

**European Masters
in InterCultural Communication (EMIC)**

Semiotics of cultures

The Notion of “english pub culture”



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Summary

Small summary :

1) The essential topics covered by your work

The goal of our work is to structure the culture of the English Pub. As in all social places and acts, there are important aspects to include that create a wider understanding of actions that can be referred to as social acts which form a culture. Therefore in our work we first define what is an English pub, who are the people who are a part of the life world of the pub and what are the acts (for example speech and non-verbal behaviour) that take place in the life world of the English Pub.

After the wider picture of the English Pub, we overview why and how the people in the certain social surrounding as a pub have created their own, unwritten functioning rules of behaviour. To do so, we try to explain the social actors that play important role in forming the social networks in the English pubs, and that have lead to the creation of new meaning and behavioural patterns that can be seen as forming a culture of the English Pub.

Additionally, we thought that to get a deeper view and understanding of our object, we decided to shortly compare our findings to the Pub cultures of Finland and France.

2) A small presentation of the methodology adopted

We started off our research by seeking the library catalogue to find existing academic work related to the social and cultural aspects of the life world of the English Pub, but unfortunately we didn't succeed very well, because of the lack of research studies made off this phenomenon. The ones that do exist are not situated in our university library. Therefore as a basis for our work we

used the internet as an information provider, before starting our own gathering of data.

Observation was our primary methodology to gather data about the English Pub culture. We entered four pubs in Cambridge, England, on various days and various times during the opening hours. To get more understanding about the internal activities of the life world of the English Pub, we met people and had easy chats asking about the meaning of the English Pub to them.

3) A short presentation of the contributors

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Anni Nasi: Currently I am attending the Eurocampus programme in Cambridge Anglia Ruskin University too. The following year I will continue my Master's degree programme in Intercultural Communication in the University of Jyväskylä, Finland. Before starting the degree in ICC, my major was Organizational Communication and Public Relations, from which I will complete my Bachelor's Degree in spring 2006 and hold this degree as well from the University of Jyväskylä.

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1) The structures and composition of the life world of “the english pub culture”

1.1 The definition of the English Pub – a short glance at the history

“Pub” is the shortening of the words “Public House”. The origin of the Public house comes from the person who was referred to as the “Publican”. The Publican was a person who opened a part of his/her house for the public to have a drink of ale and to spend a relaxed moment chatting with others. The Publican was also referred to as the “host” or the “guv”(which is the shortening of gov’ner or governor).

The historical roots of drinking beer in Great Britain go all the way back to the Bronze Age, the idea of “the Pub” wasn’t introduced until the arrival of the Romans who created the pub of the time and called those taverns. The main meaning of the pub in England has remained quite similar throughout the days. It is still considered as a place to relax and socialize after a workday and to maintain a spirit of a local community. Because of the important role that it plays as a social actor, the popularity of the English pub can be easily seen in numbers. There are about 61 000 pubs in Great Britain, which are frequently visited by 25 million of loyal customers, that is in other words $\frac{3}{4}$ of the adult population and $\frac{1}{4}$ of the people are “regulars”.



1.2 The social actors in the English Pub

In any English pub, you can find three main social actors which are all represented in the next chapters:

1.2.1 The publican

The publican is the manager of the pub. His skills and personality influence every aspect of the pub life. He has to possess a good sense of social skills to display the role of a friendly sociable and a calm authority in his relations with the customers and the staff. Regarding his physical appearance, he is wearing in much the same manner as the staff. The publican has a specific social role in the pub: he moves around the pub, exchanging a few friendly words with customers, sharing his time equally between the tables, checking the entrance of customers and monitor the different movements in the pub.



1.2.2 The bar staff

They play an intermediate role between publican and customers. Generally, the bar staff acts behind the counter but also sometimes in the room if the pub functions also as a restaurant. The bar staff's function is to sell beverages, to fill the glasses, dish wash and to clean the counter and other places that are necessary. The role of the bar staff is not only important as members that keep the sales flowing and who keep the bar comfortable and tidy for the

public, but also as creators of a relaxing atmosphere that most customers are seeking from a pub. Therefore, when the pub isn't too busy, they chat with the customers and create relationships with regulars. They are wearing common clothes or uniforms supplied by the pub.

