The trend of vegetarianism**

As the living standard has been greatly improved, modern people eat more meat, oil, dairy diet, and so on. The calories in the diet we eat every day have exceeded what is needed normally. It leads to the increase of the obese people in our life. Due to the diet structure, the westerners eat more meat than Chinese, so the number of fat people in the developed countries is much larger than that in China. Getting too fat is not good to our health, which can cause various kinds of diseases, such as the heart disease, high blood pressure, and etc. They are all threatening our lives. One important way to prevent these diseases is to control our diet. To keep healthy, we need to eat less greasy diet and eat more vegetables. So the vegetarianism has become one trend of the future diet cultures.

In the past, only the monks were vegetarians, because the animals are considered as “the life” in Buddhism. It is forbidden to kill animals in Buddhism. Of course, it is forbidden to eat meat. But in modern society, vegetarianism has become a fad. More and more people are pursuing health, especially the women, who care about their figures very much and always want to keep slim. The vegetarian restaurants spring up everywhere. It is convenient for us to have delicious and healthy vegetable meals. After innovation and reformation, the vegetarian meals have become excellent in the diet colors, cooking methods, and the management of the vegetarian restaurants. In addition to people’s pursuit of health, the number of vegetarians increases dramatically. But we should pay attention that the women who are losing weight need to eat some diet containing vitamins and fat, because eating the vegetarian meals for a long time may cause the imbalance of nutrition. However, for these people who are eager for health, vegetarianism is worth trying.

### **3.2.2 The trend of healthy diet**

The broad definition of culture is a kind of customs and habits. Because different people have different customs and habits, which lead to that one culture can’t be accepted by all the people. People can’t accept the cultures which are entirely different from theirs. But generally speaking, the right things which are beneficial to humanity can be accepted by people from different cultures.

The healthy diet, as another trend of future diet cultures, is welcomed by people from all over the world. Nowadays, we are not just satisfied with having enough diet, but we are pursuing a much higher standard—the healthy diet. We can buy varieties of meat, vegetables, grains, and non-staple diet in supermarkets and shops, so the ingredients on our dining tables have become richer and richer. However, some people are particular about their diet. They prefer to eat meat dishes, because they are acrid and strong-smelling. These diets can stimulate our appetite. As a result, people eat too full and take in too much calories. Consequently, our bodies accumulate much fat, and the possibilities of having diseases are quite high, such as the heart disease, the high blood pressure, and etc.

From the perspective of health, taking in too much heat is harmful to our health. The modern people have few opportunities to build up bodies, because we are living a busy life. The development of vehicles makes us to walk less and sit in most of the time. The colorful TV programs and fantastic internet attract our eyes and bind our legs. We become couch potatoes. We are reluctant to take exercise. The surplus heat can’t be burned up, so the fat in our bodies accumulates more and more. This becomes one hidden danger of our health. Therefore, it is necessary to bring forward the concept of healthy diet.

Healthy diet highlights the balance of nutrition. We require that the diet is not only fresh, but also nutritious. Our daily diet should be low in cholesterol, heat, fat, and rich in vitamins, amino acid, and etc. The most prominent feature of the healthy diet is its balanced nutrition. Healthy diet emphasizes to keep the balanced nutrition of the ingredients in cooking. Some vitamins can be destroyed when they are in too high temperature. In order to keep the vitamins and other nutrition in the diet, it is better to avoid cooking the diet in complex procedures, such as stewing or frying the diet over and over again in a long time. To some extent, it may cause the monotony in tastes, and can’t stimulate the appetite. So some people don’t like it very much. However, the healthy diet is certainly an irrevocable trend in the future. Only taking in balanced nutrition, we can keep our bodies healthy in life. Therefore, the healthy diet is one trend of the future diet cultures.

### **3.2.3 The trend of fast diet**

Everything in the modern world seems a part of a running machine. People are engaged in activities, hustling and bustling every day. Every one hurries to do anything, even including taking breakfast and lunch. To help people keep pace with modern life, some diet producers thought that prepared diets could save housewives lots of time and energy. The first try was made in the early 1930's in the United States. Vegetables were cleaned and wrapped, pork; beef and chicken were cleaned, cut, and preserved in refrigerators. They were ready for cooking except that proper seasoning should be added to suit individual favorite taste. With more and more women joining social work, diverse prepared dinners appeared soon after World War II. They were prepared diet served as lunch and supper-of course, after heated. Employee spent only 10 to 15 minutes for an instant lunch at any diet store or cafeteria and much less than in a restaurant. Housewives liked them because everything was already well prepared and tasted delicious. What they needed to do was to put the instant diet in an oven to heat it.

Today, the instant diet commonly known as fast diet has become international. Among them, hamburger and its producer have become world famous. McDonald's golden arch logos spread throughout the world. It is said that McDonald's profit exceeds 10 billion dollars a year. Other less famous instant diets also develop very fast. From the investigation above, we can see that western-style diets have been gradually accepted by Chinese people, including the fast diet. In China, the teenagers, some white collars, and other fashionable young people like the fast diet very much. More and more instant diets have sprung up in the cities of China. These fast diets have been innovated with Chinese characters in order that they cater for the tastes of the Chinese people. Due to the convenience of fast diets, they are welcomed by more and more people from all over the world.

## **4. CONCLUSION**

The "cultural sediment" formed through long-range accumulation is not to be easily removed, and the cultural tradition handed down from generation to generation shows great consistency and continuity. The cultures of different regions and nations still have their own distinctive peculiarities, and therefore significance still needs to be attached to the study of the individualities of different cultures against the background of their universality.

The differences in concepts, targets, patterns, attribution and nature have reflected the different dietary culture in the different state characteristics; such characteristic has enriched the research value of dietary culture. Studying these cultural differences, we can find out a joint enhancing the communication between China and the west through a comprehensive study of the subject. It may be a great help to the communication of the Chinese and western cultures.

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