

Emic approach - each culture is unique. the only way to understand a culture is to get inside it
Etic approach - culture can be examined with predetermined categories that are universal.
 (understanding the common components among different cultures)

CULTURE AND PERCEPTION

Stages of perception process

1. selection - selective exposure, selective attention, selective retention
2. categorization
3. interpretation

Attribution theory

- attribute a person’s behavior to internal causes (dispositional) or external causes (situational)
- significantly driven by emotional and motivational factors

Stereotypes - preconceived beliefs associated with a group or category of a people influenced by media representations

Prejudice - is a negative attitude towards individuals resulting from stereotypes

functions:

- utilitarian
- ego-defensive
- value-expressive
- knowledge

Racism - the belief that some racial groups are superior and that other racial groups are necessarily inferior

VALUE ORIENTATIONS

Hofstede’s Cultural Dimensions

<p>Individualistic</p> <ul style="list-style-type: none"> - emphasis on individuals’ goals, personal achievements - direct style of communication <p>Masculinity</p> <ul style="list-style-type: none"> - assertive values: competition, and material success - strives for maximal distinction between how men and women are expected to think and behave <p>High uncertainty avoidance</p> <ul style="list-style-type: none"> - people are active and security seeking - avoid risk and ambiguous situations <p>High Power Distance</p>	<p>Collectivistic</p> <ul style="list-style-type: none"> - group membership is more important than individuality. conformity to ingroup norms and values. - indirect style of communication <p>Femininity</p> <ul style="list-style-type: none"> - nurturing values: quality of life, interpersonal relationships, and concern for the weak. - permit more overlapping social roles for the sexes <p>Low uncertainty avoidance</p> <ul style="list-style-type: none"> - contemplative, less aggressive, unemotional, relaxed, accepting of personal risks, and relatively tolerant - more comfortable with risk <p>Low Power Distance</p>
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- inequalities among people are both expected and desired
- power and influence concentrated in the hands of a few rather than distributed through the population

Long-term Orientation

- dedicated, motivated, responsible, and educated individuals with a sense of commitment and organizational identity and loyalty.
- encourages thrift, savings, perseverance towards results,

- emphasize equality among people
- 'horizontal' relationships. minimize differences of age, sex, status, and roles. Social interactions are more direct and less formal.

Short-term Orientation

- spending to keep up with social pressure, less saving, and a preference for quick results