1.2.3 The customers

There are two types of customers: the regular customers, called regulars (visiting the same pub at least three times a week, including one weekday evening and one Sunday lunchtime) and the non-regulars. A regular is usually sitting or standing at the bar counter, or seats at tables near to the bar. His posture is relaxed and comfortable, he uses a constant flow of non-verbal communications with the others regulars, often in the same time as verbal conversations. The non-regular customers are recognized because they often are sitting at the table and are waiting for their order. They don't know the rules of the english pub, particularly the unwritten rules of pub etiquette.



1.3 The English Pub as an Social Environment

To understand what an English pub is, it is important to look at the symbolic objects and artefacts of the environment and what role do these objects play in the social life world of the English Pub. Therefore we observed the main

characteristics of the English Pubs and tried to discover what role these artefacts play and what social acts do they support in the social environment.

In the past, the traditional English pub used to have the bar in the left, a fireplace left from the centre and a modern fruit machine on the right hand side. Nowadays the decoration does not follow the historical guidelines, and the pubs are decorated in different ways according to the needs of the target customer group and this phenomenon has lead to the development of “theme pubs”.

“Theme pubs” are different pubs for different customers and for different purposes, for example sports bars, rock pubs, biker pubs, student pubs, Irish pubs and family pubs. Many of these theme pubs are a part of a chain and you can find them all around England. If considering only the symbolic objects, such thing as a traditional English pub does not exist anymore. Rather it’s possible to say that there are different variations of the English Pub serving the social needs of different groups of people. Therefore we will introduce three of these “theme pubs”: the local, the family and the student pub. It is to give a general idea what are the characteristics of these different English Pub environments. Our text in the first chapter is based on the writings of others that we mainly found in the internet. In chapter two, we will describe all aspects in a deeper form including our own observations of the pubs.

1.3.1 The Local Pub

Natives often refer to a particular pub as “my local”. This is not necessarily the pub nearest to their home but rather their favourite pub with the best atmosphere.

The facade of a local is usually simple: the pub-sign and the name on the front of the building. There may be a few signs on the windows to inform that food, games or satellite TV sports are available. You may see occasional posters and boards advertising forthcoming or regular events such as live music or football games. Locals come in all shapes and sizes and have the traditional two-room layout, with a public bar and a lounge bar.



Inside the pubs, there are ordinary chairs, tables, stools, carpets, curtains and pictures, prints and objects scattered about the walls and shelves by way of decoration. These decorative items are sometimes related to the name of the pub.



The customers of locals are from all ages, types and social classes. They usually are very relaxed, friendly and sociable. The customers are generally well welcomed. Regarding the drinks, do not try to order fancy cocktails. The

food, which can be served, is often simple: pies, sausages, sandwiches, hamburgers, packets of crêpes.

In the locals, you can find traditional games (darts, pool, dominoes or quizz) which are often played by regulars. Many pubs have a TV set with a big screen to show sport events. Usually the music is provided through a jukebox, tapes or CDs or a live band or radio. The type of music can give clues about the type of customers the pub attracts.



1.3.2 The family pub

Parents, especially mothers, had long been deprived of the joys of regular pub-going, because children were not legally allowed in pubs. The law was changed in the family Pub to allow under-14s, (accompanied by an adult) to go into pubs with suitable facilities until 9pm.

The family pubs are very easy to identify, they often display large signs or banners saying “Family Pub”, “Children Welcome”, or “Children’s Menu”.

The family pubs don’t differ much from other local pubs in their appearance. These may include separate play-houses, sometimes the size of large barns, with “ball pools”, video, games, slides and all types of inflatable and squashy toys. Play areas often have padded floors and walls, and are supervised by trained and experienced staff. The service is friendly and informal. Staff will be

usually well-trained and attentive. These pubs will also have high-chairs, children's menus, baby-changing facilities and sometimes even child-sized toilets. The place is still a pub with a proper, grown-up bar, chairs and tables made of wood, not plastic, and a social atmosphere.

The customers can be as described in "the local pub" above, although you may see more couples, more women and before 9pm, more children and sometimes grandparents. In general, native parents are rather more open-minded and are more likely to strike up a conversation and make friends with British families in a pub.

The beverage proposed are beers, ciders, spirits, sherries, wine, soft drinks, tea, coffee, milk-shakes, hot chocolate. Some pubs provide bottle-warming facilities for those with small babies. Regarding food, you can find child-sized portions of traditional pub food, as well as basic child-friendly meals such as baked beans on toast. Parents and children can play games, such as darts, dominoes, scrabble with background music.



