

CULTURAL VALUES: HOT AND COLD CLIMATE CULTURES

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CULTURES CAN BE BASICALLY DIVIDED INTO TWO CAMPS: HOT-CLIMATE CULTURES AND COLD-CLIMATE CULTURES. EACH CULTURE HAS DIFFERENT VALUES THAT ARE EXPRESSED IN DAILY LIVING AND HOW ONE RELATES TO LIFE, ONESELF, AND ONE ANOTHER. FOR THIS REASON MEMBERS OF A DIFFERENT CAMP CAN EXPERIENCE FRUSTRATION AND CONFLICT IN DIFFERING CAMPS. IF WE CAN COME TO RECOGNIZE AND UNDERSTAND WHAT OTHER CULTURES VALUE, THEN WE CAN WORK TO AVOID CONFLICT AND WORK TOWARDS EFFECTIVE COMMUNICATION AND FRUITFUL RELATIONSHIPS!

FOUR DEFINITIONS AND DIFFERENCES TO KNOW:

HOT-CLIMATE CULTURES – CULTURES THAT ARE “RELATIONSHIP-BASED”. THEY ARE *GENERALLY* FOUND IN WARMER CLIMATES THOUGH THERE ARE EXCEPTIONS. EXAMPLES INCLUDE MOST LATIN AMERICAN COUNTRIES, PARTS OF AFRICA AND ALASKA.

COLD-CLIMATE CULTURES – CULTURES THAT ARE “TASK-ORIENTED”. THEY ARE *GENERALLY* FOUND IN COLDER CLIMATES, WITH EXCEPTIONS. EXAMPLES INCLUDE THE NORTHERN UNITED STATES, WESTERN EUROPE AND ISRAEL.

HIGH-CONTEXT CULTURES – GENERALLY OLDER CULTURES WITH STRONG NATIONAL IDENTITIES AND HIGHLY DEVELOPED FORMALITIES. EXAMPLE: MOST OF ASIA AND EUROPE, EASTERN UNITED STATES, ETC.

LOW-CONTEXT CULTURES – YOUNGER CULTURES WITH MIXED NATIONAL IDENTITY AND LESS FORMALITIES. EXAMPLE: WESTERN UNITED STATES, AUSTRALIA, ETC.

THROUGHOUT THIS DISCUSSION, BE THINKING ABOUT WHERE YOU STAND. PUT A STAR NEXT TO EACH CATEGORY YOU FIT INTO. THE GOAL HERE IS TO BE HONEST. EVERYONE FALLS INTO DIFFERENT CATEGORIES – EVEN UNDER THE SAME AREA!

HIGH-CONTEXT CULTURES	LOW-CONTEXT CULTURES
PROPER GREETING IS ESSENTIAL: A SIGN OF RESPECT.	ADDRESS PEOPLE BY THEIR NAMES UNLESS OTHERWISE SPECIFIED.
WHO YOU KNOW OR ARE RELATED TO MATTERS.	WHAT YOU KNOW MATTERS MORE THAN WHO YOU KNOW.
HONOR THOSE YOU ARE IN CONTACT WITH SO AS NOT TO INSULT THEM.	LACK OF PROTOCOL DOES NOT IMPLY REJECTION OR INSULT.
RESPECTING RULES RESPECTS PEOPLE.	ACCOMMODATING WITH OTHERS IGNORANCE OF RULES: NOT OFFENDED.
IT IS BETTER TO OVERDRESS THAN UNDER DRESS.	CASUAL ATMOSPHERE DOES NOT IMPLY DISRESPECT.

