

Intercultural Communication

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INDIVIDUALISTIC & COLLECTIVISTIC CULTURES

Cultures strong in individualism focus on individual goals. Behavior cannot be predicted from group memberships. Preference is for 'equal' relationships. Individualistic cultures include: Australia, Belgium, Canada, Denmark, England, France, Germany, Ireland, Italy, New Zealand, Sweden and the United States. Cultures strong on collectivism focus on group goals. There is strong emphasis on traditions and conformity. Collectivistic cultures include: Argentina, Brazil, China, Egypt, Ethiopia, Greece, Guatemala, India, Japan, Korea, Mexico and Saudi Arabia.

MASCULINE & FEMININE CULTURES

Masculine cultures have differentiated gender roles and are characterized by power, assertiveness and performance. Masculine cultures include: Arab cultures, Austria, Germany, Italy, Jamaica, Japan, Mexico, New Zealand, Switzerland and Venezuela. Feminine cultures have overlapping gender roles. Quality of life and service are valued. Sex roles are androgynous. Feminine cultures include: Chile, Costa Rica, Denmark, East African cultures, Finland, Netherlands, Norway, Portugal, Sweden and Thailand.

LOW CONTEXT & HIGH CONTEXT COMMUNICATION

High content/low context messages are *direct and clear* with most of the message explicit in the code. This form predominates in individualistic cultures. High context/low

content messages are *indirect and ambiguous*. Most of the information is internalized in the person or his surroundings. This form is found more typically in collectivistic cultures.

LOW & HIGH POWER DISTANCE CULTURES

With Low Power Distance cultures, individuals are viewed as equals. Emphasis is placed on legitimate power. Superiors and subordinates are interdependent. Representative cultures include: Australia, Canada, Denmark, Germany, Ireland, Israel, New Zealand, Sweden and the United States. With High Power Distance cultures, individuals are seen as unequal. Subordinates are dependent on those above them. Representative cultures include: Egypt, Ethiopia, Ghana, India, Malaysia, Nigeria, Panama, Saudi Arabia and Venezuela.

LOW & HIGH UNCERTAINTY AVOIDANCE CULTURES

Low Uncertainty Avoidance cultures are characterized by low stress and anxiety. Dissent is acceptable. There is a high level of risk taking. Uncertainty is OK. Representative cultures include: Canada, Denmark, England, Hong Kong, India, Jamaica, Sweden and the United States. High Uncertainty Avoidance cultures are characterized by high stress and anxiety. There is a strong desire for agreement. People do not like to take risks. Representative cultures include: Egypt, Argentina, Belgium, Chile, France, Greece, Japan and Mexico.



The Last Word

Other Representative Topics:

Improving Interpersonal Communication; Top Notch Customer Service; Surefire Sales & Negotiating; Leadership & Communication in the Workplace; Creating Winning Advertising & PR Campaigns; Communicology: Communication for Healthcare Professionals; Red, White & Blue: The Spirit of America

Carol Dunitz, Ph.D. • Speaker, Writer, Producer, Consultant

734.747.6266 • Fax 734.747.8888 • P.O. Box 130823 • Ann Arbor, MI 48113 • cdunitz@lastword.com • www.lastword.com