1.3.3 The student pub

These pubs are often near to the university buildings or student residences, as most students don't have cars. From outside, it looks like any other local pub. Once inside, the true student pub will be fairly easy to identify. It will be furnished and decorated in much the same-manner as the scruffier type of local, but with the addition of posters, photos, flags and other assorted tribal emblems of the student sub-culture.

The customers are usually dressed with no marked distinction between male and female costumes. You will see some young couples in student pubs, but students generally move in packs, mixed sex-groups being the most common formation. They are generally friendly and easy-going. They enter the pub like children arriving home from school, shedding bags and coats around the place as they call out greetings, scramble for drinks and snacks. They seem to have little need for privacy or personal space and do not regard their time as particularly precious.

There are two main types of service style in student pubs. Where the publican does most of the work behind the bar, he or she will often adopt a indulgent manner but with a reassuring touch of parental authority. Where bar staff are involved, they will often be student themselves. Their service style will be very informal and split beer or missing lemon-slices will be treated as minor mishaps. In those pubs, you will generally drink beer, bitter-drinkers and eat basic snacks with generous portions. You can also watch football matches, play pin-ball machines, quiz machines, pool, charts but student tend to take these games less seriously than other regular pubgoers. Some publicans will simply play the latest sounds, others will play the current "cult" favorites. Live music is very popular with students and students pub will often feature local bands or even students bands.



II) The language culture peculiar to the English Pub

Regarding the existence of the “theme pubs”, we decided to observe the language use in the different theme pubs that were introduced in the first chapter. So, in this chapter, we will view the unwritten rules, the meaning of a pub, the specific discussion topics in a pub and the formality and informality of speech acts in different English pubs and the interrelations between the social actors in the bars. This was not an easy task, because there is not such simple form as an English pub language. Therefore we concentrated more on the material characteristics and the aspects of informality/formality of the social acts.

2.1 The Etiquettes of Behavior of the Life World of the English Pub

There are certain rules of behaviour that govern the behavioural patterns in an English Pub. The etiquettes are quite easy to observe and to distinguish, because the etiquettes are the general guidelines of behaviour that seem to be followed in most bars in the UK. They are not visible, written rules, rather behavioural patterns that have existed in the pubs for so long that they can be considered as a major part of the English Pub culture. We could call these patterns the “expected behaviour” of the social actors, because they are predictable and can be generalized to all the motorized pub behaviour in English bars. In the next parts, we will then present some of these unwritten patterns, which include etiquette of ordering, appropriate face-saving techniques and other expected behaviour patterns.

2.1.1 Service

There is no waiter service in english pub. You have to go to the bar to buy your drinks and carry them back to your table. This process can be

considered as a social benefit because having to go up to the bar ensures plenty of opportunities for social contact between customers.

It's customary for one or two people, not the whole group, to go up to the bar to buy drinks. The bar counter of the pub is a place in which anything is sold or served without having to queue. The bar staff is aware of each person's position in the invisible queue. To get served, you must attract the attention of the bar staff without making any noise or resorting to the vulgarity of too obvious gesticulation. The eye contact is all that is necessary to ensure that you have been spotted and will be served in your turn. If the bar is busy, there are two strategic positions to be identified : one is immediately opposite the till, and the other is to position next to a person currently being served. In order to draw attention to the bar staff, customers hold money or empty glass in their hand and sometimes adopt an expectant, hopeful facial expression, staying alert and keeping the eye on the bar staff at all times.



2.1.2 The etiquette of ordering

If you wish to pay for your drinks individually, you order individually. If you order as a group, the bar staff will total the cost and expect a single payment. In most British pub, you pay for the drinks in cash immediately when you order them.

There are hundreds of different varieties of beer available in pub. Many of them are on draught, some in bottles and a few in cans. They range from dark stouts, bitter to lager, light coloured beer. They are served in pint or half pint. Different pub are different systems for ordering food: some take meal orders at the bar, others have separate counters for food. Some pubs have menus on the tables whereas others have menus on the bar counter or chalked on blackboards. Even if the food is brought at table, the no-waiter-service rule still applies to drinks.



2.1.3 The rituals

It's not customary to tip the publican or bar staff in British pub. Instead of that, the common practice is to buy them a drink because the British tend to be rather embarrassed about money. The social structure of the pub is egalitarian: those serving behind the bar are in no way inferior to the customers. That's why, to give them a tip would be a reminder of their "service" role, whereas to offer a drink is to treat them as equals. The correct etiquette for offering a drink to the publican or bar staff is to say "and one for yourself".

