

APPENDICES

Appendix 1: Classified Episodes and Paris Office Scenes Belonging to Culture Shock or Recovery Stage

Episode	Paris Office Scenes	
	Culture Shock	Recovery
1	2,3,4,5	
2		1,2,3
3	1,2	3,4,5
4	1,5	
5	1, 4	2
6	2	1, 3
7		1
8		
9		1
10		1

Appendix 2: Table of Analysis

Culture Shock Stage Table of Analysis

No.	Utterances	Language Features																										Notes
		CT		Adj		Hdg		TQ		Into		Ints		Grm		Pol		SW		CD		MR		Comp		Quest		
		W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	
1.3	Uh, bonjour. (Uh, hello.)					✓																						* greeting to the first person in the office for the third time, * in French, * confused whether correct or not
1.5	Oh.					✓																						* as a response, * need time to think of what to say next
1.6	I'm going to be working in this office.													✓														* introduce herself, *'going' instead of 'goin'
1.9	Oh, that was Madeline.					✓																						* response to Sylvie, * sign of doubt , * need time to think of what to say next
1.10	Uh, I'm Emily, Emily Cooper.					✓																						*response to Sylvie's question, *sign of uncertainty
1.11	And I am so excited to be here.											✓																*stating her feeling, *emphasize excitement,

Recovery Stage Table of Analysis

No.	Utterances	Language Features																								Notes		
		CT		Adj		Hdg		TQ		Into		Ints		Grm		Pol		SW		CD		MR		Comp			Quest	
		W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M	W	M		W	M
2.1	Go fuck yourself.																		✓									*response to Julien's joke, *uses harsh swear word, *replies as a joke to reduce tension
2.5	Okay. (Pause and sighs)					✓																✓						*response to Sylvie, *confused on what to reply, *pauses to think of a reply, *agrees to Sylvie's statement
2.6	It's basically merde (shit), but I have some ideas about marketing De L'Heure that I'd like to share with you.																		✓									*gives explanation to Sylvie, *uses harsh swear words to break tension
2.15	Very little social engagement.											✓																*gives her point of view, *strengthens her opinion on the subject, *emphasizes little social engagement
2.16	I know you're about to launch, and you're keeping me out of the loop.													✓														*response to Sylvie, *uses formal grammar, *use the word "keeping" instead of "keepin"

2.17	Tonight?																									✓	*Sylvie questioned about the invitation, *conversation was ending, *conversation becomes longer
2.18	What...?																									✓	*Sylvie questioned for the second time, *the conversation was about to end, *the question causes prolonged conversation
2.19	What?																									✓	*Question for the third time to Sylvie, *longer conversation due to the question, *pauses due to confusion
2.20	Were you gonna tell me this, uh, never?													✓													*response to Sylvie's invitation, *use of informal grammar, *"gonna" instead of "going to"
2.22	But... I do understand what it means to be on the outside looking in.					✓																					*debate with Sylvie, *pauses to think, *confused on what to say
2.26	And you're not because (pause) you've already got it, and you don't even know how you did it.					✓																					*explanation of opinion to Sylvie, *pauses to think of an explanation

Appendix 3: Transcript

OFFICE SCENES TRANSCRIPTION OF *EMILY IN PARIS* SEASON 1

Synopsis

Emily in Paris follows the story of Emily Carter, played by Lily Collins, who moved to Paris to bring an American point of view to her office. She was transferred from her office in Chicago to an office in Paris called Savoir. However, problems arise since she has no previous knowledge of Parisian culture.

Episode 1 - Emily in Paris

Emily is allocated to Paris by her company to work at Savoir. Emily brings a new 'American' perspective to Savoir but her lack of knowledge about Paris and the inability to speak French causes problems.

- I. Emily is discussing with her coworker, Madeline, about Madeline's newest project. They are also discussing Madeline's plan of going to Paris.

Emily : Madeline, you're in Adweek.
Madeline : What? Where?
Emily : Right here, under "Movers and Shakers."
Madeline: : Ah!
Emily : "Chicago-based Gilbert Group expands international portfolio with acquisition of French luxury marketing company Savoir. Gilbert Group vet, Madeline Wheeler, named director of marketing for Franco firm."
Madeline : Yes! I am here to prove that a master's in French does not go to waste.
Emily : This is going to be amazing for you.
Madeline : (Madeline sighs)I have been dreaming of moving to Paris forever. I mean, French men, they love older women, you know? Look at their president. He's young. He's hot. He married his school teacher.
Emily : (Emily laughs) Ooh, I just emailed you my thoughts on the presentation for the new IBS drug. It's a social initiative to add meditation to your medication. If you like it, you can pitch it later. Uh, you know, for your last hurrah.
Madeline : I want you to pitch it.
Emily : Seriously?
Madeline : Seriously. The client has to start getting comfortable with you.
Emily : I don't want to step on your toes.
Madeline : You're not. You're stepping into my shoes. You're ready, okay? This is an opportunity for both of us. Come here. Try this.
Emily : What is it?
Madeline : De L'Heure. It's the latest fragrance from Maison L'aux.
Emily : Mm.
Madeline : I'll be handling them, their account in Paris. What do you think?
Emily : It's like wearing poetry.
Madeline : (Snaps fingers) I'm gonna use that.
Emily : Hm.
Madeline : Oh, that smells really wei...Does that smell weird to you?
Emily : No, just floral.
Madeline : But... I'm gonna be sick. Uh... I'm gonna be sick. (retching)
Emily : Oh. Oh. Uh...

