

American cultural patterns

American patterns

- Individualism
- Equality
- Informality
- The Future (Change, Progress)
- Achievement, Action, Work & Materialism
- Directness & Assertiveness
- Time
- Challenging Authority

- American people are a mixture of African Americans, Native Americans, Latino Americans, Asian Americans and White European Americans
- There are 125 ethnic groups and 1,200 religious groups (Samovar, and Porter, 1995, p.84)

Individualism

- The American (while growing up) is surrounded, maybe even bombarded, by the propaganda of self-fulfillment and self-identity. Self-improvement and self-help – doing my own thing - seem at the core of American ideology.

Individualism

- Do your own thing
- I did it my way
- You'll have to decide that for yourself
- You made your bed, now lie in it
- If you don't look out for yourself, no one else will
- Look out for number one.

Equality

- Declaration of Independence states that “all men are created equal”.
- “One man, one vote”.
- Just call me by my first name.

The Future, Change & Progress

- History doesn't matter.
- It's the future that counts.
- The long-time slogans capture American's assumptions about the future:
- “Progress is our most important product”, “Better things for better living through chemistry”.

Achievement, Action ,Work & Materialism

- “He’s a hard worker” or “ She gets the job done” convey the typical American’s admiration for a person, for **ACHIEVERS.**
- Americans love **ACTION.** They get restless and impatient.
- For most Americans, materialism is, and historically has been, an integral part of life.
- “In the American metaphysic, reality is always material reality”. L.Thrilling

Directness & Assertiveness

- The word “***assertive***” is the adjective Americans commonly use to describe the person who plainly and directly expresses feelings and requests.
- Americans will speak openly and directly in a manner they call “constructive”.

Challenging Authority

- Authority is not challenged, either out of respect or out of fear.
- The American is trained from childhood to question, analyze and search. “Go look it up for yourself”, a child will be told.
- A person’s *ideas* are being analyzed, not the person.

Questions to be discussed:

- What are the cultural values our people live by?
- What are the cultural challenges faced by foreigners working in our country?
- Are there any value differences among older, medium and young generations in our society nowadays? Could you specify?