Another ritual in an English pub, is to buy your round of drinking. It's a reciprocal exchange of drinks to promote friendly social interaction. The

expectation is that the other members of the group will each, in turn, buy a round of drinks. Buying your round involves not only paying for the drinks, but going to the bar, ordering the drinks and carrying them back to the table. Moreover, the order of drinks takes place before the glasses are empty. When you try to make new friends among native pub-goers, being the first to offer a round can be a good strategy.

2.1.4 Initiating contact

If you want to enter in contact with publican, member of staff or regulars, the bar counter is a strategic place because it's the most "public area" of the pub and the people, who are sitting or standing there, are the most approachable. To make contact with them, it's better to stand or sit at or near the bar then and use the traditional rituals, offer a drink to the publican or member of staff who serves you.

2.1.5 Pub-talk

There are some greeting rituals: when a regular enters the pub, you can hear a chorus of friendly greetings from other regulars, the publican and bar staff. The regulars answer to each greeting, usually addressing the greeter by name or nickname. Enter a pub, starting by saying "Good evening" with a friendly smile is favorable to initiate contact. Very often, the regulars of a pub are debating about the news. This process is based on equality, reciprocity and a non-aggression act. When participants become bored or tired, they finish their sentence with "and anyway, it's your round". Just saying whatever happens is a way to come in connection with the current topic of conversation. The regulars speak using humour, jokes, puns, teasing, wit and if you want to participate, you have to be prepared to laugh at yourself.

2.2 The Etiquette of Speech Acts

Common to all the different English pub forms were the informality of the social acts. Though as the etiquette behaviour recommends, we found that it is very important to use the polite forms of language as “please” and “thank you”, though the context and the speech acts in the pubs seem to be very friendly and informal. This also applies to the behavior towards foreigners. The bar staff as well as the customers who heard us talking knew that we weren't from England but their acts towards us were very open and welcoming.

2.2.1 The Local



The living world of the local seemed to follow all the descriptions that we read from the English Pub guides that we found from the internet. We went inside two locals to observe, the Free Press and the Cricketer Pub.

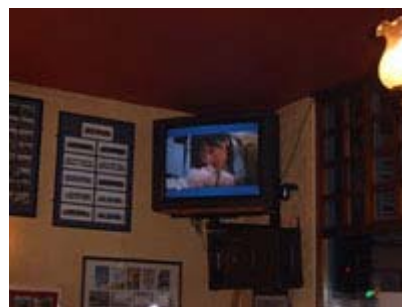
In the local the group of people represented an older generation of English pub customers. In our observations we saw that the age was from 30 and up. People dressed very informally and they had mixed groups of females and

males. The “regulars” were standing or sitting beside the counter and having a chat with the “publican”, reading a newspaper or watching television.

Food is served in both of the local bars that we went into and as we observed other locals information boards, we saw that it’s a custom that you can eat also in the locals. We entered the bars on lunch hour and there were many people having lunch.

The other local had electronic games and we could find board games on both locals for all the customers to use. The decorations seemed to follow more or less the descriptions in the texts that we found from the web. The artifacts, as furniture and items seem to have a great significance in the pubs, because they play a role in the meaning of the pub. For example, all the people sitting beside the counter were concentrating on the television. It seems to be a social activity and in our opinion it presents well the atmosphere that is inside the local bar. The purpose of the local is to relax, feel at home, chat a little with friends and watch television.

Sometimes there is not much difference between a local and a family pub, because we saw the child of the publican in the Free Press. What also made a family pub atmosphere was a cat that we assumed lives in the pub.



2.2.2 The Family Pub

The family pubs are easily recognisable, because they have put up big signs in front noticing that children are welcome accompanied with parents. But you

have to respect some rules, for example the opening hours. Family pubs have a different customer variety than the local. There are more young people and especially young couples with children eating and having a nice, relaxed family moment. They go to this kind of pub during the day, especially in the afternoon. The parents and children are very respectful of the rules: they don't try to enter to the other parts of the pub forbidden to children and there are signs representing the area that is assigned for the families. We could see some people from the older generations as well in Family Pub.

The way of dressing is the same as in the locals. Everyone is dressed in a very informal way and we assumed that the family pub serves exactly the purpose of a place to out with close friends and relatives, not a place for a formal meeting.

