

Some Cultural Norms

<u>Rugged Individualism</u>	<u>Family Structure</u>
<ol style="list-style-type: none"> 1. Individual as primary unit 2. Individual as primary responsibility 3. Independence and autonomy highly valued and rewarded 4. Individual can control environment 	<ol style="list-style-type: none"> 1. Nuclear family is ideal social unit 2. Male is breadwinner and head of household 3. Female is homemaker and subordinate to husband 4. Patriarchal structure
<u>Competition</u>	<u>Status and Power</u>
<ol style="list-style-type: none"> 1. Winning is everything 2. Win/lose dichotomy 	<ol style="list-style-type: none"> 1. Measured by economic possessions 2. Credentials, titles and positions
<u>Communication</u>	<u>Action Orientation</u>
<ol style="list-style-type: none"> 1. Standard English 2. Written tradition 3. Direct eye contact 4. Limited physical contact 5. Control emotions 	<ol style="list-style-type: none"> 1. Must master and control nature 2. Must always do something about a situation 3. Pragmatic/utilitarian view of life
<u>Time</u>	<u>Progress and Future Orientation</u>
<ol style="list-style-type: none"> 1. Adherence to rigid time 2. Time is viewed as a commodity 	<ol style="list-style-type: none"> 1. Plan for future 2. Delayed gratification 3. Value continual improvement and progress
<u>Holidays</u>	<u>Aesthetics</u>
<ol style="list-style-type: none"> 1. Based on Christian religion 2. Based on White history and male leaders 	<ol style="list-style-type: none"> 1. Music and art based on European cultures 2. Women's beauty based on blonde, blue-eyed, thin and young 3. Men's attractiveness based on athletic ability, power and economic status
<u>Religion</u>	<u>Emphasis on Scientific Method</u>
<ol style="list-style-type: none"> 1. Belief in Christianity 2. No tolerance from deviation from single god concept 	<ol style="list-style-type: none"> 1. Objective, rational, linear thinking 2. Cause and effect relationships 3. Quantitative emphasis
<u>Protestant Work Ethic</u>	
<ol style="list-style-type: none"> 1. Working hard brings success 	

