



## External cultural characteristics

games

holidays



## Internal cultural characteristics

concepts of self

roles related to age,  
gender, class and family

focus on past,  
present or future

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courtesy and manners

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attitudes toward authority

importance of individualism

tolerance of uncertainty  
and ambiguity

importance of competition

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language  
traditions

displays of emotion  
customs

personal space  
sense of fairness

understanding of cleanliness  
value of self-restraint

fashion