The atmosphere in the family pubs is also more dynamic compared to the local pubs. We assumed that it has to do with the large variation of the age groups. We could see and here children playing and screaming, jumping and running. There was no disturbance other than the normal sounds of family life and therefore we came to the conclusion that the family pub was suitable for the older generation people who are looking for a quiet moment without loud music or drunk person.



2.2.3 The Student Pub

As there is no strict rules in Pubs, you can find here students but also persons of middle age. The atmosphere is very relaxed as well and often the bar staff

is young. That's a place where the students go after class to have a break. So, they are talking in a very informal register. In the student pubs they have a chance to criticise their teachers, to share their feeling about their life at university or in their private life. At night time the atmosphere changes a little. Sometimes the customers have an opportunity to sing karaoke and sometimes there is a live band. Also by night time it is quite expectable to see a person or a few drunk inside the pub. The meaning of the student pub therefore changes according to the time of the day from a calm place to relax and have a chat during the day time to a party place to dance, sing and have a little "buzz" during the night.



The atmosphere in the student pubs is clearly the most dynamic one. The music is modern, including rock, pop, funk, house, r n'b, rap and sometimes a live band. Also the decibels of the music are often louder in the student pubs than the others.

It was very hard to distinguish who was the publican in the student pub. In the other forms of pubs the publican was very present but in the student pub it wasn't's clear. Anyone of the staff in the student pub could have been anyone of the staff members.

III) The multi-/intercultural dimension in the “English pub culture”

3.1 The french Café

In France, the culture of the pub is different from the english one. The concept of “english pub” is an importation from the celtic culture, indeed most of them are called “Irish” pubs. The french people go in pubs to gather, drink a beer and try to feel the mood of a genuine english pub. However, there is not a notion of regular customer because french people go there just during the week-ends to have a good time or to watch rugby or soccer games. During important sport events, the fashion is to go to the pub to enjoy an “english atmosphere” because the english are known to be fervent supporters during the championship. They also go in those places to try new kind of beers which can’t be found in another place, and they are ready to pay more expensive prices. The main goal is to go “abroad” without leaving your place. French people go there to meet expatriates and to practice their english, either with the bar staff or with the customers. Indeed, those places are frequented by the expatriates or by nostalgic travellers missing england because they feel “at home”, thanks to the furniture, the interior decoration, food and beverages. Several things are missing in the pubs in France like pool tables, darts, quizz machine, table games. The main difference between England and France is the time you go to the pub. While in England, you go to the pub just after your work and you have to leave by eleven pm, in France, it’s likely during the week-end and it’s more like a night bar, that’s to say from eight pm to two in the morning.

The concept of pub in England described in the two first parts corresponds to the concept of french Café in France. Originally, the cafés were used by

politicians, writers, artists as a place to meet and to exchange ideas. It turned out to be the same now since it's still used to exchange news of the daily life or to discuss the last gossips. Nowadays, it has become so popular that you can see them in many movies as they are the most representative place for the french daily life. The most comparable place to the english pub is known as the "café du coin" (café from the corner), a small place with many regulars, knowing from each other, usually discussing with the owner of the café. The definition of the publican can be applied to the owner of a french Café. As far as the bar staff is concerned, we have to note that the spouse or the family of the owner is frequently serving. Customers go to this café as soon as they finish their work and this place is usually very close from the place they work or they live. They go there to relax and have a drink with friends. The location of the customers in the café is very significant. Usually the cafés consist in three parts, the counter, the room and the terrace. But the prices are different according to the place you enjoy your drink, the closest you are from the counter, the cheapest you pay, because it is considered that you have to pay for the space you occupy. Regulars are sitting or standing at the counter, very close to the bartender or the owner of the café. They usually come very often, and they spend a long time there, drinking quite a lot. They call the people by their names (regulars, bartender, owner) and they seem very familiar. They pay some rounds of drinking for regulars and even the owner of the café, after few rounds, pays his round. Less regular customers are sitting in the room, far from the conversations, they may be couples searching a quiet place, people having some lunch, students revising their lessons. At the terrace (very crowded during the summer), you'll find tourists, people from another district or another city.

The french cafés stay opened a long time, it starts from early in the morning with regulars having a cup of coffee, reading the local newspapers or discussing with the bar staff before starting their work. Around ten o'clock, the workers of the neighbourhood have a break and get some snacks or some drinks. At lunch time, the employees of the closest societies go there to get a

quick and cheap meal. But it's really after the work that the regulars come for the evening and sometimes later... According to the café you will stop in, you will just get a drink but you may be able to buy various things like cigarettes, pens, batteries, post cards, tickets for the national lottery and even sometimes gamble on the horses (PMU cafés).

