

Exercise #3 Part A

Selected American and Hispanic/Latino Cultural Preferences

Dimensions of Culture	American Culture	Hispanic/Latino Culture	Your Culture
1. Sense of self and space	<ul style="list-style-type: none"> • Individual space—arm’s length • Informal—use “you” for all relationships • Hearty handshake 	<ul style="list-style-type: none"> • Closer than arm’s length • Formal—use both formal and informal “you” • Warmer, softer handshake, hug, kiss on the cheek 	
2. Communication and language	<ul style="list-style-type: none"> • Direct eye contact • Explicit, direct communication—people say what they mean and mean what they say • Emphasis on content; meaning found in words—yes means yes 	<ul style="list-style-type: none"> • Averts eye contact to show respect • Implicit, indirect communication—people may hold back to avoid upsetting other person • Emphasis on context; meaning found around words—yes may mean maybe or even no 	
3. Dress and appearance	<ul style="list-style-type: none"> • “Dress for Success” ideal • Wide range in accepted dress 	<ul style="list-style-type: none"> • Dress seen as sign of position, wealth, prestige 	
4. Food and eating habits	<ul style="list-style-type: none"> • Eating as a necessity—fast food 	<ul style="list-style-type: none"> • Dining as a social or family experience • Religious rules 	
5. Time and time consciousness	<ul style="list-style-type: none"> • Time is linear and finite—seen as limited commodity • Exact time consciousness—handle one thing/one person at a time • Value on promptness—time means money • Deadlines/ schedules are sacred; needs of people bend to demands of time 	<ul style="list-style-type: none"> • Time is elastic and infinite—there is always more time • Relative time consciousness—many activities going on at once • Time spent on enjoyment of relationships • Deadlines and schedules easily changed; time is bent to meet needs of people 	

Dimensions of Culture	American Culture	Hispanic/Latino Culture	Your Culture
6. Relationships, family, friends	<ul style="list-style-type: none"> • Focus on nuclear family • Responsibility for self—children encouraged to live separate, independent lives • Value on youth, age seen as handicap 	<ul style="list-style-type: none"> • Focus on extended family • Loyalty and responsibility to family—being independent considered irresponsible, disloyal • Age given status and respect 	•
7. Value and norms	<ul style="list-style-type: none"> • Individual orientation— independence and self reliance highly valued • Personal fulfillment is greatest good • Preference for direct confrontation of conflict 	<ul style="list-style-type: none"> • Group orientation— looking out for others protects one’s self • Group success is greatest good • Preference for harmony 	•
8. Beliefs and attitudes	<ul style="list-style-type: none"> • Egalitarian—all people should have equal rights • OK to challenge authority • Individuals control their destiny • Gender equity 	<ul style="list-style-type: none"> • Hierarchical—power more centralized • Defer to authority and social order • Limited control over destiny • Different roles for men and women 	•
9. Mental processes and learning style	<ul style="list-style-type: none"> • Linear, logical, sequential • “Fix it” approach to problems • Humans in control • Progress and change is good • Learning is interactive; learner prefers to draw own conclusions 	<ul style="list-style-type: none"> • Lateral, holistic, simultaneous • One adapts to problems and situations • Accepting of life’s difficulties • Change is threat to order and harmony • Learning more formal and one-way; learner dependent on written information 	•
10. Work habits and practices	<ul style="list-style-type: none"> • Emphasis on task • Reward based on individual achievement • Work has intrinsic value 	<ul style="list-style-type: none"> • Emphasis on relationships • Rewards based on seniority, relationships • Work is a necessity of life 	•