- II. Emily has just arrived in Paris and is visiting her office, Savoir, for the first time.

Emily : Hi(1.1).
Hello(1.2).
Uh, bonjour(1.3).

I'm Emily Cooper from the Gilbert Group in Chicago(1.4).
 Julien : You are? (chuckles) I'm sorry. I don't understand.
 Emily : Oh(1.5).
 I'm going to be working in this office(1.6).
 Je vais travailler dans ce bureau(1.7).
 Julien : Ah. The American girl is here. (sigh)
 Sylvie : Bonjour. I wasn't expecting you until tomorrow. How was your journey here?
 The new apartment and everything?
 Emily : You lost me at bonjour(1.8).
 Sylvie : Oh. Yeah, I was told the American coming here spoke French.
 Emily : Oh, that was Madeline(1.9).
 Sylvie : Oh, so you're not Madeline.
 Emily : Uh, I'm Emily, Emily Cooper(1.10).
 And I am so excited to be here(1.11).
 Sylvie: Well, that's very unfortunate. (sighs softly)
 Emily: Excuse me(1.12)?
 Sylvie: That you don't speak French. It's a problem.
 Emily: Well, I'm going to take a class, but... je parle un peu français already(1.13).
 Sylvie: Well, perhaps it's better not to try. Oh, Paul. May I introduce Emily, the
 American girl who's come to work with us? This is Monsieur Brossard, he's the founder
 of Savoir.
 Emily: Ah, Emily Cooper(1.14).
 Oh(1.15).
 It is so nice to meet you, Monsieur Brossard(1.16).
 Paul: It's a pleasure. Welcome to Paris. So, you've come to teach the French some
 American tricks?
 Emily: I'm sure we have a lot to learn from each other(1.17).
 Paul: But your experience is not with fashion and luxury brands, hm?
 Emily: True(1.18).
 Most of my experience has been in promoting pharmaceuticals and geriatric care
 facilities(1.19).
 Paul: In Chicago.
 Emily: Yes(1.20).
 I mean, oui(1.21).
 Paul: (Scoffs) I was in Chicago once, and I ate the deep-dish pizza.
 Emily: Ah, that is our specialty(1.22).
 We take a lot of pride(1.23).
 Paul: It was, uh, dégueulasse. How you say?
 Sylvie: Disgusting.
 Paul: Like a quiche made of cement.
 Emily: Uh...Oh, no, you must have gone to Lou Malnati's(1.24).
 Paul: And the people are so fat.
 Paul: Why are they all so fat?
 Sylvie: Well, perhaps from the disgusting food.
 Emily: True, we are in the midst of an obesity epidemic(1.25).
 In fact, Merck was one of our biggest clients(1.26).
 They make a diabetes drug that we marketed the heck out of(1.27).
 Sales went up 63 percent(1.28).
 Paul : So you create the disease, then you treat the disease, and then you market
 the treatments of the disease.
 Emily : Well...(1.29)
 Sylvie : Perhaps stop eating.
 Paul : There is no money in that.
 Sylvie : True.
 Emily : Cigarettes cause diabetes and cancer(1.30).

Paul : Yes. Well, smoking is a pleasure. And without pleasure, who are we?

Sylvie : German?

Paul : (chuckle) Exactly right.

Emily : (chuckles)

Paul : All of the brands we market here, from perfume to cognac to couture, are all to do with beauty and refinement.

Emily : Mm-hmm(1.31).

Paul : Perhaps you have something to learn from us, but I'm not sure if we have much to learn from you.

Emily : With all due respect, I have been sent here for a reason, so if you wouldn't mind, I would really like to share some of my ideas about your social media strategies(1.32).

Paul : You mean the Twitter and the Snapchat?

Emily : Yes(1.33).

And the Instagram(1.34).

Paul : Ah, by all means.

Emily : First, let me apologize for speaking English(1.35).

I did Rosetta Stone on the plane, but it hasn't kicked in yet(1.36).

Paul : (Sighs)

Sylvie : Oh, Patricia doesn't speak English. Please continue.

Emily : For those of you who haven't met me, I'm Emily Cooper, and I'm so excited to be here in Paris(1.37).

I'm looking forward to getting to know each and every one of you and, likewise, having you get to know me(1.38).

Your name, monsieur(1.39)?

Luc: My name is Luc.

Emily: Yes, Luc(1.40)?

Luc: Why are you shouting?

Emily: (Sighs, quietly) Sorry(1.41).

Luc: (Grunts)

Emily: Your company works with some of the biggest brands in the luxury sector, from Chanel to YSL(1.42).

And that makes Savoir, your company, or, if I may be so bold, our company, a brand in itself(1.43).

But to build a brand, you must create meaningful social media engagement(1.44).

May I ask who's responsible for your social media here(1.45)?

Julien: Patricia.

Emily: Makes sense(1.46). (inhales sharply)

Anyway, it's not just about the number of followers(1.47) .

It's about content, trust, interest, and engagement(1.48).

Luc: Excuse me, but the French are masters of social media.

Emily: True(Pause)(1.49).

But Americans invented it, which is why I hope to become a valuable member of your team by adding an American point of view to your fabulous French clients(1.50).

Julien: It's a disaster.

III. Emily comes to Patricia to talk about how to improve social media engagement.

Emily : Hi Patricia(1.51).

I'm wondering if I can share some ideas I have about how we might enhance our social media engagement(1.52).

I'm so excited about the potential here(1.53).

Patricia : Je comprends pas.

Emily : Oh(1.54).