3.2 Finland

The pub culture in Finland is very much alike to the pub culture in England but the word used for a pub is typically "baari" which comes from the word bar, but holds the same idea as a pub. The categorization of the pubs (bars) is similar to the "theme pubs" of England and the only main difference is the family pub. There is no such thing as a family pub. There are only restaurants that the children can enter and which also serve beer and other alcohol drinks to the parents. The food in the restaurants can be similar to the food that is served in the family pubs in England, but they are considered as restaurants, not pubs. The other descriptions of "theme pubs" follows the same ideas than in Finland. There are pubs that consider themselves as local pubs there are pubs that target the student audience and then there are family restaurants. A cafe holds similar meaning in Finland as it does in England as a place that serves non-alcoholic drinks and some fresh pastries aside.

The way of living in Finland differs in the summer and in the winter. Therefore the differences affect also the life world of a Finnish pub. The main difference is the timing when people go to pubs. In the summer, people prefer the terraces of the pubs which they go to have a beer or a cider just after work. The reason is the sun, that people enjoy during the summer days. The terraces of the pubs in Finland are therefore filled with customers starting from 14.00 until the sun sets down about 9-10 p.m.

In the winter, the pub culture of Finland is totally different. People don't usually go to pubs straight after work and some people don't go to pubs almost at all during the winter. The busiest hour in the pubs during winter time is usually after 7.30 p.m. Most of the pubs don't offer food, only light snacks, for example peanuts, chips, cheese sticks etc. There are only some pubs that are considered to be pubs that serve food, others are considered as restaurants.

The meaning of a pub in Finland is similar to the meaning in England. It's a place where people go and enjoy the company of their friends, but they are not considered as a place for family time as in the family pubs in England. One of the important similarities is the informality of a pub as a social world. People in Finland don't dress up to go to a terrace of a pub in the summer or to have a pint inside a pub during the winter. The groups of people that go together to have a beer are usually a group of friends. For example, it's not typical to go to for a beer with your boss or if you do, it is considered as a new establishment of the relationship towards informality and friendliness.

The inside decorations are different in different pubs and there is no general guidelines of the styles of the pubs. The only main thing that the pubs do have are the electronic games. These games you can find in almost all the pubs in Finland. Otherwise you can find a modern style, classical style, sports style, rock style and so forth styles from the different decorations just like in England.

3.3 Stereotypes of an English Pub

The main stereotype about the English pub is to consider that there is only one type of pub and the purpose in England of a pub is to getting "pissed" (very drunk) and act in a very irritating way and using a loud voice. Especially Ireland seems to hold a stereotypical assumption as all the Irish being great beer drinkers and leaving the pubs in a bad condition. This has obviously affected the English pub stereotype that sees all the

English as being great lovers of beer. But this stereotype is not accurate. It's not easy to find a drunk English person and the atmosphere as described in the chapters before is very relaxed, but appropriate as well in the English pubs. The main purpose is not to drink until you drop, it's to have pint, maybe two and then go home. This also reflects from the pubs opening hours. An English pub is only open until 11 p.m.

For the tourist coming to England, every pub will look the same, but he's ignoring all its variety : the family pub, the student pub, the chain of pubs, the local pub. This is not a place for hard drinkers but it's also a place to meet family, friends or just to relax from a hard day of work. Another false idea is to believe that you won't get anything except alcohol from a pub, contrary to popular belief, you can get very good food from your local pub (beware, that's not a proper restaurant).



OPENING HOURS			
Mon-Thur	12.00 - 2.30	6.00 - 11.00	
Friday	12.00 - 2.30	6.00 - 11.00	
Saturday	12.00 - 3.00	6.00 - 11.00	
Sunday	12.00 - 3.00	7.00 - 10.30	

3.4 Globalization of the Pub Culture

About the actual tendency of globalization, the culture of the pub can be said to be affected by it. But at the same time the English have had a great impact on the brewery cultures of other countries in the past. England was one of the first countries to have this kind of social activity to go and have a pint in a public house. Nowadays pubs can be found all over the world and the concept of "chain" of pubs is the economic response from an activity which wants to survive. You find the cheapest prices in that kind of pubs even if the "atmosphere" is not the same that in your local pub.

Another sign of the globalization is the increase of foreign beers (fosters, duval, kronembourg...) and of bottled beers to the detriment of local ales.



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