

ACTIVITY 5.7 | Decreasing Ethnocentrism

U.S.-American Cultural Norms	Disadvantages	Advantages
1. Emphasis on promptness and time		
2. Direct, explicit communication		
3. Competitive spirit		
4. Rugged individualism		
5. Informality in relationships		
Other Cultural Norms	Advantages	Disadvantages
1. Emphasis on harmony and order		
2. Respect for authority		
3. Precedence of group over the individual		
4. Focus on relationship-building		
5. Emphasis on saving face		