HOT-CLIMATE CULTURES	COLD-CLIMATE CULTURES
COMMUNICATION AND RESPECT ISSUES	
RELATIONSHIP MOTIVATED	TASK MOTIVATED
<ol style="list-style-type: none"> 1. COMMUNICATION MUST CREATE A “FEEL GOOD” ATMOSPHERE. 2. THEREFORE COMMUNICATION MUST CONTRIBUTE TO THIS ATMOSPHERE BY NOT OFFENDING ANOTHER. 3. THEREFORE, SPEECH MAY NOT SEEK TO COMMUNICATE INFORMATION, BUT RELATIONSHIP BUILDING. “YES” IS NOT ALWAYS “YES”. 4. EFFICIENCY AND TIME DO NOT TAKE PRECEDENCE OVER THE PERSON. 5. THOUGH INDIVIDUALS MAY BE OTHERWISE, SOCIETY IS FEELING-ORIENTED. 	<ol style="list-style-type: none"> 1. COMMUNICATION MUST PROVIDE ACCURATE INFORMATION. 2. THEREFORE HONEST COMMUNICATION DOES NOT REFLECT HOW A PERSON FEELS ABOUT ANOTHER PERSON (GENERALLY). 3. SPEECH IS MEANT TO COMMUNICATE INFORMATION, NOT RELATIONSHIP. “YES” SHOULD BE “YES”. 4. EFFICIENCY AND TIME ARE HIGH PRIORITIES, AND TAKING THEM SERIOUSLY IS A STATEMENT OF RESPECT FOR THE OTHER PERSON. 5. THOUGH INDIVIDUALS MAY BE OTHERWISE, SOCIETY IS LOGIC-ORIENTED.
IDENTITY ISSUES	
GROUP-ORIENTED CULTURE	INDIVIDUALISTIC CULTURE
<ol style="list-style-type: none"> 1. IDENTITY FOUND IN THE GROUP. 2. GROUP PROTECTS AND PROVIDES FOR THE INDIVIDUAL. 3. BEHAVIOR REFLECTS ON THE ENTIRE GROUP. 4. TEAM MEMBERS EXPECT DIRECTION FROM THEIR LEADER. 	<ol style="list-style-type: none"> 1. IDENTITY FOUND IN THE SELF. VALUES THE INDIVIDUAL AND THEIR OPINION. 2. INITIATIVE AND INDEPENDENCE (SELF-DEPENDENCE) IS HIGHLY VALUED. 3. BEHAVIOR REFLECTS UPON THE INDIVIDUAL AND NOT THE GROUP. 4. TEAM MEMBERS EXPECT TO GIVE INPUT ON TEAM DIRECTION TO THEIR LEADER.
PERSONAL BOUNDARY ISSUES	
INCLUSION CULTURES	PRIVACY CULTURES
<ol style="list-style-type: none"> 1. INDIVIDUALS ARE INCLUDED IN CONVERSATION, MEALS, AND THE OTHER ACTIVITIES OF THE GROUP. VIOLATING THIS INJURES THE ONE WHO SEEKS INCLUSION. 2. PROPERTY IS PUBLIC. 3. IT’S NOT GOOD TO BE BY YOURSELF. 	<ol style="list-style-type: none"> 1. RELATIONAL BOUNDARIES ARE SET AND MAINTAINED. VIOLATING THESE INJURES THE ONE WHO SET THEM. 2. PRIVATE PROPERTY IS ACCEPTED AND RESPONSIBILITY FOR IT IS ON THE STEWARD/OWNER. 3. IT’S OKAY TO BE BY ONESELF.
HOSPITALITY	
HOSPITALITY IS SPONTANEOUS	HOSPITALITY IS SERIOUS AND PLANNED
<ol style="list-style-type: none"> 1. HOST TAKES CARE OF EVERYTHING. 2. A GIFT IS EXPECTED. 3. TRAVELERS ARE TAKEN IN AND PROVIDED FOR. 	<ol style="list-style-type: none"> 1. TRAVELERS EXPECTED TO MAKE OWN OTHER THAN WHAT IS COMMUNICATED TO HOST AHEAD OF TIME. 2. GUESTS ARE EXPECTED TO PAY IN A RESTAURANT UNLESS OFFERED BY THE HOST. 3. HOSPITALITY IS A SPECIAL OCCASION.
TIME MANAGEMENT	
NOT AS TIME-ORIENTED	TIME-ORIENTED
<ol style="list-style-type: none"> 1. EVENT ORIENTED, BUT RECOGNIZE SOME STRUCTURE IS NECESSARY IN SOME PARTS OF LIFE. 2. SPONTANEOUS AND FLEXIBLE. 3. EXPERIENCING THE MOMENT MORE IMPORTANT THAN SAVING TIME. 	<ol style="list-style-type: none"> 1. STRUCTURED. 2. ENJOY TIME EFFICIENCY. 3. TIME IS A PRECIOUS COMMODITY.